



Urban & Rural
urbanandrural.com



WE ARE ON THE HIGH STREET, WE ARE ONLINE,
WE ARE EVERYTHING YOU NEED FROM AN AGENT:

Estate agency has evolved more in the past three years than at any time in history and a good agent today will be both digitally capable and exemplary when delivering a personal one to one service. We have created a proposition that works with you to determine your unique marketing strategy, the delivery of which is all geared towards an outstanding client experience whether they choose to engage with us electronically, in person or a mixture of both.





GOOD SERVICE IS THE LEAST YOU
SHOULD EXPECT:

To keep you updated at every stage of your move we embrace all forms of communication so you receive the very best experience. You choose how we communicate with you whether that be by phone, email, text or WhatsApp we are always looking to help you with your move.

REST ASSURED:

When selecting an agent to work with please bear in mind that you are entrusting that person with your largest tax free asset. We are not the cheapest agent and nor would we want to be, our investment in our team and marketing gives you the peace of mind that we will achieve you a premium price for your home so you will end up with more money after you have paid all your moving bills.



Urban & Rural
urbanandrural.com



USE ATTRACTIVE MARKETING TO INCREASE EXPOSURE:

You need to create the right first and ongoing impression, we are selling your property to each potential buyer and the better it is presented, the higher the level of interest and in turn the better the price achieved. We work with you to ensure that your property is exceptionally presented whether being viewed online, on facebook, in one of our property videos, in our window or in a property brochure.



GETTING A HIGHER PRICE FOR YOU

Selling property for the highest price is far more than simply placing your property on rightmove. Our marketing has been developed to attract the very best buyer who is willing to pay a premium for your property rather than a buyer who is willing to make an offer. Once we have designed your marketing strategy we will carefully prepare the content to make sure it has the 'wow' factor when you enter the market and during this period we are already calling potential buyers from our extensive mailing list drumming up interest and viewings before you have even hit rightmove.





WITH YOU AT THE HEART OF EVERYTHING WE DO:

At Urban & Rural we are a service, marketing and sales business and every part of our marketing and service is built around you and your reason to move. Whether we recommend elevated photos which bring a totally new angle to your marketing, video tours, professional quality photos or targeted online advertising on social media we will speak to you and explain why we are recommending a particular course of action for you.

AN ORGANISED BUSINESS BUILT ON PROVEN FOUNDATIONS:

With over 20 years experience you are dealing with genuine local property professionals using a proved formula that has evolved with technology and ever improving service standards. Our teams are structured and well managed from the very top down and we encourage all of our people to be positive and helpful in their approach. We want our clients to feel that they are the most important person we are dealing with at that time and to do this we aim to deliver a service that makes you feel reassured that we are working together every step of the way. Scan the QR code to visit our website and learn more about us:



THE SALE AND PURCHASE

PURCHASE



1 You instruct your legal representative and pay money on account, return completed forms, ID and proof of deposit



2 They review contract and title then raise enquiries



3 They arrange property searches



4 They receive and review contract and title documents



5 They receive your mortgage offer and report to you



6 Searches received by them and enquiries raised



7 They report to you on title, searches and replies to enquiries with documents to sign in connection with the contract and purchase finance



8 They receive replies to enquiries and check if they are satisfactory



9 You return documents to them, once all documents are signed and you have paid your deposit they will review the documents and prepare for exchange of contracts



10 Final sign off by your legal representative



11 COMPLETION!
Keys recieved!



12 Your legal representative orders the balance of funds and exchanges contracts with an agreed completion date exchange contracts

PURCHASE PROCESS

SALE



1 You instruct your legal representative and pay money on account



2 You return completed forms, ID and proof of deposit



3 Your legal representative issues a draft contract to the buyers legal representative



4 Your legal representative receive enquiries and send them to you with documents to sign



5 Your response sent to buyers legal representative



6 You return documents to your legal representative



7 Final sign off by your legal representative



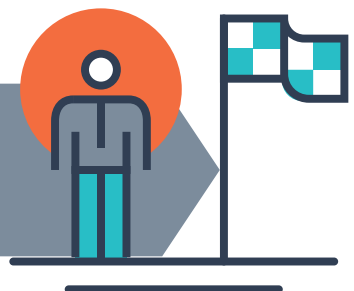
8 Completion date agreed



9 Your legal representative exchange contracts



10 COMPLETION!
Move out!



FOR EVERYTHING PROPERTY WE ARE HERE FOR YOU

WORKING WITH YOU TO ARRIVE AT THE VALUATION FIGURE:

Deciding on the marketing price is a critical point in the meeting as no two properties are completely identical so we work with you to arrive at a price that takes into consideration current and expected market conditions, evidence of comparable properties recently sold and for sale and by focusing on the key features and points of difference that add value to your particular property in order to set the upper most price whilst ensuring that it is at a level to generate the desired level of interest from quality buyers.



