

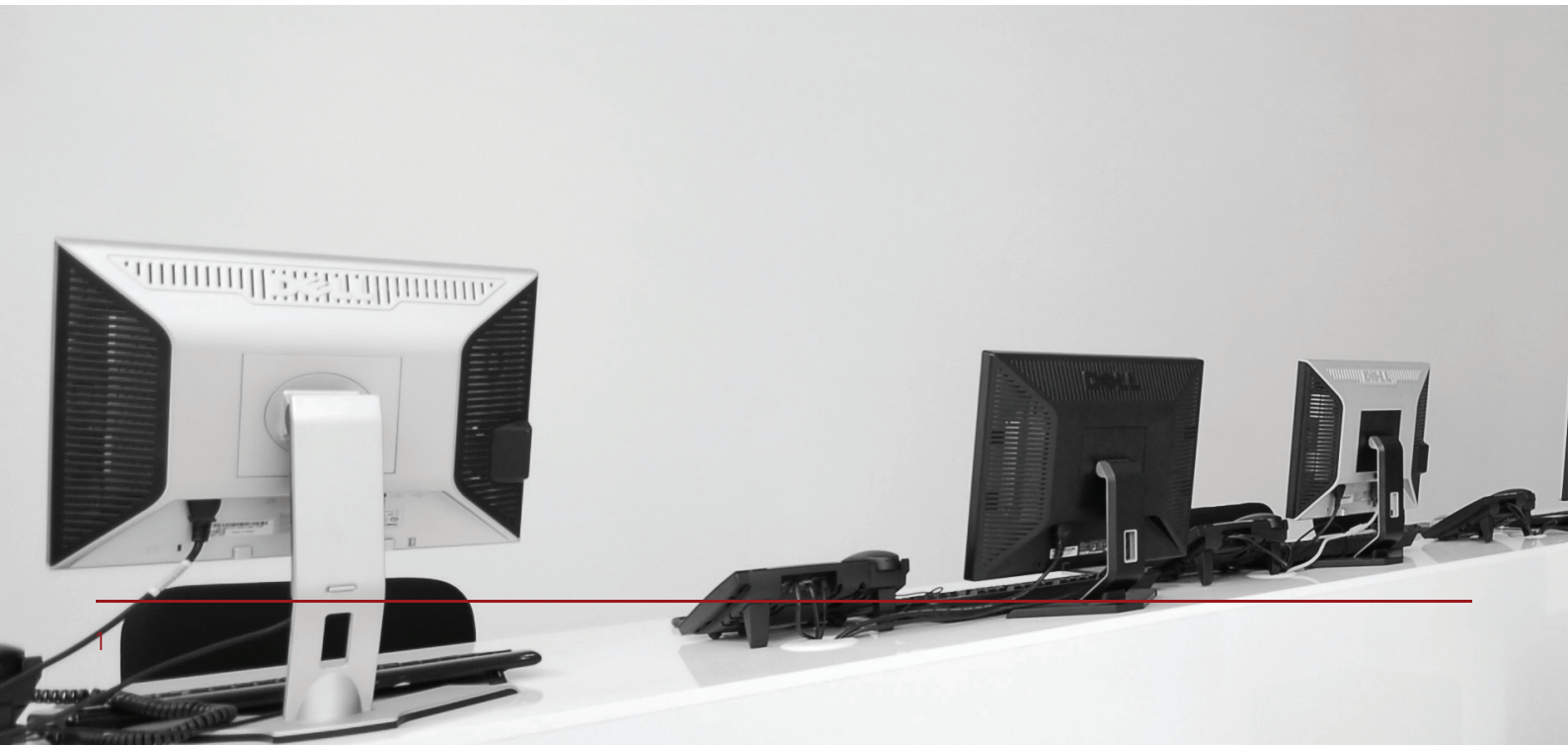


SQUARE
QUARTERS

We're not no.1, YOU ARE!

We're not no.1, YOU ARE!' is our motto and this is at the heart of everything we do. We are a specialist experienced estate agent based in Islington, N1 and covering the surrounding areas. Our highly motivated and dedicated sales team have extensive knowledge in the constant changing sales market. We are passionate about what we do and are committed to exceeding your expectations when selling your property.

Say hello to fantastic service and bye to empty promises.



Sales Process



A guide to choosing the right estate agent and why it should be Square Quarters

How do you choose which estate agent to appoint? You have a large choice of agencies and, on the surface, most appear to do more or less the same thing. But there is far more to moving than simply finding a buyer, and it is critical that when the time comes, you choose the right agent for you, your property and your situation. That's where we come in – because we think that by choosing us, you'll get the tailor made treatment you deserve.

