

MASTERING THE MARKET

The smart guide to
selling your property



Why Jorgensen Turner?

We're a full service agent!

In a digital age only nimble estate agents will survive. We believe that good estate agency is all about digital know how coupled with high value face-to-face contact with our clients. As an owner run full service estate agent it enables us to have the flexibility to deliver the best results tailored to suite our clients.

Taking pride in our work

We encourage a culture of accountability through the business to rigorously deliver the desired result with a high quality level of service. Will that landlord, vendor, tenant or buyer recommend us? That's our benchmark! There is a professional persistence about us that is friendly, yet not afraid to deliver a firm message to deliver the right result.

Quality driven

We have consistently won awards over the years for excellent customer service (review us yourself on allagents.co.uk). The consistency of service is all about our passion to deliver quality. In an industry where a reputation is not always the best, we aim to be creative, innovative and flexible as we know clients require different approaches tailored to suit their needs.

Qualified people

We are not only qualified local experts through our local market knowledge, knowing every idiosyncrasy of each road or building but industry qualified as well. The hand picked JT team are not only trained to sell but are encouraged to become qualified by ARLA (Association of Residential Letting Agents) or NAEA (National Association of Estate Agents). This knowledge is invaluable in an increasingly regulated world. Great sales people with in-depth knowledge of our business!



to find out more and to view all our available properties please visit jorgensenturner.com

Quality advice with effective digital marketing

Free Market Appraisal

If you're thinking of selling your home, this FREE service will help you understand your home's current market position. We provide you with up to date information with regards to recent sales of comparable properties in your area so you can make an informed decision. An accurate market price of your property's worth creates competition and intense buyer interest.

Feedback and Excellent Communication

As a customer focused firm our number one priority is to keep you constantly updated on the marketing progress of your home. We endeavour to give feedback 24 hours after every viewing.

Web Advertising

Your property will be given maximum exposure on all the major property portals such as *Rightmove.co.uk*, *Zoopla.co.uk* and *Primelocation.co.uk* in order to achieve best possible market value. The marketing will be fully complimented by our high performing home site *Jorgensenturner.com* which has been designed to drive as much traffic to our properties. Your property will feature professional photography, detailed floor plans, location maps and comprehensive local area information.

Prominent Office Locations / Open 6 Days A Week

Our two office in Shepherds Bush and Queen's Park are located in busy high streets maximising walk-in clients. Our A3 tube-lit window displays catch the eye in order to maximise interest in our properties. We're open long hours, 6 days a week working hard to achieve the best result for you.

Window Displays

The benefit of good window displays in busy locations should not be underestimated in their ability to catch the eye and draw in potential buyers. Our offices are located in the heart of Shepherd's Bush and Queen's Park have prominent A3 tube-lit window displays.

Professional Photography and Video Tours

First impressions count and the first thing potential buyers see before they even pass the front door is the photographs of your property. We spend time, giving advice on every detail of presentation to show your property for photography and a video tour.

Impressive Full Colour Details

High quality bespoke A4 and A3 property brochures with floorplans and professional photography.



“Creative marketing and persistent professionalism are key company values to enable us to deliver exceptional client results”

Paul Jorgensen - Director



rightmove ZOOPLA PrimeLocation

Distinctive 'For Sale Boards'

These are an invaluable marketing tool clearly identifying a property and frequently generating interest from would be buyers that had not previously considered a move, or are already living in your area. Our distinctive boards increase enquiries by 15%.

Accompanied Viewings

Accompanied viewings are offered six days a week for all our properties.

Sales Progression

Once we have Sold your property, our service doesn't stop there. We will regularly progress your sale and keep you informed of events as they occur, thereby eliminating any problems that may arise at an early stage. Our job is not done until the keys are handed over. We take great pride in the level of ownership all our team take from start to finish in their work.



Offers and sales progression

Whilst the estate agent is employed to attract buyers to your property, there is much more to our service than simply marketing and accompanied viewings.

