





Extremely helpful  
throughout the  
whole process.  
**A fantastic service!** ”

Miss K

# Thank you

Firstly **thank you** for inviting **Townends** to carry out a sales valuation on your property. Whether you are a first time seller or a seasoned veteran of several moves, choosing the **right estate agent** is essential to securing a sale at the **best possible price** and a moving process which is as **hassle-free** as possible.

You have probably arranged for a number of agents to visit you to value your property – at **Townends** we believe that the service we offer is simply better than that offered by our competitors. You're probably thinking that we would say that, but we passionately believe in the **'Townends Difference'** and would like to share the reasons for our confidence by answering **six simple questions...**

# Who are Townends?



**Townends** started life as single sales-only branch in Staines back in 1991; we have now grown to encompass over 20 branches strategically located across South & West London, Surrey, Middlesex and Hampshire.

We like to think that we offer the perfect balance – being big enough to offer a **complete property solution** to clients but small enough to care about each and every one of them. This simple philosophy is summed up by our company values and mission statement:

**Pride, Performance, Passion & Professionalism:**

**Working together to achieve the complete property solution with customer care at our core**

Our business remains independently owned with all of our shareholders and directors actively involved in the company. We value repeat business and take pleasure in welcoming back many of the clients we have helped in the past.

We encourage all of our branches to contribute positively to their local community by sponsoring local charities, schools and hospitals. In addition, **Townends** have been supporting **The Shooting Star Children's Hospice** for over ten years and carry out regular fundraising activities for this worthy cause throughout the year.



**The Shooting Star  
Children's Hospice**





Fantastic staff – so understanding and helpful at all times. You **exceeded my expectations.**"

Mr B

# What do Townends offer?

At **Townends** we are proud to offer all of our clients a **complete property solution** which will not only **help you** to navigate through the sometimes daunting moving process; but will also **help your buyer**, meaning that your transaction is likely to complete more quickly and give you fewer sleepless nights into the bargain! Our services include:



### Legal Services

Dealing with solicitors is often identified as the most stressful aspect of moving house. At **Townends** we have fully embraced new technology and use a market-leading service which gives us access to a hand-picked panel of **specialist conveyancing** solicitors who provide a first-rate service on a no sale no legal fee basis.

### Surveying

Depending on the type of property involved, buyers are often advised to obtain an independent RICS survey in addition to their mortgage valuation. Our sister company **Tyser Greenwood Surveyors** ([www.tysergreenwood.co.uk](http://www.tysergreenwood.co.uk)) cover the whole **Townends** network and provide a professional and speedy service.

### Lettings & Management

As well as a successful estate agent business, **Townends** also offer a **specialist lettings and management** service from its offices. So if you are considering offering your property for rent as well as sale, planning to move into rented accommodation or purchasing a buy to let property then we can most definitely help.

### Removals & Interiors

As a leading local agent, we have relationships with two of the top 10 largest movers in the UK and can arrange for you to receive competitive quotes for whichever **packing, removal** or **storage** services you require. We are also able to offer a **complete furnishing service** which means that we can assist you with the dressing of your property for sale if required.

### Property Refurbishment & Maintenance

We all know that the best maintained and presented properties will often command the best prices. Because of this, we will often recommend that people complete all of those niggling DIY jobs before offering their property for sale. **INEX Property Solutions** ([www.inexpropertysolutions.co.uk](http://www.inexpropertysolutions.co.uk)) are part of the same group as **Townends** and are able to offer a full property refurbishment and maintenance service.





“ Your negotiator always kept me updated from day one. He is an asset to your company and I have **recommended him to friends.**”

Mr A

## Why are Townends successful?

The short answer to that question is “**our people**”. Estate agency has always been a people business and at **Townends** we place the highest level of importance on recruiting, training and rewarding great people at every level of our organisation. We recognise that **local knowledge** and **experience** are often vital ingredients in a successful sale, so place a special emphasis on retaining successful staff and employing local experts wherever possible.



One other key element of our success is our **proactive approach** to marketing. Our standard suite of marketing tools includes colour details, floor plans, virtual tours, professional photography and internet advertising on several **leading UK property websites** including Rightmove, Zoopla, Homes & Property and Globrix as well as **[www.townends.co.uk](http://www.townends.co.uk)**

Internet advertising is now the number one method used by buyers to search for property and we receive well over **10,000 leads** from our internet advertising each month. In addition, we make excellent use of **new technology** and have the ability to email out electronic versions of relevant property details to all of the buyers registered with us at the click of a mouse.

We also make use of **PR** meaning that we can often secure press coverage in the local and national press for the properties we are marketing. Whilst we can't guarantee coverage for every single property, the properties listed with us are regularly featured in publications such as the Sunday Times, Daily Mail and Mail on Sunday as well as numerous local publications.





“ We had almost daily contact until completion which was painless – **your agent is a credit to the branch and company** and restores some faith in the often frustrating world of dealing with estate agents.”

Miss B

# How will working with Townends feel?

**Communication** is clearly key to any successful relationship and the relationship between estate agent and seller is no different. We **tailor our service** to each individual client meaning that it isn't a problem if you want **feedback** from us straight after every viewing or would prefer a summary at the end of each week. Either is fine with us, just let us know.



Our **extended opening hours** (we are open until 7pm most evenings) mean that we are always easy to get hold of – although we will be calling you frequently throughout our relationship - and we are happy to speak to you at any point of the process whether you want an update on your property, would like to discuss the state of the local property market or just fancy a more general chat. In summary; our aim is always to keep you involved and informed at every stage of the process.

In addition, we have a strong **teamwork ethic** and have a **genuine passion** for what we do which makes us extremely enjoyable to work with. Of course our customers are the only ones who can really vouch for how it feels to work with us. We welcome feedback from everyone who comes into contact with us and provide service questionnaires to all customers. In fact in 2009, **95%** of **Townends** clients rated our service as either **excellent** or **good** and we're still working on the remaining 5%.





“ We would like to thank you and your colleagues for the efforts you have put in to make our **recent transaction smooth and painless**. Your work has not gone unnoticed and it’s very much appreciated.”

Ms T

# What makes Townends different?

- We are big enough to provide a **complete property solution** yet small enough to care
- **Pride, performance, passion** and **professionalism** in everything we do
- Commitment to recruiting, training and retaining **great people** at all levels of our organisation
- **Proactive marketing** including extensive online advertising
- Excellent customer service demonstrated by **95% customer delight** (not just satisfaction – we like to push ourselves that bit further!) in 2009
- We **work hard** to ensure that we have an intimate **understanding** of every client’s motivation for moving and every buyer’s needs

As well as this, you are in safe hands as we are members of **The Property Ombudsman Scheme**, an independent and impartial body. Being members of TPOS means we have agreed to operate our business within a strict set of legal and ethical rules and are willing to be judged by a third party if a complaint is ever made.

# Why should I choose Townends?

## Welcome



We hope that this brochure has already given you lots of reasons for choosing **Townends** as the **best agent** to sell your home. But to cut out the waffle, we simply believe that we offer a **complete property solution** which is **better** than that of our competitors. You have probably noticed that we haven't mentioned the cost of our service anywhere in this brochure – this is something that our agent will cover during your valuation meeting – what we can say is that we aim to provide a value for money service which is focussed on one single objective:

**To secure the best possible price for your property from the best possible buyer within a timescale which meets your individual needs.**

### Thank you

Thank you again for inviting **Townends** to carry out a sales valuation on your property. We look forward to seeing you soon. We hope that we will shortly be celebrating the successful sale of your property.

**Good luck with your move!**





[www.townends.co.uk](http://www.townends.co.uk)