

**K**emp  
& Co.



A collage of three photographs. The top photo shows a woman in a pink shirt holding a baby while another woman in a blue jacket holds a cardboard box. The middle photo shows a man in a dark shirt in a kitchen. The bottom photo shows a woman with blonde hair sitting at a desk, smiling, with a calculator and papers in front of her.

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# Choosing an Estate Agent

It is important that you can relate to your estate agent. We would recommend that you visit their office and get an impression of the people you will be dealing with. The person who visits your home could be the only impressive person who works for the company and they are likely to be out of the office most of the time.

Make sure you get a short contract or a flexible one. Most agents will sign you up to a 12 week sole agency, followed by up to 21 days notice after this point, so if you don't get along, if they don't keep their promises, or simply are not getting results, you will be stuck with them for up to 4 months. *We have no length of contract*, just a two week notice period. The decision is entirely yours.



It is prudent to ask if they are a member of any professional bodies, such as 'The Guild of Professional Estate Agents'? We are, which means that your property is available through a network of approximately 700 independent estate agents like us, across the country. We are also Office of Fair Trading approved.

Where do they advertise? A large proportion of our applicant base is now generated from the various web-sites we use. This is now a very important part of marketing for your house. Unlike papers, you will be on the web 24hrs a day 7 days a week, for as many consecutive weeks as it takes. We do however recognise a large proportion still comes from papers\*.

Internal photographs are a very good idea, and work very well in encouraging viewings. However, please think twice before considering having a virtual tour done as it is a perfect way for a burglar to work out where everything is, how to get in, and how to get out!

Commission - all negotiators are paid a proportion of their salary in commission made up from a percentage of what you pay the company. If the valuer who comes to your home, quotes a cheap commission fee, will the sales team be interested enough in their share to sell it? Don't forget you only pay an estate agent if they actually produce a successful sale, so it may be worth paying that little bit more.

**Do you trust them to look after one of your largest assets?**



\*Kemp & Co. advertise in all the local property papers and can promise you regular advertising

# Questions to ask Agents?

Ask them the following questions:

	Agent 1	Agent 2	Agent 3
Company Name			
1. Do they belong to any professional bodies?			
2. Are they office of fair trading approved?			
3. What is the length of their contract?			
3b. What is their notice period? (Never sign up for a long period of time!)			
4. Where do they advertise? Newspapers? Internet?			
4a. How often will your house be advertised?			
4b. How many pages in your local paper do they have specifically for your office? (i.e. if they have 5 offices but only 3 pages, then one office is doing less than 1 page a week, probably meaning they will not have enough space to advertise your property regularly?).			
5. Do they really share properties between offices?			
6. Have they got a London outlet?			
7. How do they present their property details? Can you have a professional A3 fold out brochure?			
8. Do they do floorplans?			
9. How many people work in their office? Too few and they might be overstretched, too many and it might be like dealing with a call centre.			
10. Are any of their staff qualified Estate Agents?			
11. Do they give feedback on every viewing?			
12. How often will they call you with vendor care updates?			
13. Have they got dedicated sales progression with regular updates?			
14. Make sure they clearly explain every clause in their contract and ask for them to leave a copy with you to read through before signing.			
15. Make sure they are members of the Ombudsman Scheme, otherwise if there are any disputes you will have no independent body to complain to.			

I, the representative of my company confirm that I have promised as above and this forms part of our contract and agree to our contract being null and void if this is not adhered to.

Signed

Agent 1

Agent 2

Agent 3

# Checklist

We hope you find this basic breakdown of the moving process helpful. For more details and specific information, please speak to a member of our team.

1. Instruct Solicitors	
2. Fill out mortgage forms and pay for survey on purchase	
3. Give details of mortgage account for sale to solicitor	
3a. Pay for searches on purchase	
4. Receive fixtures, fittings and property information forms for your sale and check forms for purchase	
4a. Complete fixtures and fittings forms and property info for sale	
5. Receive searches back on purchase	
6. Receive mortgage offer on purchase	
7. Raise additional enquiries on purchase	
7a. Answer additional enquiries on Sale (N.B. Additional enquiries may happen more than once)	
8. Pay deposit to solicitor	
9. Agree completion date	
10. Exchange Contracts	
11. Complete	

## Useful Numbers

	Name	Number
Agents Purchase	<input type="text"/>	<input type="text"/>
Agents Sale	<input type="text"/>	<input type="text"/>
Solicitor	<input type="text"/>	<input type="text"/>
Financial Advisor	<input type="text"/>	<input type="text"/>

# Advice for Sellers

## How to present your property

Whether we like it or not, we live in a material world, where people want to show their success, combined with some of the most popular programs now on TV, with numerous ideas of style and how we should live. This means that the majority of people are no longer just looking for a practical place to live, but for an identity, a life style. That's why it's now so important to make the best of how your property looks.

