

# Brookes / Bliss



Our Guide To Selling Your Home



# Brookes Bliss Residential Property Sales

## Why Choose Us?

At Brookes Bliss we put our clients at the centre of what we do. From tailored marketing to expert advice, your property is our focus.

### Bespoke Personal Service

Our hand-picked Team delivers a tailored personal service to suit your needs. Clear, considered advice, regular communication and attention to detail gives our clients confidence and ensures we make the most of their property. We pride ourselves on our long -term relationships with clients and the trust we engender. Even when we are closed, remote monitoring of all enquiries ensures we never miss anything and are swift to respond.

### Experience

Selling property for over 35 years, Jonathan Bliss, Director, is highly experienced in all types of property. With a depth of local and industry knowledge, our Team understands the marketplace and has the experience to deal with challenging situations swiftly and efficiently.

### Expertise

Whether you require a full marketing campaign or a quieter, soft approach to test the market, we understand how to attract serious buyers. We specialise in rural, period and contemporary homes and have developed a successful individual approach to selling. Using high quality literature, leading online platforms, local and national press and our extensive in-house buyer database, we strive to match your home to the right purchaser. As a member of Propertymark, the industry's regulating body, our Team maintains the highest professional standards and is up to date with the very latest legislation.

**Trusted**

**Experienced**

**Innovative**

# Individual Marketing

We offer a superior range of marketing tools and materials to promote your home including:

- Unique sale brochures tailored to your property's USPs
- Strong presence on the industry's leading search engines,  
Rightmove.co.uk and Onthemarket.com
- Professional photography, including aerial where appropriate
- Floor plans and land plans, where required
- Clear maps, particularly helpful for the 'out of area' buyer
- Prominent high street displays from our office
- Tailored advertising programs in the local and national  
press and specialist advertising, where appropriate
- Targeted marketing to extensive in-house database of  
potential buyers, including those in the Home Counties,  
London and the South East
- Distinctive and eye-catching 'For Sale' boards
- Advice on conducting viewings and a full accompanied  
viewing service, if required
- Priority mailing system ensuring swift and effective  
notification of your property to potential buyers

# Brochures

Sale brochures are vital marketing tools and we pride ourselves on the quality, design and individual presentation. A narrative of your brochure will be prepared for your approval and once agreed, copies will be provided for your use. A digital copy will be marketed online.





# Photography

An extensive portfolio of professional photographs is crucial to market your property effectively. Photographs are usually the first thing any potential buyer will see, so it is paramount they create the best first impression, taken at the right times of the year and the day, where possible. Our photographs include internal, external and location shots. In certain cases specialist photography may be required, such as aerial or elevated shots and we are happy to discuss this with you.

# Floor Plans

We prepare floor plans for all our properties. These are very popular and useful for prospective purchasers. The floor plans will be featured not only in your sale brochure but also on all the major property websites. Below is an example of a typical floor plan.



# Land Plans & Aerials

Where applicable, we recommend including a land plan or aerial photograph for your property, as it can act as a useful reminder for buyers when considering exactly what is on offer. They have proved particularly useful when establishing boundaries and when advertising properties with land. We use the professional mapping software Promap, which marks out boundary lines and provides the size of the area of the site.



# Office Location

We have always liked being in the thick of things and our new offices are on one of the busiest corners in the city centre facing the Cathedral. With state of the art displays and such a prominent position we offer a visual and physical profile that is hard to beat.

# For Sale Boards

In most cases, we would recommend that one of our For Sale boards is placed in the most eye -catching position available. However, occasionally this is not always appropriate and we will discuss this with you on an individual basis.



• HEREFORDSHIRE

# Living

MAY 2021 • HOMES & INTERIORS • PEOPLE & PLACES • FASHION & BEAUTY • FOOD & DRINK • COMPLIMENTARY

DIFFERENT BY DESIGN  
Unique spaces transformed

PICTURE PERFECT  
Life on Instagram

The edible outdoors  
The art of foraging with Liz Knight

Go wild  
Give the mowing a miss

SPACE MAKING

**THE FIELD**  
Established 1853

April 2021

Terrier tradition  
THE HISTORY OF OUR SPORTING FRIENDS

LEGEND: SALINERO  
I FREELY ADMIT THAT THE BEST OF MY FUN I OWE IT TO HORSE AND HOUND - Wayne Melville

EVERY WEEK  
22 MAY 2021

HORSE & HOUND

Brookdale Limited Edition - mini cob star and BSHA gala supreme

VET  
How fractures can be prevented and bones repair

COMMENT  
When two judges should be giving different marks

ALEX BRAGG  
'I couldn't get a horse on the bit': the rugby player turned top eventer

COB SPECIAL

## Why we love cobs

What makes them special - and is there anything a cob can't do?