Offers

Depending on market conditions, pricing strategy and style of marketing plan, the offers we receive on your property may arrive one at a time or in volume. In a strong seller's market it is not uncommon to receive multiple offers on a property following an open day event. It may seem obvious to go with the highest offer; however in such circumstances increased offers should of course first be sought to establish the most each party is willing to pay. Other factors to consider include:

1 What is their buying position?

If you need to move within a certain timeframe, e.g. school holidays or a deadline to complete on the property you are buying, then the buying position of the person making the offer could be very important. A first time buyer with nothing to sell offers a less complicated transaction than a sale dependent buyer, especially if they have yet to put their property on the market.

2 Cash or mortgage?

Most buyers will require a mortgage and their level of borrowing could have a significant bearing on your decision. A buyer needing to borrow 85% of the sale price may struggle if the surveyor employed on behalf of the bank down-values your property. If, in this example, the buyer's available funds are completely tied up in the 15% deposit, stamp duty and other moving costs, it could leave them unable to proceed at the agreed price and, more importantly, you in need of a new buyer.

If a buyer purports to be a cash buyer, then naturally evidence of this must be requested – sometimes cash suddenly becomes anything but, e.g. "I'll have the cash once my partner finds a buyer for their house".

3 Genuine buyer?

You may end up receiving two very similar offers from two buyers who are in the same buying position, both with significant levels of deposit. If one buyer began the process by offering particularly low, only increasing to a sensible level when increased offers were encouraged, it "could" suggest a higher chance of them seeking a price reduction at a later date. Genuine buyers usually come in with a sensible starting offer and whilst ultimately the seller will decide which offers to accept, the advice and guidance of an experienced estate agent will prove particularly helpful when a less than obvious choice presents itself.

Communication between the seller and their estate agent is of paramount importance, which is why our sellers are given all the information they need to make an informed decision about accepting or rejecting an offer.

Once You have Accepted an Offer

With a sale price agreed, both you and your buyer will need to employ a conveyancing solicitor. Their expertise will help guide you through the process, taking care of the legal aspects of the transaction. Mortgage brokers may also become involved. Just because you appoint an experienced solicitor, operating a manageable workload, it does not mean everybody else involved in the process is going to be as efficient.

Anyone balancing a heavy workload can find themselves short on time and it's our role to help keep things moving. Throughout the process we are in communication with various parties, such as the buyer's solicitor, their mortgage broker, surveyors, the buyer themselves and of course you and your solicitor. We are the central point to all those involved.

When part of a chain, the number of "involved" parties can rise significantly. More buyers, sellers, solicitors, mortgage brokers, surveyors and estate agents, all seeking the best outcome for themselves or their client. We are here to monitor all developments, to keep you fully updated and to chase third parties as and when required. In the event of a complication resulting in possible re-negotiation talks, perhaps following the results of a survey, we will handle these for you. To the eyes of a buyer, first timers especially, a detailed survey, such as a homebuyers report, can make for a worrying read. Time and understanding, along with past case study examples, will help us quantify such findings and point out the various minor defects one should expect to come across when buying a pre-owned property, especially if it was built over 100 years ago. Handled with care most problems can be overcome ending in a fair and satisfactory solution.

Managing both the sale and people's expectations with the ability to solve problems are necessary skills for the modern day estate agent and in our experience finding the buyer is simply the first part of the process.





First impressions count

Most buyers form an opinion within the first 15 seconds on entering a property. There are affordable improvements you can make to your home that will significantly enhance the buyer's experience.

Years of busy family life, entertaining and general wear and tear is noticed by someone entering a property for the first time. However, preparing your property for sale doesn't need to be expensive.

The exterior of your home is the first view buyers have of your property; a freshly cut lawn, scrubbed path or driveway, trimmed hedges and an inviting entrance will help create a positive first impression.

Here are a few suggestions and tips to help maximise the selling potential of your home:

* Now Where's that Tool Box?

Sensitively repair or remove tired or broken fixtures and fittings and attend to any small DIY jobs. Sometimes it's as much about what does not get noticed as what does. Tend to broken door knobs, cracked tiles, kitchen cupboards and anything else that can be easily repaired.

