



A guide to selling your home



by Derek Wrenburn



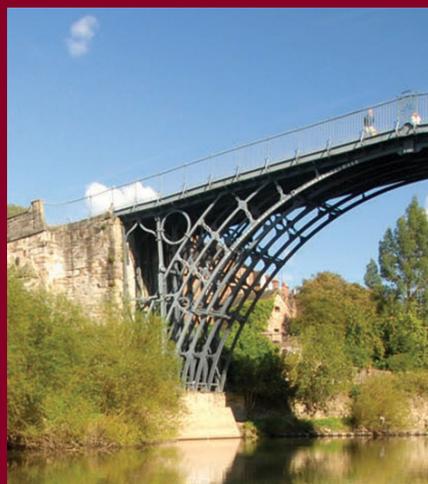
by Harshi Shah



by Hugh Down



by ELLI HARRIS



by Rajshib Chakraborty

Local Knowledge, National Strength



When selling your home, you want to achieve the best possible price, with the least amount of stress and within a timescale that suits you.

Northwood is proud to offer genuinely tailored sales packages for our customers, supported with the highest professional service and using the latest cutting-edge technology.

With over twenty years' experience of successfully selling houses across the country, we can help you to achieve the sale that you are looking for.

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Northwood dealt with everything for us. We have sold houses before but have never received such a prompt and efficient service.

Mr and Mrs Young





Selling with Northwood

Our commitment to you is to utilise our experience, expertise and resources to help you achieve a successful sale.

One of the largest agents in the UK

A strong online presence combined with a network of over 85 high street offices provides clients with the best possible offering.

Two decades of growth

We have been successfully selling houses throughout both the highs and lows of the housing market.

£300m worth of property sold

From studio apartments to mega-mansions, we are able to source buyers for every budget.

Locally owned

Each office is individually owned and run by motivated local Directors.

Training

Northwood is an approved centre for BTEC and ABBE training, ensuring the highest standards of customer care are delivered.

National reach

Thousands of clients are currently registered on our database and are actively looking to buy.

21st Century technology

www.northwooduk.com is a highly dynamic and mobile-responsive website, allowing properties to be uploaded at super-fast speed and presented at their best online.

Integrity

Members of The Property Ombudsman and recognised as industry leaders in self-regulation with an in-house compliance team.

We care

Since 1995 when the first office opened, we have donated time and raised funds for charities across the country. In 2015 alone over £26,000 was raised.





Getting to know you and your property

No two sales are the same, which is why we offer a fully customisable approach. Do you need to move quickly? Are you in a chain? Are you a first-time seller? We believe that achieving the right sale and delivering the right service for you is all about understanding your particular needs and circumstances. Our primary aim is to optimise the quality of offers received by pricing and promoting your property appropriately.

Ultimately no one knows the key benefits of the house that you live in better than you. That's why when you decide to sell with Northwood, one of our sales team will arrange to meet you in person at the property to become familiar with the layout and the unique selling points.

We can make suggestions on the most effective ways of presenting your property in preparation for photographs and viewings so that it appeals to the widest range of potential purchasers.

Our staff are typically recruited locally because their inside knowledge of the neighbourhood means that they can confidently sell the potential lifestyle offered by your property.

Both time and care goes into creating the highest quality particulars, which we then print using independent professional companies. We value your input and will only distribute your brochure once you are completely happy with its content.





Finding you the right buyer

There is far more to selling your home than simply uploading it onto the internet and waiting for offers to come in.

We actively and continuously contact, assess and search out prospective buyers in order to achieve the best possible sale for you. Northwood's database of thousands of active buyers across the country means that a shortlist of potential buyers can be drawn up even before your property gets uploaded to the internet.

By establishing each buyer's specific requirements when they register with us and then keeping in regular contact, we can ensure that we only send suitable properties to them and suitable buyers to you. Even before we come to value your home, our negotiators will have already identified which of their buyers would potentially be interested in a viewing.