Guns in a Cornish garden  
Exceptional sport amid rare plants at Caerhays

Staycation sorted  
The ultimate tour of racing's secret courses

Best of British  
Catch of the day and royal match of the day

# Advertising

For each property, we prepare a schedule of targeted advertising to attract the most suitable buyers. This includes:

## Internet Advertising

The internet is a strong medium for introducing your property to potential new buyers. In addition to our own well visited website at brookesbliss.co.uk we advertise on leading property search engines **Rightmove** and **Onthemarket**. These are supported by subsidiary sites such as *The Evening Standard* and *The Telegraph*.

## Local Advertising

We regularly advertise our properties in the *Hereford Times* and other publications including the *Brecon and Radnor Post*, *Monmouthshire Beacon*, *Ledbury Reporter*, *The Malvern and Ross Gazettes* and *Ludlow Advertiser*.

## Press Releases & Editorial

Using our well-established contacts in both the local and regional press, we often gain further media coverage for individual properties through editorial.

## National & Specialist Advertising

In addition to our local advertising program, we are able to offer national exposure in a broad range of publications to reach the widest audience of potential buyers. Supplementary national advertising is usually at an additional cost, which we are happy to discuss with you.

# Viewing & Security

All appointments to view will be made through ourselves at a time convenient to you. We will verify serious buyers so your time is not wasted. Feedback from all viewings, whether positive or negative, will be reported to you as soon as possible. We can also accompany viewings where necessary.

# Energy Performance Certificates

In most cases an energy performance certificate (EPC) is required. We can let you know if your property will require an EPC and, if so, it is essential that this has at least been applied for prior to marketing your property. For your information, an EPC is valid for a 10 year period.

## The Office Of Fair Trading

The Office of Fair Trading expects that we verify all facts communicated to potential customers. Before circulating any details of your property we must obtain your confirmation that all information provides a true representation of the property.