* Keep It Clean

Regardless of the time of year give your property a thorough spring clean. Tackle lime-scale build up, heavy staining and any grotty grouting around your kitchen and bathroom tiles. If they look old and worn, then renew your sink and bath seals.

* Show Off Your Space

Declutter where possible to avoid your home appearing smaller than it is. When we visit to take photographs this will make all the difference and we can always visit over two days if you need to move boxed up items from one part of the property to another in order to accommodate the photography. If you have outgrown your home you could consider temporary storage. If your property is tenanted, perhaps offer your tenant a day's free rent for making an extra effort to tidy and better organise the property in readiness for our photography.

* Smells, Odours and (even) Allergies

This is something we're sure everyone has heard before but it can help. Avoid any strong smells being present when people are viewing your home. Cooking, smoke and pet related odours may be off putting to some people. Cat or dog hair may even cause an allergic reaction, and with it the potential to lose a could-be buyer, so a quick vac around the house to pick up any loose hair is a good idea.

* Give Your Property the "Live Here Feel"

Too often people worry about removing **all** trace of personalisation; however give this a little more thought as many buyers want to experience that all important "I could live here" feeling so a homely feel is a good thing. For vacant properties we would suggest using a home staging specialist. Prices are not as high as you might expect, especially in a market where property usually sells quickly.

* Freshen It Up

Partial redecoration to some rooms is certainly worth considering, especially if one area in particular is overdue a fresh lick of paint, maybe the hallway? If you can do this yourself, it's simply a case of time and buying the materials. Why not look at the front door too as this will most certainly help to create a good first impression - newly painted front door, plant pots or a hanging basket?

If you feel unable to undertake any redecoration there will be plenty of decorators happy to help. Small jobs such as these needn't be overly expensive.

* Flowers, Mirrors and Candles

Collectively these can create a feel good factor, help with odours and direct more light around a room.

* Don't Freeze or Overheat Your Buyers

In the winter keep it warm, in the summer keep it cool. You want prospective buyers to feel comfortable when viewing your property; not left shivering to the bone or in danger of overheating. If the property is vacant set the heating/cooling system accordingly.

* Don't Forget the Garden

If you have a shed use it. Clear everything from the garden to make it neat and tidy. Remove potential hazards, such as panes of glass or loose bricks and paving slabs, the last thing you want is a personal injury claim. If the garden is overgrown and out of control, use the services of a local gardener to give it a general overhaul.

* Put Your House in Order

Allow your buyer to picture themselves in residence and show each room to highlight its purpose. If your dining room is full of work papers or exercise equipment, return it to its original purpose for viewings.





Property Makeover Service

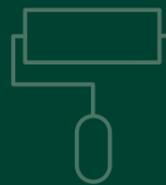
Whether you are a new or existing client to Jorgensen Turner, we can offer a full refresh service for your property in order to maximise its potential. Anything from a full makeover to general tiling, decorating, plumbing, electrical works, professional cleaning or gardening and clearance. We can take care of it for you.

To enquire about our makeover service contact:

Kyle Forrester
 Head of Property Management
020 8222 6068
 kylef@jorgensenturner.com

Queens Park office
020 7640 4040
 richardt@jorgensenturner.com

Shepherds Bush office
020 8740 8740
 paulj@jorgensenturner.com



How will it work?

Jorgensen Turner will arrange for quotes to your required specification with our fully insured and approved contractors. In the event that there is any additional work beyond the quotation that needs to be carried out, you will be notified immediately. Once agreed, the price you are charged is the price you will pay. The project will be fully managed by Jorgensen Turner and you will be kept up to date throughout the process.

An agreed material deposit will be required prior to commencing works, with the final balance payable 14 days following completion. All prices are subject to VAT.

Did you know?

A new kitchen can potentially

add 2-3%

to the value of your home

A new bathroom can potentially

add 2-3%

to the value of your home

An overhaul of the front and rear gardens could

add 1-2%

to the value of your home

Other useful tips

When selecting your estate agent there are various points to consider.