Upfront assessment of every buyer's position includes factors such as their reasons for moving, their ability to buy, their buying position and their desired timescales. Clearly the closer the match to your timescales and ability to move, the easier the sale will progress.





Delivering the best results

A standard service is not what you get at Northwood. We listen and work with you to deliver the optimal marketing strategy to achieve the maximum level of exposure in the marketplace.

National coverage

More than 50% of buyers look to move outside of their local area. Integrated software enables our network of offices to circulate your property details to prospective purchasers across the country. Regardless of which office they initially contact, these buyers can be referred to the appropriate Northwood office in their new locality, who can arrange viewings for them before they have spoken to other agents there.

Premium sales particulars

You only have one chance to make a first impression. That's why we create quality, bespoke sales particulars to show your property in the best possible light. Options for sales particulars include floorplans, professional photography, production of EPCs amongst others.

Online exposure

As a network, Northwood has listings on all the major property portals. Featured property listings are available depending on the level of service selected.

Visitors to our website

Our own recently upgraded website has highly advanced but easy-to-use search functions. Attracting over 30,000 visitors every week.

For sale board

Our distinctive and widely recognised 'For Sale' boards are one of the most effective forms of advertisement, working for you 24/7. Enquiries from boards are typically the most serious as they have already checked the property out externally.

High street presence

Our offices are situated in the heart of the communities we serve, maximising footfall from potential buyers and providing a physical presence if you ever want to come in for a chat. Window displays showcasing our properties provide further exposure.

Investors club

If your property presents a good investment, this is a unique resource. As a national company with an industry-leading lettings division, we have over 20,000 landlords. Many of these are active property investors looking to expand their portfolios. We advertise selected properties to investors via our exclusive Investors Club.

The highest customer service

The difference between a sale and a successful sale can often come down to the time it takes to complete and the stress involved in getting there. That's where delivering the highest level of customer service is vital.

A dedicated negotiator

One of our most experienced negotiators will be your main point of contact through to completion, giving you peace of mind and continuity.

An objective valuation

Our local property experts apply their intimate knowledge of your area's specific market conditions and their active database of buyers in recommending an asking price and tailor-made marketing strategy to suit you. Your home attracts the most attention during its first couple of weeks on the market so it is crucial that the property is priced appropriately from the outset.

Understanding your selling needs

If you are upsizing, downsizing or relocating, we'll guide you through the buying process. Not found your dream property to move to yet? Don't worry, we'll manage viewers' expectations whilst actively helping you to find your next home.

Daily staff briefings

Our offices hold morning meetings to brief the team on the details of new properties to the market and recently registered buyers. This ensures that every staff member is familiar with your property and is able to identify viewing opportunities.

Accompanied viewings

We prefer to be the ones accompanying viewers around your property, as we already know what a viewer is looking for. We can ensure that the appropriate features are highlighted.

Viewing feedback

We deliver comprehensive, constructive feedback after viewings and we make practical recommendations to you based on the feedback we receive.