Understanding you

Moving is stressful. You want and need an estate agent that understands that you want to sell your home with minimal stress and at the most attractive figure the current market will pay - all within a convenient timescale. That's why Square Quarters are so successful at what we do.

Enthusiasm

If an agent is not enthusiastic about your property - don't instruct them. A positive approach to selling is paramount if buyers are to be inspired into buying. Trust that every one of us at Square Quarters has a genuine passion for selling, with a positive attitude guaranteed.

Local expertise

Buyers overwhelmingly prefer to work with local experts, whom they regard as "in the know". So you'll be happy to know that:

- Square Quarters have operated in the area for over 6 years.
- Our directors have over 30 years combined experience in the local market.

There's no need to look further for a well-established local agent.

Honest valuation

Beware! Some agents deliberately over-value your property in order to impress you and secure your instruction. Trust us, an inflated price attracts all the wrong buyers. And the right ones? They'll never see it. The result: your property goes stale on the market, with the likelihood it will fall below its true market value.

That's why at Square Quarters we:

- Guarantee an honest, correct valuation for your home.
- Have a fantastic track record of successful sales in the area (and not just properties on the market).
- Maintain a thorough, working knowledge of current buyer activity. This means we can interpret prevailing market trends directly to your advantage.

An agency that's worth the commission

With so many agencies, many sellers find no alternative but to choose purely on commission charged. Yet you wouldn't buy a car merely because it's cheap. You have to factor in quality, reliability, security and performance.

Adopt the same attitude when choosing an estate agent - you'll find Square Quarters your perfect match. Why?

- Cut-price estate agents usually require a higher turnover of stock in order to survive, meaning they are less likely to be concerned about securing the best price for you. We don't work like that. Our commission charge reflects our dedication to quality not quantity.
- Attractive as low commissions are, chances are these agencies can't afford to provide a high level of service. Our commission rate ensures adequate staff training and post-offer support. That means NO missed offers, slow sales or low prices.

Trust us - the net amount you'll end up with in your pocket will be worth the percentage fee we charge.

We sell and let

When choosing a selling agent, make sure you choose one who also does lettings – like us. We have long-term buy-to-let property investors on our books that buy regularly. They know us, trust us, and are ready to make quick decisions and reliable offers, because it's easy for them to let out their new investment. Plus, many tenants also register to buy. By building strong relationships with tenants, we're in an excellent position to help them buy your property. And if you decide to rent instead of sell, we can handle both - whichever comes along first!

Professional photographs and floorplans

We don't need to tell you that high quality presentation is vital in selling your home.

- Square Quarters always take professional photographs. That means an increase in web traffic to your property by three-fold! Result? More potential buyers.
- We provide what every good estate agent should: floorplans for your property. They are far more helpful and accurate than any flowery description (which some agents still use). Buyers find them invaluable, they improve the quality of viewings, weed out unsuitable purchasers, and motivate those who might otherwise not have viewed your property.

Clever strategic marketing

Not all properties are the same. That's why Square Quarters creates a unique marketing strategy for each and every one - showing your property in the best possible light.

We go the extra mile

As well as these traditional methods of marketing, Square Quarters also:

- Has a large database of buyers, who we know and communicate with regularly.
- Are aware of the hottest buyers, those that are chain free, and cash buyers.
- Build up a list of first priority buyers for your property, meaning less stress for you, a quick and easy sale and minimal complications.
- Are unique, in that we buy data lists of buyers and investors looking for properties to buy, so we can build our database further and source you exactly the right buyer.

Accompanied viewings

No doubt you would prefer accompanied viewings for your property. It's more secure and advantageous for potential sales. You'd think most agents offer these accompanied viewings. It might surprise you to know that many don't. Even if they do, not all offer them for evenings and weekends – arguably the most crucial times.

We don't think it makes sense either.

- Square Quarters have made it policy to accompany all buyers around a property – providing you with prompt and constructive feedback.
- By accompanying viewings, our agents develop a picture of buyers' preferences, in addition to those few key ones that were registered, which means they achieve a much higher viewing/sale ratio and do not frustrate you with unsuitable viewers for your property.

Open communication

Too many agencies only reveal the good news. Good agents – like us – should be in frequent contact you. That's why:

- We have the guts to advise you if anything can be done to improve your chances of an impressive sale.
- Our vendor area allows you to log in and see your viewings, feedback and overall progress of your sale. Transparent communication equals the best possible price for your property.

