

...to make your move a reality



Rotherham

51-53 Moorgate Street, Rotherham, S60 2EY
Telephone: 01709 515740 Fax: 01709 515743
Email: sales@bartonrealestates.co.uk

Mexborough

(covering the Dearne Valley)
80 High Street, Mexborough, S64 9AU
Telephone: 01709 572740 Fax: 01709 572741
Email: sales@bartonrealestates.co.uk

www.bartonrealestates.com



Barton Real Estates Limited.

Registered Address: 51-53 Moorgate Street, Rotherham, S60 2EY
Registered No. 4087732 • VAT Registration No. 763 8502 14.
Registered in England and Wales



...real people, real relationships, real estate agents

Barton **RE**
REAL ESTATES

www.bartonrealestates.com

This guide is designed to provide useful help and information to assist you in choosing the right estate agent to sell your home. It contains information about our company and its people, our aims and aspirations and more detailed information about the selling process.



A man in a light-colored sweater is carrying a woman in a pink long-sleeved shirt on his shoulders. They are both smiling and laughing on a sandy beach with the ocean in the background. The woman has her arms outstretched.

...freedom

Contents

- > Passionate
- > Efficient
- > Great
- > Approachable
- > Relationships
- > Commitment
- > Selling
- > Marketing Plan
- > Process



...passionate

Our Company

Since Barton Real Estates opened its doors for business in January 2000 the company has risen to become one of the regions leading estate agencies. Having served the community of Rotherham with great success, we have now opened a second branch in Mexborough, to look after the wider needs of the Dearne Valley and its surrounding areas.

Residential Sales

We specialise in the sale of all types of residential property in and around Rotherham, the Dearne Valley and its surrounding districts. Whether you own a flat or the luxury of a palace, we can offer tailor made advice with bespoke marketing to meet your needs. Superior, pro-active and an innovative approach to marketing serves you well.

We have the passion, professionalism and focus to sell your property with the interests of you, our vendor, always at heart.

Most people who choose to sell with Barton's have either previous dealings with us or have been recommended by friends, family or colleagues. Many industry-linked professionals choose to sell with Barton's, which is testament in itself!

Our brochure will continue to tell you a little of our company, its people and why by choosing Barton Real Estates you'll be glad you did.

We offer advice on general Surveys and Property Valuations including such matters as probate or matrimonial.

We provide a whole range of complimentary services to help take the stress out of selling. Whether you are looking for the right solicitor, or you need help in choosing exactly the right mortgage, we have help at hand.

Let us do the work so you don't have to.



...efficient

Simply Stress Free - Efficient Conveyancing

Bartons can introduce you to a local solicitor hand picked from a very carefully selected panel. They are chosen largely based on value for money and by the quality of service they provide to you. They can even provide you with a partial Home Information Pack, less the Energy Efficiency Report, and will give you an insight to the future of house selling and buying.

From the 1st of June 2007 it is the governments intention to make it mandatory for all sellers to provide a the Home Information Pack. Although some agents are convinced they will be ditched at the last minute we at Bartons are forging ahead on the assumption that they will. Every pack will include Energy Performance Certificates, searches and other legal documents.

**HIPS - Announcement
'Better Buying, Simpler Selling'**

**HIPS around the corner -
so what about now?**

Sellers will have to prepare in advance of marketing a full Home Information Pack and we at Bartons are here to help.

For further details you can ask a member of our team or visit the Governments own website for HIPS at

www.homeinformationpacks.gov.uk



...great



GR8 Mortgage and Financial Services

GR8 Mortgage Solutions are part of the Ferris Financial Group. They are one of the regions most respected Mortgage Brokers. We are privileged to have branch based advisors at each of our offices. They are on hand to offer you the most professional and up to date advice available, whether it be on Mortgages or simply the general buying and selling process.

The reason we chose to associate with GR8 Mortgage Solutions is simple. They offer a straightforward no nonsense mortgage placement service.

With access to the entire market place they provide unbiased and impartial mortgage advice tailored to each individual. Our advisors are highly qualified and specialists in their own fields. Using the most up to date technology they can source the most competitive products at the touch of a button so you don't have to.

Due to their impartial status, they can also source the whole insurance market too for the best deals on Life Assurance and Buildings Insurance. This ensures you get the best choice of products available from both the mortgage and insurance markets.

Help is also available for those who would otherwise find it difficult to obtain a mortgage. Whether you've been self-employed for a short time with no proof of income or you have a less than desirable credit industry -gr8 can help.

Bartons have negotiated a free of charge, no obligation advise service for you. So whatever your needs call us now to arrange an appointment-you'll be glad you did.

You can also visit gr8 on line at www.gr8mortgagesolutions.co.uk

Appointments are available for Mortgage Advice at either of our offices or we can even arrange for one of our advisors to visit you in the comfort of your own home. **Why not call today to make your own appointment.**



...approachable

Specialists

Bartons staff are friendly and approachable. They are confident, highly motivated and dedicated to achieving results. Above all they enjoy their work.