Marketing review

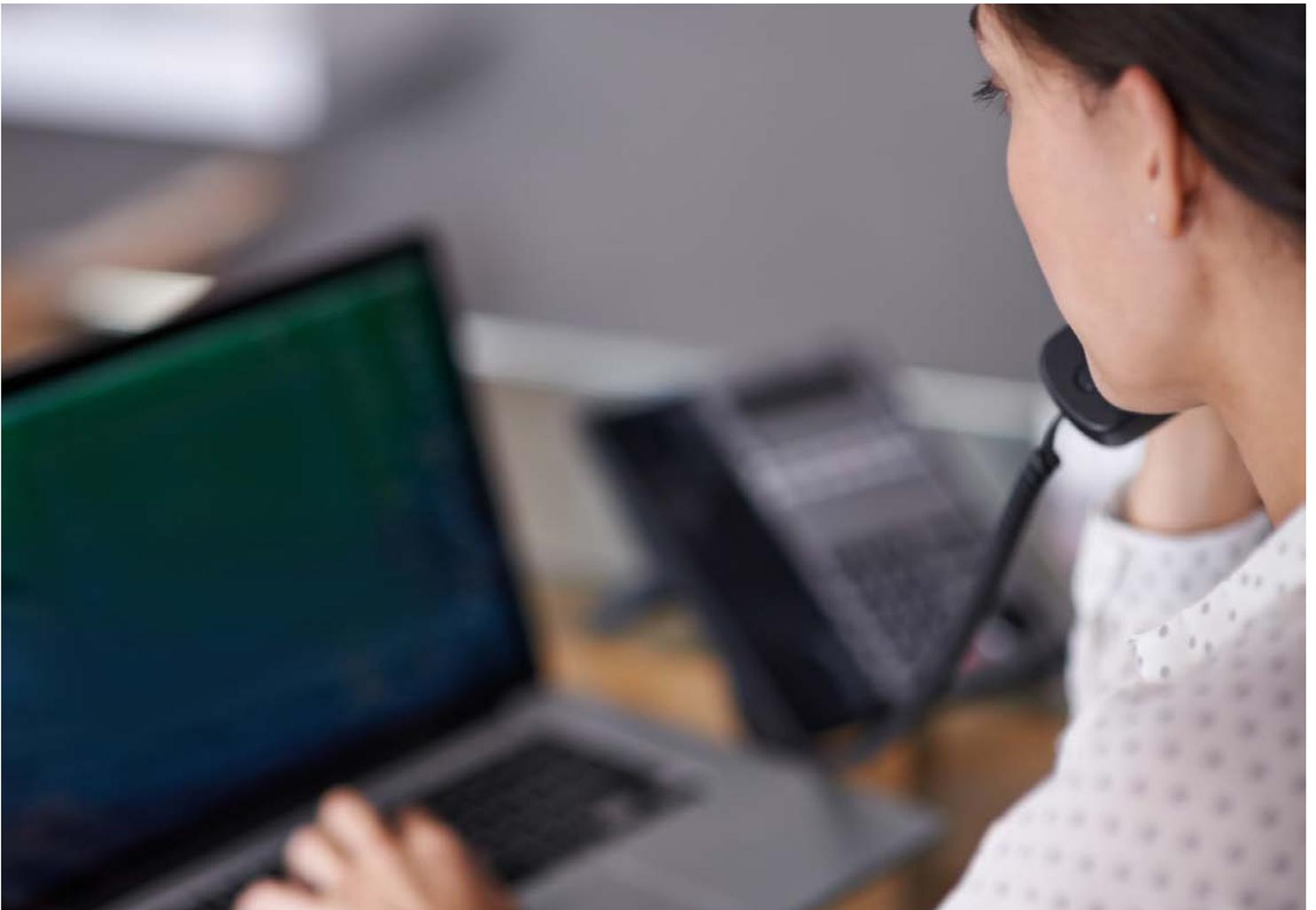
We keep you updated and provide counsel, guidance and direction at every stage. We'll contact you every couple of weeks to discuss local and national property trends, the performance of competitor properties, the enquiries we've received and suggestions for improving your property's online presentation.

Offer negotiation

All offers received will be communicated to you both verbally and in writing. Each offer is fully vetted and we will verify the finances and position of the buyer(s), as well as the existence and status of any chain. We liaise with you at every stage of the negotiations to provide advice and guidance until you are happy to accept the right offer.

Sales progression

The conveyancing process is the most complex (and often the most stressful) stage in selling a property. We liaise with all parties across the chain - from mortgage brokers to surveyors, solicitors and other estate agents - ensuring clarity, advancement and a smooth transaction. We keep you updated and provide counsel, guidance and direction from accepting the offer until you hand over the keys.



Moving forward

When you instruct Northwood, we immediately set the wheels in motion to get your property on the market and start the sales process.

Of course if you have any queries in the interim we're more than happy to provide any additional advice on how to achieve the most successful sale.

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From the first meeting I had complete confidence in Northwood and they didn't let me down. Most importantly I achieved a great price.

JG Carlisle Vendor

Give us a call, drop us an email or come in and see us.



