



The first choice for selling your property

Vendor Guide

www.oakestates.co.uk

The difference is service...

In today's world, people expect everything to happen at Internet speed – that includes selling property. The problem is many estate agents have become too big, with too many properties on their books, and are simply not agile enough to achieve a quick sale.

And in becoming more virtual on the Web, they offer virtually no personal service to clients.

OAK Residential is different. Since founding the company in 1984, we've maintained an absolute commitment to providing the highest levels of personal service to our clients, combined with years of experience of residential sales and property management and in-depth knowledge of the local area.

As an independent family firm, the directors Simon, David and Alan Pope have remained at the forefront of our business and remain accountable to our clients at all times. We have built up a team of knowledgeable, friendly and dynamic sales professionals whose aim is to help clients sell their properties fast.

With four offices in the London boroughs of Lewisham and Southwark, open six days a week, we're large enough to provide extensive coverage in these fast-paced and increasingly attractive areas, but small enough to care.

That's the OAK difference...



Head Office:

Lewisham

Tel: 020 8355 3535

also at:

Brockley

Tel: 020 8692 9533

Forest Hill

Tel: 020 8699 6464

Dulwich

Tel: 020 8299 2299

E-mail

mail@oakestates.co.uk

website

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About OAK Residential

At OAK Residential, we know how difficult and demanding moving home can be. That's why we provide professional help and guidance every step of the way, from valuation to completion. We work hard to provide a service that makes the entire process as simple, efficient and painless as possible.

We know the business of property inside out, and we use our knowledge to improve the way property is bought, sold or let (both long and short term) through innovations such as customer-focused opening hours and a constantly updated web site.

We will provide you with a valuation and advise you on the best marketing strategy for your home. There is no obligation, and no pressure. We take things at your pace. If you need to move quickly, we pull out all the stops to find a buyer. Using our skill, experience and careful judgement we will assist with every aspect of the transaction, right through to moving day.

All of our offices are networked using the latest technology, and we have our own highly active Web site. But the IT is there to enhance, not replace, the personal service we provide to our clients.

OAK is a member of the National Association of Estate Agents (NAEA) and operates under the regulations recommended by the Association, giving clients further peace of mind.

Specialising in flats and small houses

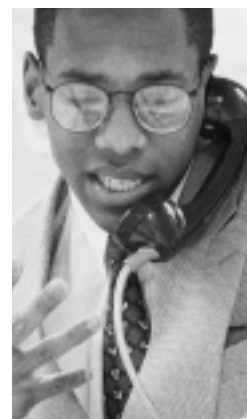
OAK Residential specialises in selling flats as well as smaller houses, and we know the dynamics of this market probably better than any other company in South East London.

This is a very fast-moving, continually changing market – our success has been in keeping pace with it, understanding the needs of first and second time buyers, and thereby ensuring we sell clients' properties quickly to enable them to move up the property ladder.

Our commitment to you

At OAK Residential we are committed to:

- Listening to your needs and price expectations
- Offering you honest and professional advice
- Maintaining regular contact throughout the marketing and sale process
- Always being available to answer your questions
- Maximising our marketing efforts to achieve a speedy sale
- Achieving a sale in your timescale
- Offering highly competitive commission rates.



"We were very impressed by your competence, clear insight into the market and helpful and support attitude."

Mr. B of Lewisham

Comprehensive service



"The service I received was fantastic. The care and attention from the office staff could not have been better. I am grateful to them for their help."

**Mr. and Mrs. P of
Brockley**



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At OAK Residential, we believe in providing a comprehensive, end-to-end service to our clients.

Realistic market guidance

We think it's important to provide clients with a realistic guide to the current market value of their properties. Because we deal with the market on a daily basis, we can put the price of your property into perspective and ensure we maximise the sale in what is often a highly competitive environment.

Carefully considered valuation

We don't take any property at face value. There are many considerations that need to be taken into account before a valuation can be given, which is why we take our time to look at your property and work with you to reach a value that meets your requirements, and those of the current market.

We do all the obvious things, such as carry out a full inspection (inside and out) and take all the relevant measurements. But more importantly, we discuss lease details (where appropriate), any modernisation or improvements that have been carried out, and so on.

Once we have the complete picture, we will then provide you with the right valuation of your property. The valuation is free to all potential home sellers, although a fee is applicable for purposes other than selling (eg, a divorce settlement).

Marketing your property

Once we receive your confirmation instructing OAK to proceed with the sale of the property, we will immediately produce high quality, descriptive sales particulars, complete with digital colour photographs that can be used in print and on our web site.

The particulars we produce will be carefully drafted to highlight all the key selling features of your property. Once we receive your approval of the details, the OAK team is ready to implement a powerful and innovative marketing campaign.

Our friendly and responsive sales team kick-starts the marketing campaign for your property by:

- **Immediately calling all potential buyers.** These are people who have registered with OAK for a particular type of property.
- **Sending out emails to potential buyers.** Many people prefer to receive details on properties quickly via email. An email about your property will be sent directly to their desktops, and will be followed up with a phone call to ascertain their interest.
- **Sending out automated computer mailings.** We have an extensive company-wide database of potential buyers.

These kick-start activities more often than not result in immediate interest in, and viewings of, your property. In addition, we believe in marketing properties in the most professional and imaginative manner. The marketing campaign plan will therefore include:

- **Excellent internal and external window displays of your property in full colour.**

To maximise visibility and saleability, we ensure prominent display of your property in one or more of our four offices in prime locations in East Dulwich, Forest Hill, Brockley and Lewisham. We're open six days a week, 9am to 7pm, making it as convenient as possible for potential buyers to come in and look at the details of your property.