Our staff are experienced and professional. We have specialist property Valuation Managers at each branch that are armed with valuable local knowledge and have the expertise to advise on valuation and marketing strategies. We have property sales negotiators who actively promote your sale and match consistently buyers and sellers.

We also have of course expert Mortgage Advisors who work hand in hand with the team offering advice where required on mortgages and money.

The Directors

Bartons is managed and owned by Mark Ferris Cert PFS, Managing Director, who has a vast knowledge and background of both local and corporate estate agency practice.

It is the firm belief of the Directors that a local independently owned company offers the expertise and flexibility to serve your needs the best. We have direct contact with all of our clients and this fundamental principle ensures that you receive the best advice and attention at all times.

Training

Honesty, integrity and a commitment to do their best are typical qualities of a Bartons person. They receive thorough training and regular coaching throughout their career coupled with the encouragement and support of experienced Managers and Directors.

We have a deferred opening for training each and every week in our pursuit of excellence. It delivers the necessary and continuing knowledge to provide the confidence to you as a seller that we are the best at our job.

Those that think they know it all should think again. The world never stops turning.



A photograph of a man and a woman sleeping peacefully in a bed with white linens. The man is on the left, wearing a white long-sleeved shirt, and the woman is on the right, wearing a light-colored top. They are both looking towards the right side of the frame. The background is a soft, out-of-focus light color.

...relationships

**...real people, real relationships,
real estate agents**

People are the 'be all and end all' of our business. We take the time to listen and understand people's individual needs and requirements. We treat you, as we would expect to be treated ourselves.

We will go that extra mile to exceed your expectations. We know the right things and do the right things in order to provide the very best in service.

As a local independent estate agent, we are keen to assist people in their desires to buy and sell property. We are fully committed to the future and development of Rotherham and its surrounding areas in all that this encompasses. This is why we fully support the various agencies in Rotherham that are planning for its future.

Our Mission

**"to be the best independently owned
estate agency in South Yorkshire"**



...Commitment

Our research suggests that, when selling your home you want:

- **The best possible price**
- **An efficient and personal service**
- **A sale to meet with your own timescale**

At Bartons we are passionate about selling houses. We are refreshingly enthusiastic and believe that the combination of our people, our marketing and our relationship with you will make a real difference.

In fact we think its an unbeatable combination that will make your move become a reality.

Marketing Your Property...

Bartons are committed to presenting your property in the best possible way. Over half of all home buying decisions are made before the buyer has even walked through the front door. With this in mind it is crucial to choose the right agent, an agent that cares!

Above all, the most effective way to market your home is through the people responsible for its sale. They are the ones that constantly promote your property on a daily basis by proactively contacting buyers to arrange viewings by appointment. They will provide regular feedback and advice throughout the whole process.

“You only get one chance to make a first and lasting impression, so make it count!”



...selling

Colour Brochure Details

We have always maintained that the presentation of your property is paramount to the success of the sale and the selling price thereafter. In order to create a lasting impression we use an array of digitally obtained colour photographs to present your properties best features. It is worth taking the time to compare our brochures to those of other local estate agents. Would they make the best of your home?

Local Press Advertising

We will commit to providing you with regular press advertising until sold. Our sleek, colourful and distinctive look creates an altogether eye-catching profile to get your property noticed. We have a choice of advert sizing at your disposal and more bespoke advertising options can be arranged upon request.

Internet

More and more people are choosing to use the Internet as their preferred method of searching for their next home. Why not log onto our very own website at www.bartonrealestates.co.uk and search for your next home. All of our properties are marketed in this way and its completely free of charge. Watch this space as we are constantly striving to make the best of what we have and new changes are due imminently.

Regional / National Exposure

Following on from the above we are pleased to advise that we subscribe to the UK's No.1 website www.rightmove.co.uk. This is a national website for maximum exposure and again we provide this at no charge to you.

Information Technology

Our in-branch computer systems have been exclusively designed for Barton Real Estates. More importantly it is designed for the changing needs of you our client. Our entire stock of property is available to view throughout every showroom.

BUYER REGISTER - This very latest technology is able to record details of registered buyers and sellers. When new buyers or sellers are added to the system it automatically matches potential parties together. It will even automatically email or text clients with the details of matching properties to maximise your exposure.

For Sale Boards

We have received countless compliments for the innovative and eye-catching design of our 'FOR SALE' boards. They are a designed to appear sleek and smart. The 'For Sale' board is an important marketing tool for which the design was carefully considered.



...tips on selling

Even the most modest of efforts can make a dramatic difference to the appearance of your property. If you are not the DIY type, or you don't have the time to make the most of your home, then think again. Here are a few tips that will help bring you the rewards you want, the best possible price and within the best possible timescale.

Exterior

A day spent looking at the exterior of your property will have the desired effect of increasing the number of viewers within it. Generally, the tidying and pruning of plants, mowing the lawn, and weeding the borders can have the effect of an easy maintenance look. Sweep all pathways, including those approaching your property to give an overall clean look.

