

if you are planning to sell

Here are some things to think about before you put your property on the market.



Establish the real value of your home

James Anderson's experienced property professionals will provide you with a realistic, no-obligation valuation of your property. Our local property expertise is second to none, and you can rely on the honesty and accuracy of our valuations.

Decide how you want your property to be marketed

We offer two different marketing options, which we call Traditional Marketing and Open Day Marketing. Our usual fee structure applies to both options.

If you choose Traditional Marketing, your home will be marketed for an agreed period and will be available for viewings immediately. We present offers to you as they are made and you decide which offer to accept. Traditional Marketing is recommended for clients who are using multiple agents or who have to find a buyer within tight time constraints.

Choose Open Day Marketing if you are looking to maximise the price achieved within a specific period of time, while minimising the disruption to your lifestyle. Your home will be marketed for a specified period leading up to a single open day event, with minimal prior viewings. Following the open day event we present the best offers to you by an agreed deadline. You decide which offer to accept based on both your own and your buyers' circumstances.

Do you need help with relocation?

If you are relocating, you will need an agent who can help you find a suitable property and assist with the detail of your move. If you are staying in the locality, we offer an unrivalled selection of properties – our vendors are the first to hear about new properties on the sales and lettings markets. If you are moving elsewhere in the UK or abroad, our Relocation Department can help you find your next property. We work with the Home Sale Network to connect you to our associated offices in 97 countries around the world.

Select your estate agent carefully

Estate agents are **not** all the same. James Anderson is renowned for its high levels of local knowledge, professional expertise, effective marketing and personal service.

Local knowledge – no-one knows the Putney, Barnes and East Sheen property markets better than us. We have more offices in the area than any other estate agent, and we have been independently assessed as the best agent in the area for the past 12 years.

Professional expertise – our fully trained and highly motivated negotiators have an impressive record of converting potential buyers into actual buyers. Our completion ratio is well above the national average.

We are members of every recognised governing body, including the National Association of Estate Agents, the Association of Residential Lettings Agents, the Estate Agency Ombudsman Scheme, Investors in People, and we are ISO 9001 2000 accredited.



Effective marketing – we market your property intensively, using traditional and electronic media. We have more advertisements in local newspapers than any other company in the area. We advertise your property on the UK's most visited property portals – primelocation.com, findaproperty.com, thinkproperty.com and vebra.com – and we update our own website twice a day. We email and text message your property details to potential buyers within minutes of receiving your instructions, using the most advanced computer system available, and we prioritise all suitable buyers to view your property with immediate effect.

Personal service – we aim to provide exceptional levels of personal service to ensure that your move is a success. We keep in close touch with you during the sales process, giving you feedback within 24 hours of every viewing, and we review our marketing strategy with you weekly. Every 10 days we send you a written activity report showing exactly what we have done during this period, so you will know exactly how hard we are working to sell your home.

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