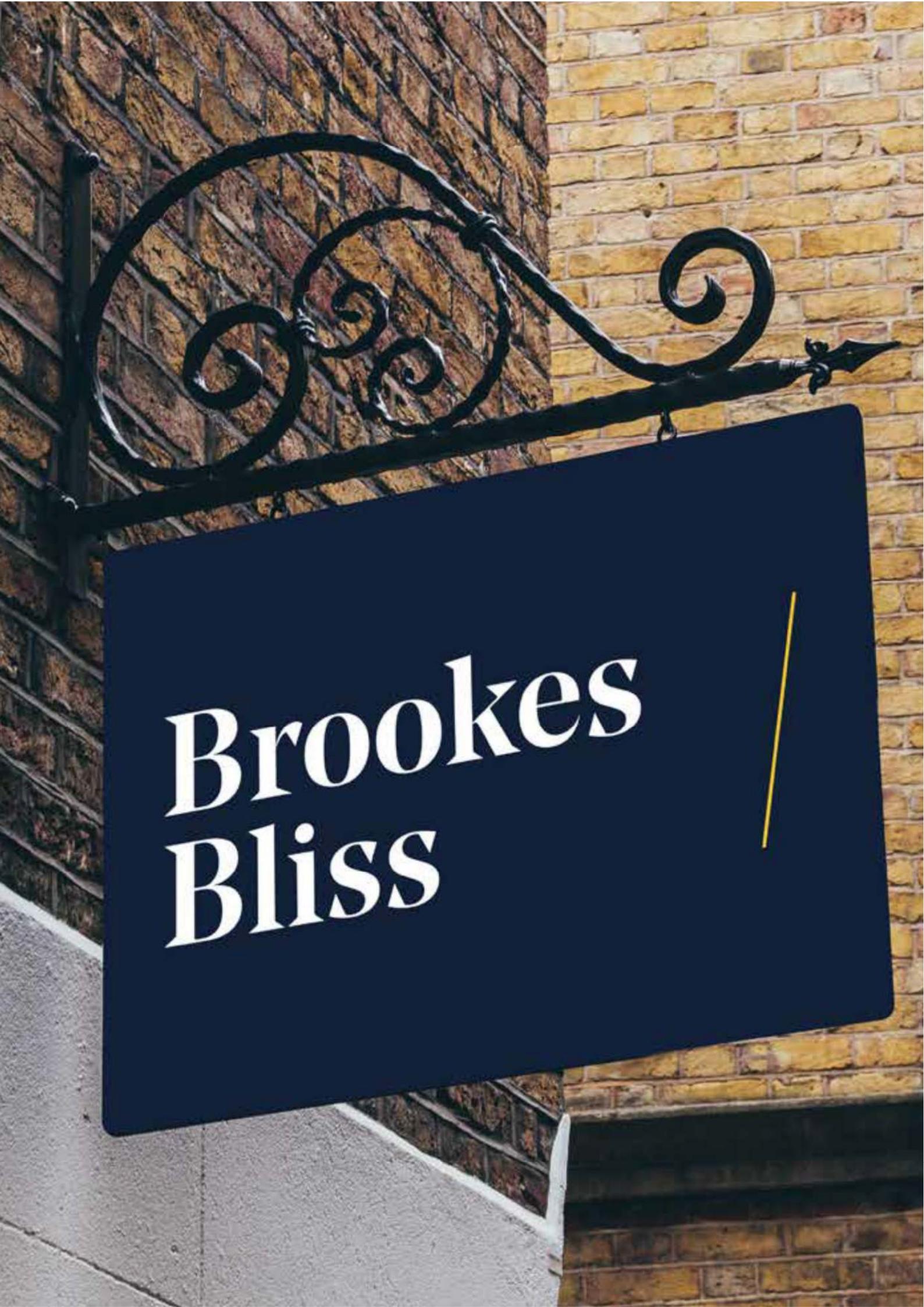
## Legal Process & Solicitors

Once your sale has been agreed, we will monitor the progress carefully and endeavor to be one step ahead to ensure that there are no delays along the way. The process these days does take longer than it used to and if you haven't moved for some time you may be surprised how much more information you will need to provide for your buyers' solicitor.

We are always here at the end of the phone or on email to help guide you through the process and we understand that this can be a very stressful time. We will do all we can to ease any issues that may arise. We have prepared an information sheet to help you to understand what might be required of you and this will be sent out with our contract should we be instructed to act on your behalf.

Needless to say we work closely with a number of local solicitors and are happy to make recommendations to you so that you are able to make an informed decision.





Brookes  
Bliss

# Meet the Team



**Jonathan Bliss - Director**

01432 343800 option 1 | 07748 113 830 | [jonathan@brookesbliss.co.uk](mailto:jonathan@brookesbliss.co.uk)

Jonathan has lived and worked in Herefordshire for most of his life and has been successfully selling houses for over 35 years. Highly experienced in all types of property, he considers himself incredibly lucky to be working in one of the country's most beautiful counties. Jonathan is always approachable and guarantees sensible, straightforward advice.



**Linda Ketcher - Senior Negotiator**

01432 343800 option 1 | 07870 498966 | [linda@brookesbliss.co.uk](mailto:linda@brookesbliss.co.uk)

Having joined the team in 2007, Lin always makes an impact, with not only a wicked sense of humour but also with outstanding organisational skills. Incredibly positive and with an ability to 'make things happen', Lin is the 'engine room' of the business, but we don't like to tell her that! For many clients, Lin is the most regular voice on the end of the telephone and she ensures everything always runs as smoothly as possible.



**Karen Edmonds - Office Manager**

01432 343800 option 1 | [karen@brookesbliss.co.uk](mailto:karen@brookesbliss.co.uk)

Having been with the team for over nine years, Karen is well placed with sound knowledge to assist with a whole host of enquiries. Karen has excellent attention to detail and ensures the office runs smoothly on a day to day basis.



**Jane Lilwall - Lettings Manager**

01432 343800 option 1 | [jane@brookesbliss.co.uk](mailto:jane@brookesbliss.co.uk)

With a wealth of both local and industry knowledge, Jane joined the current Brookes Bliss team in 2017. As a member of ARLA Propertymark Jane enjoys strong relationships with clients built on trust, valuable experience and up to date advice and is dedicated to ensuring clients will happily recommend her to friends time and time again.



**Kate Bliss - Fine Art Valuer**

[kate@brookesbliss.co.uk](mailto:kate@brookesbliss.co.uk)

Kate heads the Brookes Bliss Fine Art Valuation Service. RICS member and a Fellow of the Gemmological Society of Great Britain, Kate has over 25 years experience valuing in all the main areas of Fine Art and specialises in jewellery and silver. Many clients look to sell or reappraise valuables when moving and a valuation service is helpful for sale, family division, insurance or tax purposes.

We work hard  
to maximise  
your property's potential.

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**[brookesbliss.co.uk](http://brookesbliss.co.uk)**

**rightmove**  **OnTheMarket** 