WORKING WITH YOU TO SECURE YOUR ONWARD PURCHASE:

We are experienced property negotiators and are happy to assist you when negotiating on your purchase. Not everybody enjoys negotiating and with our experience we can use our skills to help you purchase your next home at a price that suits you. We know how to work the numbers and by taking the emotional attachment out we could secure your new home at a price you are delighted with.

Understandably this service cannot be offered if you are buying through an Urban & Rural branch as we must remain impartial where an interest exists.

AN INDIVIDUAL APPROACH TO MARKETING:

Property marketing has changed to such an extent that by embracing technology and investing in the best available resources we are able to tailor a service & marketing package to suit your aspirations. In the same way that no two properties are the same, nor is the requirements of one seller to another. We work with you to compose a list of your individual requirements, based on past experience and what you want today, explaining options available to you and what works to suit your ambitions and then create a bespoke strategy to deliver it.

QUALIFYING AN OFFER TO ASSESS VIABILITY:

Each offer made to one of our branches goes through a qualification process, for buyers requiring a mortgage our in house experienced mortgage advisors will discuss affordability and the source of deposits to determine the ability to proceed of each client. Whilst nobody can guarantee that a client will receive a mortgage offer this process asks sufficient questions to ascertain whether the purchaser has a good chance of qualifying or not. Should the purchaser be buying from their own funds then we would ask for evidence of those funds or a letter from their solicitor/accountant confirming that the funds required will be available and from what source.

Our mortgage team are unique in that they do not charge a fee for arranging mortgages, they have access to the whole of the market and therefore can place virtually any case provided the client meets lending criteria. In such cases we have an enhanced level of control when progressing your sale as the purchase finance is being overseen by our in house dedicated mortgage administration team.

Furthermore Urban & Rural are registered with the Government's Anti Money Laundering Agency and have a duty to verify the identification of each buyer and seller, we will explain this process during your valuation appointment.



ONCE AN OFFER HAS BEEN AGREED:

With an estimated 28% of sales in the United Kingdom falling through the sales progression role is not one to be underestimated. Once a sale is agreed your dedicated sales progressor takes the reins and is with you at every step updating and helping you by communicating with solicitors and the entire chain to relieve some of the stress from the moving process. Accepting an offer is only part of your move and often the easiest part but for all the rest you have your dedicated sales progressor to help and guide you.



ONCE CONTRACTS ARE EXCHANGED:

Once exchange of contracts takes place you will be busy preparing for moving day and we will continue to communicate with your solicitors. On moving day we will agree with you how and when keys will be transferred to your buyer and be on hand to give advice if needed. We recommend that all manuals and paperwork relating to appliances and alarms etc are placed together and left for the buyers with any personal advice you might like to offer (such as when is the refuse collected, where is the stopcock for the water mains!). Rest assured, on the day itself ensure that keys are only released to your buyers once funds have been received and legal completion has taken place.





MOVING DAY:

Preparing for moving day can make the final stages of the transaction less stressful, particularly when the move comes with its own personal complexities. We have created this useful page of handy tips, guides and advice for you. Simply scan the QR code to visit this page:



GENUINE REVIEWS TELL THEIR OWN STORY:

Across the internet and in marketing literature every business preaches about how good they are, but in 2019 the risk is reduced by genuine access to reviews of products and services across all sectors. At Urban & Rural we want you to know what our clients have said about their experience when dealing with us which is why we invite you to read the many reviews captured by independent feedback generator, Google. As the old saying says 'you are only as good as your last sale' so we have the most recent appearing first with an average rating to give you a complete overview.





review us
on Google



LEAVE A REVIEW:

From our very first meeting our aim is to impress you with excellent service, quality marketing and delivering on our pledges throughout the process.

We welcome feedback, positive or negative to help us continue to improve and understand where we are getting it right and absolutely if we ever get something wrong.