## Here are some suggestions you might find helpful.

Minimalist is fashionable at the moment but removing all excess clutter, furniture, toys, shoes, clothes etc, is not just about fashion. The less you have laying around, the bigger your house will feel to a potential viewer, therefore the more likely you are to sell quickly.

Watching 'Changing Rooms' may be a great idea to put your own personality on your property but everyone is different. When you are selling, it helps to be neutral in taste. Let your viewers look at a blank canvass and imagine how they would like to see it.

Take extra time to tidy the front of the house. This is your viewers first impression and the most important to anyone driving around to look from the outside. Make sure driveways are weed free, lawns are mowed, borders are tidy, hedges are cut and fences are in a good state of repair. All external decorating needs to be in good order. N.B most houses might benefit from hanging baskets or tubs, but only if they are looked after, dead plants are a definite no.

**Pets** - Odour is always a problem. Try to keep your animal and any bedding as clean as possible and ensure that you have removed any hairs. Air fresheners, fragrant flowers, coffee, home baked bread etc, could help to disguise the smell. If possible, have a family member or friend walk your dog at least 20 minutes before a prospective viewing (don't forget that viewers can arrive early). This is done for two reasons, firstly, to give a chance to throw the windows open and get some coffee on and secondly, because not everyone is comfortable with strange dogs.

**Children** - It might be best to see whether a friend or family member can look after them. It lets you have complete concentration and protects against the old adage 'from the mouth of babes'.



**Neighbours** - They are important to any potential purchaser and you will be expected to state if you have had any problems with them. However, if they are nice enough but just untidy or their kids play 'out the front', you might find it productive to have a polite chat with them and agree to give them notice of any viewings so they can work with you. Don't forget they will have a vested interest in what their house could be worth.



**Prepare for your viewing** - Open all curtains and blinds to their full extent, people like light rooms. Open all internal doors. If you think a room, hallway, stairway or landing is a little dark, turn the lights on before they arrive.

**Extras** - Light fragrant candles, have fireplaces flickering away and turn the heating up in the winter months. Where possible make sure there's somewhere for them to park their car and greet them with a smile and a handshake.

**The Viewing** - Encourage them to stay if they are showing interest. If you have a favourite room invite them to sit in it and have a coffee. We have always found that it's nice to let them walk round a second time on their own (but obviously only if you trust them). Be prepared to answer questions on utility bills, neighbours and local schools. If you don't have children ask a neighbour who does before hand. If it's the usual British weather, leave the garden until last, as you don't want it deposited through the house.



**DIY** - Any odd jobs that haven't been finished, now is the time to do them. It may not seem like much to you, but a potential purchaser could be put off by the thought of them. If you simply don't have the time we can probably recommend someone to you.



# Marketing

As a company we want to sell as many houses as possible. This means using as many different forms of marketing and advertising as feasible.

Below is a list of tools we currently use. We consider each individual property and assess whether it is necessary to target in particular media areas, e.g. specific advert in a different newspaper or magazine.

We can also organise national newspaper advertising at an additional cost.

## Newspapers & Magazines

The logo for the Reading Evening Post, featuring the word "Reading" in a small font above "Evening Post" in a large, bold, serif font, with a blue lion rampant icon to the right.The logo for PROPERTY CENTRAL, with "PROPERTY CENTRAL" in a bold, black, sans-serif font.The logo for PROPERTY CHRONICLE, with "PROPERTY CHRONICLE" in a white, sans-serif font inside a blue rectangular box.The logo for property weekly, with "property" in a bold, blue, sans-serif font and "weekly" in a smaller, blue, sans-serif font below it.The logo for property preview, with "property" in a blue, sans-serif font and "preview" in a smaller, blue, sans-serif font below it.The logo for THE TIMES, with "THE" and "TIMES" in a bold, black, serif font, separated by a royal coat of arms crest.The logo for YELLOW PAGES, featuring a yellow square with a black triangle and the text "YELLOW PAGES" in a bold, black, sans-serif font.The logo for Daily Mail, with "Daily Mail" in a bold, black, serif font, separated by a royal coat of arms crest.The logo for PROPERTY PLATFORM, with "PROPERTY PLATFORM" in a bold, black, sans-serif font above a globe icon and "WORLD WIDE WEB" and "propertyplatform.co.uk" in a smaller, black, sans-serif font below it.The logo for The Mail ON SUNDAY, with "The Mail" in a bold, black, serif font, separated by a royal coat of arms crest, and "ON SUNDAY" in a smaller, black, sans-serif font below it.The logo for Newbury Weekly News, with "Newbury Weekly News" in a bold, black, sans-serif font.The logo for Telegraph, with "Telegraph" in a bold, black, serif font.