Interior

Entrance

Whatever room your visitors see first make sure that it makes the right impression. If it's the Hallway, make sure it's as welcoming as possible using plants and flowers to create a fresh scent and welcoming feel. Don't over do it either though as we want to keep it light, bright and simple.

Fragrance

Remember that you are looking to attract a wider audience. The smell of cooking, stale air and pets are not the choice of most. Spray air freshener and have strategically placed plants and flower arrangements throughout the house.

Pets

If possible have friends or neighbours look after your pets whenever you have visitors. Not only might the smell put some visitors off, but some people may feel intimidated or afraid of 'spike' our family pet. Clean up all hairs and food bowls to give a much fresher approach.

Temperature

Remember that everyone has different tastes. If its warm outside then you may want to leave windows ajar to let in a little cool fresh air. If its cold you might want to gently warm the house up to make it cosy and inviting. Remember however not to have it too warm as this has the opposite effect.

Keep the whole of your house as bright as possible. Open curtains, give every window and window sill that extra sparkling finish, and let in as much natural light as possible. It will provide energy and pass on energy to you and your visitors.

Space

Try to create as much space as possible whatever room in the house it is. Most rooms can be made to look more spacious by removing clutter into cupboards and wardrobes. Try to de-personalise your home a little so potential buyers can imagine their own furniture and possessions within it. Remember however, its your home so mainly leave it looking that way.

Kitchens & Bathrooms

These are typically key rooms. If you present a user-friendly, hygienic, uncluttered and therefore inviting kitchen and bathroom then you're half way there.



...process

Valuation

All of our advice on selling your property starts with our free appraisal. Our expert valuers have an unparalleled knowledge of your area and will deliver an accurate valuation and suggest a suitable marketing strategy. We will listen to your needs and realistic price expectations and offer honest and professional advice.

Processing your Property

When we receive your instructions to sell, your very own property sales negotiator will call you to discuss the next course of action. Firstly, we will arrange a convenient appointment to take any remaining photographs that are outstanding. These will carefully be taken and be used throughout the marketing period within your adverts, brochures and our own Internet sites. A draft brochure will be produced and sent to you for checking. Your property will be advertised in the appropriate media quickly and efficiently.

Solicitor

A solicitor will be required to handle the paperwork involved in transferring your property to its new owner when sold. It is advisable to instruct your solicitor at an early stage so that necessary documentation, such as the deeds from a mortgage lender, can be collected to avoid unnecessary delays. We can offer help and guidance in who to use and obtain quotes for your consideration upon request.

Viewings

Viewings can be arranged by simply contacting your relevant showroom. Our opening times are: -
9.00 am to 5.30 pm Monday to Friday
9.00 am to 2.00 pm Saturday

We take care to collect all the relevant details from your viewer in order to establish their position. Once they have viewed we will contact them to obtain their opinion and provide you with honest feedback both positive and negative. Accompanied viewings can also be arranged by appointment. If you prefer we can show your prospective buyers around your property on your behalf. Please ask for details.



Offers

As soon as an offer is received we will advise you both verbally and in writing. Never negotiate directly with a viewer or prospective buyer as this can lead to uneasiness and problems. We will carry out a formal interview and obtain suitable evidence of their ability to proceed in terms of financial arrangements and advise you accordingly if we have any doubts.

Agreeing the Sale

When we have established the suitability of your buyer, we will agree with you on an anticipated: -

Exchange of Contracts Date

Completion Date and

Confirm details of any extras included or excluded from the sale

Draft Contract

When you have agreed a sale, your solicitor will prepare a draft contract and send it to your purchasers solicitor. He in turn carries out preliminary enquiries as well as contacting the land registry. They will complete other supporting paperwork such as title deeds, copies of the lease, fixtures and fittings lists, planning consents and copies of the building regulations.

Contract Approval

After all the issues following the preliminary enquiries and local searches have been satisfied we are ready to approve the contract.

Exchange Contracts

You are almost there. If your buyer requires a mortgage then this has to be confirmed. Once this has been done we are ready to exchange contracts. The contract is signed by you and the buyer and a deposit, normally 10% of the purchase price, is transferred to your solicitor having set a formal completion date.

Completion

This is generally set a few days or weeks after you exchange contracts. Residual monies are sent to your solicitor and you can release the keys.



...Marketing Plan

'For Sale' board hire and Location

Colour Brochures A4 or A3

Distinctive Press Advertising

Tailored Advertising Schedule

Internet Advertising-Own & Rightmove

Buyer Register

Your Assigned Personal Negotiator

Suggested Pricing Schedule

Asking Price £..... Review Date.....Review Price £.....

Additional Notes

.....

.....

...Our Commission

Our commission will be..... % of the Selling Price subject to a minimum fee of £..... plus VAT

When you have reached your decision to sell please call:

.....

On telephone number:

