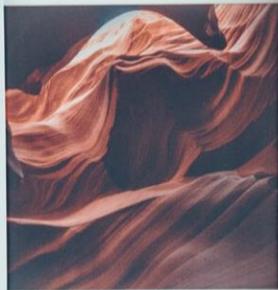


the  
drawing  
board



WWW.THE-DRAWING-BOARD.CO.UK  
DRAWING-BOARD@CARDENANDEAMES.CO.UK

Selling Solution by  
the drawing board @ CARDEN & EAMES

# our typical client is not typical. and that is exactly how we treat them...

You may be selling for the first time or an experienced mover. You now have a choice of using Traditional Estate Agents, On-Line Estate Agents or a growing breed called; Hybrid Estate Agents.

But, what about if you don't use an Estate Agent? The reality is "people" don't think there is an alternative. Or, if they did, imagine it would be exclusive to property experts or exceptionally expensive. We offer a Selling Solution placing you firmly in the driving seat of the sale. We act as advisors, consultants and project managers throughout the entire process of a transaction. From valuation, implementing a marketing strategy, negotiating and navigating all the way to completion, we are here for you.

Our fixed pricing of £1,995 is not a commission, rather a valuable investment in our time and expertise. This covers all core costs for Marketing including major portals such as Rightmove, accompanied viewings and the management of the sale to moving day, and beyond. We are NOT estate agents, there are no exclusivity periods. This would be viewed as a Private Sale.



23-24 Berkeley Square. Mayfair, LONDON. W1J 6HE  
[WWW.THE-DRAWING-BOARD.CO.UK](http://WWW.THE-DRAWING-BOARD.CO.UK)

# Selling Solution



## Free Consultation

Assessing your needs and understanding how the Solution works for you



## Valuation

How much is your home worth and what asking price should be adopted



## Staging

How do you add value to your home and ensure you get the best possible price?



## Legally Ready

Preparation of the legal documents and approving contracts for completion



## The Move

From the packing, to the unpacking and setting up your new home



## Art of Negotiation

What offer to take? What offer to make? Just don't make a mistake.



## Marketing Strategy

How to get the message out your home is on the market and attract buyers



## Welcome Home

Let us help make your move memorable, for the right reasons...



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## Consultation

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Considering a move is mostly exciting.

You start to imagine your new home and what it will do for you. Your aspirations may be to relocate closer to great schools, have the large garden you are hankering after or simply more space for a growing family.

First, we listen. Taking the time to fully understand your personal objectives and open transparent discussions. This will act as a blueprint for your proposed move and provide us a working brief.



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## Valuation

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Set your own asking price based on comparable evidence and recent sale prices in your area. You do not need to be an expert on the entire property market, just your home.

Information is readily available on-line to see sale prices and statistics to your specific type of home. We can provide you access to an on-line portal which will provide a ballpark figure based upon your postcode, property type and accommodation.

We will help guide you on the asking price thanks to our extensive experience built up over many, decades.



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## Staging

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Professional photography, floorplans and EPC are included. You can choose to enhance your marketing tools with videos, interactive floor plans and cgi images if required, at extra cost.

Part of the solution includes executing the strength of “perceived value”. This is to accentuate the main features of the home or identify strategies which will increase your homes value. .

This will escalate the opportunity of achieving the best possible price.. This can simply be adding a coat of paint, to obtaining planning permission. We can help manage and implement the recommended works.



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## Legally Ready

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Getting your house in order is more than fresh flowers and baking bread. To be legally prepared before you find a buyer will speed up the process and reduce the risk of a sale falling through.

Our conveyancing associates will deal with any issues in advance, so they are not a concern for your buyer. Providing a seller's pack to your buyer's legal representative and delivering speedy responses will install confidence early on.

By undertaking this work early, you will be deemed a committed seller. We could promote this fact within your property marketing and give you an advantage against competing properties for sale.



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## Marketing

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Your property will be showcased on popular on-line portals such as Rightmove, Prime Location, Zoopla and others. You will also have your property displayed on our website and shared with our existing bank of private clients.

You can also utilise social media platforms to attract a prospective purchaser. If you prefer to remain discreet, we can manage this through our property network and feeds at no extra charge.

We do not have shop windows, but we can implement any advertising within printed media to the target market.



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## Navigate

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We are not restricted by normal working hours, meaning we are on call 24/7 to ensure we are available to react to any interest on your home.

This is available in person by accompanying viewings, over the phone, on email and through an on-line property portal. As the seller, and most important party involved in the process you will have access to this, so you have a complete oversight on the sale at anytime.

If you want a for sale board to advertise your property to the local market, this will be organised for you and enquiries will come directly to us via our Phone Number.



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## Art of Negotiation

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We have successfully delivered completed sales and acquisitions in the UK, Europe and the United States, of literally thousands of homes. We are your ideal Property Partner.

If that is in £, \$ or € the target remains the same - to reach the best price, from the best possible purchaser. With a plethora of substantiated data, you can make an educated decision. The terms of the offer will be agreed, and the sale is now put in the hands of your Lawyer.

We will continue to navigate the sale to completion and help where required. You will have complete oversight, so reduce stress and anxiety as all communications are transparent.



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## The Move

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There is a vast amount to coordinate when moving. This includes planning the logistics and deciding what sort of service to adopt when arranging removals.

Many clients prefer the use of a professional, fully insured company to deal with the packing, and unpacking of your precious goods. We can manage and implement this for you.

You will also need to update all your account information with your change of address for your service providers and utilities. We can manage this for you via our simple to use on-line portal.



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## And Beyond

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By working with The Drawing Board @ Carden and Eames we visit you annually, if you wish, to review all your property and financial needs.

This will ensure you are still on the best mortgage rate and appropriately covered with relevant house and life insurances. We can also review other aspects of your estate and financial planning – from Wills to Pensions.

We may also identify if there are any influences in the current market which may be an opportunity to profitably sell the home. We can provide guidance on areas to increase the homes value.

# Next Steps



## Instructions

A non-refundable fee of £500 is payable to retain our service and covers all core marketing



## Photographs

We organise the professional photographer and curate the design and feel of the images



## Floorplan

Instruct and coordinate the floorplans suitable for your home to show in the best light



## Sales Particulars

We will create unique sales particulars to attract a buyer for your home



## Viewings

We accompany the prospective buyer to view your home and provide informative feedback



## Something Bespoke

We will not wait for the phone to ring... Instead, generate local interest through various media



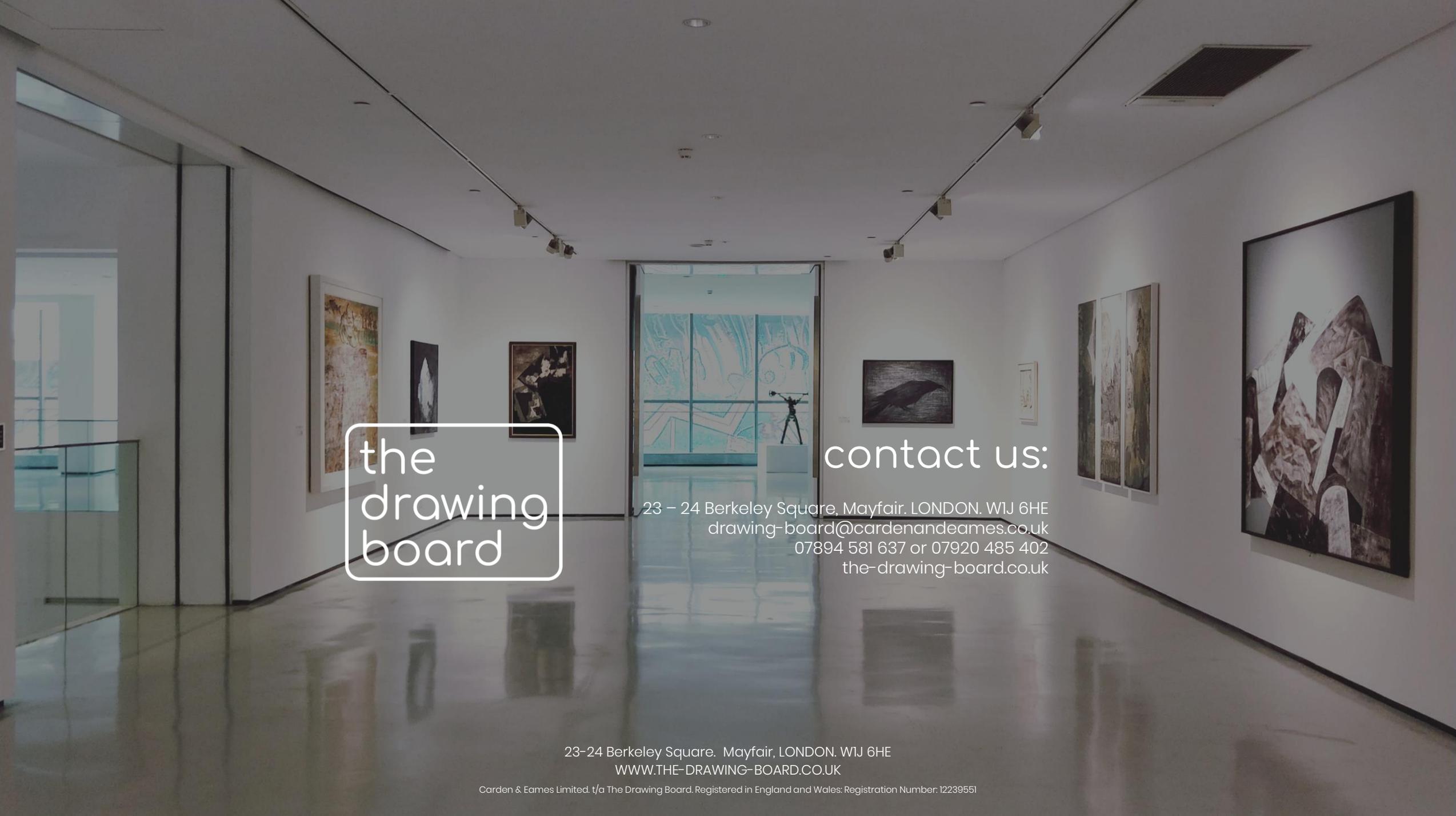
## Marketing

Your home will be shown on popular on-line platforms such as [rightmove.co.uk](http://rightmove.co.uk)



## Managing the Sale...

All the way to moving day. Its only then you will pay us the success fee of £1,495



the  
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board

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