We rely on reviews to give those considering engaging in our service a genuine opportunity to reflect on our service standards that have kindly been shared. Unlike some agents we send a review invitation once you have moved so that the feedback collected covers your complete experience and not just when you are happy at the point of instruction





We are proud Members of The Guild of Property Professionals

Marketing

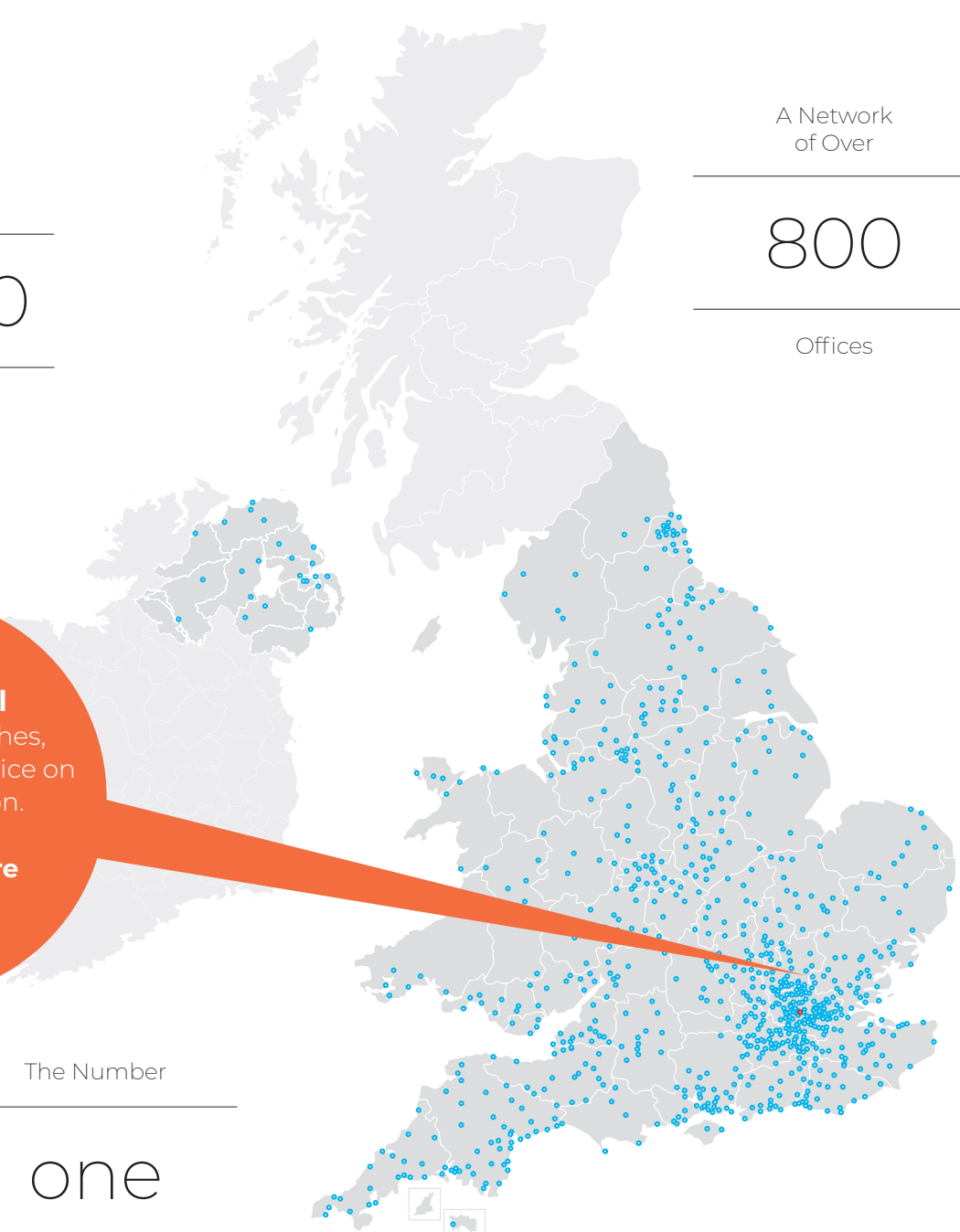
65,000

Properties

A Network
of Over

800

Offices



Urban & Rural
have 12 local branches,
and an associated office on
Park Lane, London.

**Greater exposure
for our clients**

The Number

one

Independent Estate
Agency network



Members shown, correct at time of production



Residential Sales, Property Management, Auctions, Land & New Homes, Mortgages
Members of a national network of over 800 independent branches across the United Kingdom