## Office

Window displays

Office displays

Mail shots to our large register of applicants with follow up calls by telephone  
email - mail outs

## At Property

For Sale Signs

## Internet

[www.kemp.uk.com](http://www.kemp.uk.com)

 **propertyfinder.com**<sup>™</sup>

**PROPERTY  
PLATFORM**  
  
**WORLD WIDE WEB**  
propertyplatform.co.uk

 **thinkproperty.com**

**fish4homes**

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

 **vebra.com**

**Google**<sup>™</sup>  
UK

 **YELL.COM.**

**tiscali.**

www.timesonline.co.uk  
**TIMES ONLINE**  
The best of The Times and The Sunday Times, in real time

**msn.** 

 **wanadoo**

**UpMyStreet** 

**YAHOO!**

## Television

We are constantly sending properties to national television and have had success from 'Escape to the Country' and 'Relocation, Relocation'.

# Lettings

We pride ourselves in offering a personal and friendly service, whilst at the same time maintaining a high standard of competence and professionalism.

The two basic elements of our services are Full Management and Let Only. We also maintain a flexible attitude, and are generally able to adapt our service to meet our client's individual circumstances.

## Full Management

This is our all inclusive service, which provides the marketing of the property, conducting viewings which leads onto the introduction and vetting of a prospective tenant. Having proved satisfactory, we will then create the Tenancy Agreement and if required an inventory, the tenant will then be checked in. During the tenancy we will carry out periodic inspections. Collecting and processing the rental payments is also part of the service. We deal with any maintenance issues within the property, with your approval. Towards the end of the Tenancy, we will liaise with the tenant and either renew the Tenancy Agreement or arrange to check them out as applicable.

## Letting Only

This is a service which provides the marketing of the property, conducting viewings which in turn leads onto the introduction and vetting of prospective tenants. Having proved satisfactory, we will then create the Tenancy Agreement and if required, an inventory, the tenant will then be checked in. Following this, the first month's rent and a security deposit will be collected. These will be credited to the Landlord less our agreed fees. Managing the tenancy, including the maintenance and rent collection, will then be the responsibility of the Landlord.

## Preparing the Property

We have found a good relationship with tenants is the key to a smooth-running Tenancy. We advise the general condition should be as high as possible. Leave minimal furnishings, remove all personal possessions or any item of sentiment, have the Gardens cut and tidy, we recommend that the property be professionally cleaned.

## General Advice for Landlords

### Mortgage

If your property is mortgaged, you should obtain your mortgagee's written consent to let.

### Leasehold

If you are a leaseholder, you should check the terms of your lease and obtain any necessary written consent.

### Insurance

You should ensure that you are suitably covered for letting under both your buildings and contents insurance. Failure to inform your insurer may invalidate your policy.

### Income Tax

Landlords have a responsibility to inform the Inland Revenue of rent income received, and to pay any tax due. Non-resident landlords will have tax deducted at source subject to CNR code.

### The Inventory

It is most important that an inventory of contents and schedule of condition be prepared in order to avoid either a) misunderstanding or b) dispute at the end of a tenancy. We advise photographic evidence is held with the inventory.

# Overseas Property

Whether you are looking for a holiday apartment in Italy, a villa in the South of France or a fisherman's cottage in Brittany, we have a large selection of properties for sale in Mediterranean Europe. We can also offer an extensive portfolio of investment properties around the world. Please talk to us about our turn-key solution to your overseas property or investment needs.

## Recommended Services

### Services - Recommended by Kemp & Co

<b>Service</b>	<b>Company</b>	<b>Contact</b>	<b>Tel No</b>
Surveyors	Aitchison Raferty	Andrew Thomas	0118 9305603
Solicitors	Banky & Burger	John Banky	0118 9304630
Solicitors	Hayes Clifford	Joanna Hayes	0118 941 8416
Solicitors	Bowles & Co	All Staff	0118 9571234
Financial Services	Masterplan	Steve Tait /Andy Cossey	0118 9451600
Removals & Storage	BPS Removals	Gavin Williams	0800 3287886

We have been working alongside the above for many years now. There is no obligation when speaking to them initially and all will be willing to fix a cost with you up front.