- **Eye-catching advertising in the key local newspaper property sections.**

We ensure that details of new properties on our books are seen by thousands of readers looking for property.

- **Free prominent 'For Sale' board.** The highly distinctive OAK-shaped 'For Sale' board is recognised, remembered and recommended. Once an OAK board goes up outside your property, it's a sure sign that a top team is on the case selling your property.

- **Web site marketing.** Thousands of prospective purchasers now use the Internet as a means of finding property. We provide instant access to all the properties we have for sale on our Web site. In addition, your property will be marketed through leading property Web sites.

- **Computer linked offices.** All four of our offices are networked, which means details on property in one area are shared with our colleagues in our other branch offices – essential for purchasers who are looking to move to a new area.

Regular updates

The marketing of your property doesn't stop with the initial flurry of activity. We believe it is very important to maintain regular contact with our vendors throughout the entire sales process. We will provide you with regular progress reports to keep you fully in the picture. We also constantly analyse market and sales trends and combine this with our extensive local knowledge to ensure we are pricing and positioning your property to maximise its sales potential.

We liaise between all parties involved in the transaction, including conveyancers and mortgagees, to ensure they receive the information they need at the right time. If there is a weak link in the chain, we will find and fix it to ensure your sale goes through as smoothly as possible.

Our experienced and professional sales staff are on hand six days a week from 9am to 7pm to give free advice and, in line with our commitment to giving the highest quality of service, at least one of our directors is always available to meet clients' needs.

In the unlikely event of an offer not being received within two weeks of your property appearing on our books, we will arrange a client meeting to discuss the marketing strategy, provide further suggestions and answer any questions you may have to ensure you are happy with progress.



"Your negotiator remained dedicated and efficient throughout the whole transaction and indeed without his expertise, I am sure that the sale would not have gone ahead."

Ms. L of Lewisham

Accompanied viewings



"We found your staff to be courteous, good humoured and professional during an extremely protracted and difficult negotiation"

Mr. S of Dulwich



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All of the viewings that we arrange will be accompanied by one of our sales executives, regardless of whether you are in occupation or not, or the time of day of the viewing. This means vendors do not have to worry about 'making the sale' and enables our fully trained and highly skilled sales executives to bring out the key selling points of your property.

After carrying out a viewing, our sales executives will follow up and provide you with honest feedback from potential purchasers, usually within 24 hours.

Negotiating offers

Once an offer has been received, we will negotiate on your behalf and keep you fully informed of progress. We will provide the benefit of our experience and ensure that the negotiations culminate in you receiving the best possible price for your property.

Finalising the sale

When a mutually acceptable price has been agreed, we will gather together all of the relevant legal and financial information required to proceed with the sale. All of these details will be included in a sales pro-forma and sent to the all parties concerned, with appropriate covering letters. From this point on we classify your property as being under offer and remove it from sale on the open market, unless you advise us otherwise.

OAK will then provide professional advice and guidance through the contractual process of selling your property, liaising with you, the purchaser and both parties' legal and financial representatives to make the process as smooth as possible. Our professional team is always on hand to ensure the sale moves quickly towards a successful conclusion.

Mortgage advice

To help the sales process further, OAK Residential has its own in-house mortgage services advisors who are on hand to provide help and assistance to potential purchasers of your property. They have access to every major lender in the UK and can contact all the leading banks and building societies via a computerised system called 'Mortgage Link', which is constantly updated with the latest interest rates. By making it easier and quicker for potential purchasers to find the right mortgage, they can buy your property faster.

(YOUR HOME IS AT RISK IF YOU DO NOT KEEP UP REPAYMENTS ON A MORTGAGE OR OTHER LOAN SECURED ON IT).

10 Top Tips on selling your property

- 1.** Make sure your property is clean, tidy and clutter-free internally and externally. Style it to sell.
- 2.** Add those little finishing touches, such as hanging flower baskets outside, fresh flowers inside, to brighten up the external appearance. Make sure beds are made and cushions plumped up.
- 3.** Ensure the property is well-lit – open curtains to let in natural light and add lamps to dark corners.
- 4.** Ensure pleasant aromas – fresh flowers, subtle air fresheners, etc.
- 5.** Put the coffee on – it smells good and can be offered to visitors to welcome them.
- 6.** Finish those little DIY jobs – work in progress is off-putting to potential buyers.
- 7.** Not everyone likes animals, so keep dogs in particular under control, or arrange for someone to take them out for a walk.
- 8.** Keep any property particulars – lease details, council tax, utility bills, etc – in a folder ready for inspection.
- 9.** Let one person lead the tour (either yourself or an OAK representative).
- 10.** Don't oversell – the best features of a property will stand out.



**RESIDENTIAL SALES
AND PROPERTY
MANAGEMENT**

Lewisham Office

**17 Lewis Grove
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London SE13 6BG
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Brockley Office

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Forest Hill Office

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Dulwich Office

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East Dulwich
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email: mail@oakestates.co.uk

website: www.oakestates.co.uk

**Our sister company, Oaklets, is one of the leading property letting
and management companies in South East London and Kent.**

**For further information call 020 8333 5252,
email: mail@oaklets.co.uk or see our website: www.oaklets.co.uk**