Fair and honest negotiation

We cannot force a buyer to pay more than they have or wish to pay. But we are able to create an environment that helps them to recognise the real values of your property.

During the process of negotiation we always: take seriously the task of securing the very best price for our clients; never stop short on their behalf; comfortably and professionally balance the dual responsibility of acting in our clients' best interests, whilst affording a duty of care to be fair and honest with our buyers.

Guaranteed after-sales liaison

Some agents think the sale is done when a buyer is found. Some sales negotiators are incentivised to arrange sales. Neither necessarily see it through to completion. So a sale is lost – purely as a result of a poor follow-up or an inadequate liaison with surveyors or solicitors.

About 35% of sales arranged in England and Wales fall through – but with Square Quarters that rate is much lower. Here's why:

- We provide quality sales progression with people who are trained to spot potential difficulties long before they arise, and who spend 100% of their time working towards a successful outcome.

- All our running deals are chased up daily for constant progression.

From the initial meeting to the final signature, we're with you for the long haul.

Time to chose your agent

Ultimately, you're best served by choosing a locally based agent who holds values similar to your own – and we believe that's us.

Square Quarters has time to listen to you, understand your needs and concerns, offer real, straight-talking advice. We take pride in our integrity, and every one of us has a genuine passion and drive to achieve fantastic results for our clients - like you.

Put simply? Square Quarters not only fulfils, but goes beyond every criteria for an estate agency.

You owe it to yourself to make the right choice. So when the time comes to sell - choose wisely. Choose: Square Quarters.



Marketing

We believe in selling properties and not waiting for them to sell themselves. We take a pro-active approach and telephone registered applicants, encouraging them to arrange an internal viewing. These applicants are carefully selected, and we contact only those that meet the criteria of your property in order to make the best use of your time and to avoid disappointment.

Over 80% of buyers use the Internet when looking for a property. So it's a vital marketing source for us to get your property exposed quickly and widely. But we don't just rely on that.

1. Our website

We're not about to try to impress you with any "hit" claims. All web-enabled agents are exposed to high traffic, but how well do these "hits" transform into potential buyers? It takes a well-trained agent to identify those with a serious and pressing need to move - which is exactly what we do.

Find out just how easy it is for buyers to use our property search facility by trying it yourself. Our website is impressive and state-of-the-art, with all the useful buying and selling advice people need to get knocking at your door.

Our Websites attracts thousands of visitors every month. We get an average of over 22,000 page views per month (based on August 2011 Stats). Users are able to interactive with the website to modify and save searches; view virtual tours look at Google street view of the area, print property brochures and email properties to a friend.

2. Property portals

These sites direct people to your property when they use search engines, such as Google or Ask Jeeves; the top three UK market-leading sites being Rightmove, Zoopla and Primelocation. Good agents list their clients' property on one of these - but very few actually list on all.

Yet we do. That way you'll get maximum coverage, more buyers, and the chance to achieve the highest price possible for your home.

3. Print

Many modern agents don't use print marketing any longer. Yet Square Quarters feel that print is still a very important part of your property marketing strategy. That's why we regularly advertise in local prints such as: Islington Gazette, Hackney Gazette, Absolutely City and Angel, The Angel Resident and more.

We spend more on marketing our clients' properties using a wide range of media platforms. Properties are marketed via over 60 different outlets, including Zoopla, Rightmove, property magazines and newspaper, email and SMS alerts to our database.

We have many applicants walk into our shop everyday looking for properties to buy in and around the area. We have a good local knowledge of the areas we cover and always do our research on attractions, transport links and amenities.



TalkTalk

Evening Post

THE TIMES

THE INDEPENDENT

FindaProperty.com

Free Press

Google

sky

ABSOLUTELY
CITY & A303L

Zoopla.co.uk

UKpropertyshop.co.uk
The National Directory of Estate Agents

need
a property.com

globrix.com

The Gazette
www.buckinghamshire.co.uk

LANCASTER GUARDIAN

AOL

Hillington
Gazette

Telegraph.co.uk

propertyfinder.com

HotProperty.co.uk

YAHOO!
Property

Herald & Post

UpMyStreet»

msn

The Angel
resident

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

thinkproperty.com

homes24.co.uk
your local property portal

PROPERTY PLACE
Luton

The Star

PrimeLocation.com

Y!
Yahoo!

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