

Autumn 2011 – A new home by Christmas



With the end of yet another spectacular British summer almost upon us and children finally back at school, thoughts for many turn once again to considering their homes and thus the Autumn tends to be a buoyant time for the property market.

This year is likely to be no exception and with no plans for interest rates to increase in the near future there is likely to be an increase in demand for quality houses, particularly in the sought after areas within our region.

Placing your house on the market at this time of year is certain to generate interest, and with the possibility of being in a new home by Christmas many potential buyers are eager to take a swift and decisive step once they have seen something they like.

This means that strategically you are likely to get a quicker sale for a higher value by marketing your property in this busy period.

If you would like to discuss your requirements in more detail or would just like to arrange a free consultation and valuation on your property then please feel free to contact me directly on 023 8046 6869.

John Neville *Managing Director*
Pure Estate Agents, West End

Call the office today on **023 8046 6869**

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SPANNING WEST END, HEDGE END, BITTERNE AND WOOLSTON

LETTINGS AT PURE

There has been substantial growth in the rental market over the past few years and the lettings department at Pure has gathered considerable momentum in the years since its inception - we now handle properties in all corners of the city.

Being largely internet driven we can successfully market and manage homes from further afield and the quality of our service combined with an incredibly competitive pricing structure has ensured real success within this area of our business.

We would love to talk to current and potential landlords to offer any advice in this area or to discuss the services and prices we can offer from tenant find only right through to fully managed.



SALES AT PURE

MARKETING YOUR HOME

Once you have made the decision to partner with Pure on the Sale or Let of your home we will begin the marketing process in earnest.

Our highly skilled team have a considerable wealth of local knowledge and a very good understanding of what it will take to find the right deal for each individual property.

We will arrange a photoshoot to help give your property the edge and show off its full potential. Your details will be carefully worded and prepared for your approval.

As we always have a list of potential buyers awaiting properties in our area to come on the market, we will contact them to offer them an early opportunity to view.

Your details will then be posted in our window, uploaded to our website and placed on all of the main online portals such as rightmove.co.uk and findaproperty.com

 **rightmove**.co.uk
The UK's number one property website

 **Find a Property**.com

...we're just down the road



MAXIMISING THE VALUE



However much buyers may think that they are just using logic to make their decision there is no doubt that the heart has a massive say in which property they could see as their new home. It's a lifestyle choice - and to give you the best advantage with regards to a speedy sale and realising the highest price, it is important to create the right feel.

When the photography is being done try to ensure that there is no clutter around and we will always look for the best angles for those all-important shots.

First impressions are vital so when viewings are being carried out think about the first things that your potential

buyers will see and what impression that is going to leave them with – the exterior and entrance hall should be smart, tidy and as clear as possible to give them an understanding of the potential they offer.

The kitchen is the heart of any home so make sure that yours looks as good as it can – smells from last night's curry are a definite turn off so keep it as airy as you can. Switch any lighting on as this will make it look brighter and warmer and, once again, keep it clear from any personal effects that can be tidied away.

We are always happy to offer any further advice on the best way to present your property so please call us to discuss.





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