Where is Their Focus?

Make sure the estate agent valuing your property is focusing on what they can do for you, not telling you what another estate agent can or cannot do. It could be a sign of bully-boy tactics or simply a general lack of experience in the area. It is certainly not very professional. There's little doubt the long established estate agents in your area can all do a job for you, otherwise they wouldn't still be here. Just make sure the person seeking your business knows what they are talking about and doesn't run out of ideas or information about their own services. Their focus should be on you and your property.

How Long do They Need?

Most estate agents will require some degree of commitment from you, after all you wouldn't want them rushing to find any old buyer through fear of early dis-instruction. On the other hand, do they really need 20-26 weeks with a 30 day notice period in order to prove their worth? Make sure you agree a timescale you feel comfortable with, and never sign an agency agreement unless you understand the notice arrangements and how long you are "really" tied in for.

Sole Agent, Multiple Agent or Sole Selling Rights?

There are several types of estate agency agreements/contracts. The most common being the sole agency agreement whereby you appoint one agent to act in the sale of your property. Watch out for a sole selling rights agreement, which is far more restrictive and

of no benefit to you the seller, only of benefit to the agent. Multiple agency is usually more expensive and many sellers make the mistake in thinking it will help their chances of achieving a better result. In fact to a buyer it can give the impression of a property that is having, or has previously had, problems selling, perhaps due to hidden problems.

Realistic Asking Price?

Whilst every seller wants to achieve the best possible price, care should be taken to ensure the agent is not overstating the price in order to gain your instruction, especially if they also seek a long tie in period. Check on-line to see if the agent has a reputation for lowering their asking prices. The easiest way for an estate agent to win business is by giving an overinflated valuation. They may then seek a price reduction midway into a lengthy agency agreement. At best you sell after the price reduction kicks in; at worst you may end up selling for less having lost the impact a property has when it first comes to the market. Undervaluing can also be a problem so make sure you deal with experienced professionals with good local knowledge.

Know Who You are Dealing with

Putting your property on the market is the first step of what can be a lengthy process, ranging from several weeks to several months. Be sure to establish your main point of contact and understand who else will be involved in the various stages of the selling process. It's important you feel comfortable with the person looking after you later in the process.

Seller's checklist

Selling your property is a big step and, as with anything else, it's better to be prepared. Here is a short checklist to help you with this.

- Choose a reputable agent with a track record for success, don't feel pressurised
- If you are moving home, research the area you are moving to, ask your selling agent to help with this
- Complete and return our terms of business to instruct Jorgensen Turner
- Supply two forms of ID, one photographic and one proof of address required under Money Laundering regulations
- Prepare your property for marketing to ensure it is viewed in the best possible light by your buying audience
- Prepare your property for marketing to ensure it is viewed in the best possible light by your buying audience
- Check your documents are in order, such as your lease, and make sure any ground rent and service charges are paid up to date. If your property is leasehold, ask your solicitor to apply for the Leasehold Management Pack when you instruct your estate agent, don't wait until a purchaser is found
- Speak to your bank to make sure your mortgage is portable and whether there are any charges, e.g. early redemption penalties
- Check the property details making sure they are correct as items listed will be perceived as being included in the sale price
- Don't leave your removal arrangements until the last minute. Do your homework, obtain quotes
- Once you have a completion date, make arrangements to transfer your utilities and take meter readings on the day
- Ensure all keys are ready to be handed over to the new owners, including window keys



"Jorgensen Turner were fantastic from the get go and I think the best sign of that is that I have now bought 2 properties using their agency and let one of those with them (and hopefully the other one soon. The entire team were accessible, contactable and worked tirelessly to get things done and were crucial to completing the purchase"

"The whole team were extremely helpful and professional through the whole process. I felt that they were on my side and they helped me secure the property I wanted and were very quick and efficient in doing so"

"The entire team at Jorgensen Turner were always a pleasure to deal with. Consistently professional and courteous, they proved their worth to us as tenants particularly at times when there were repairs required. Not only did they always act promptly and effectively, they communicated clearly too"

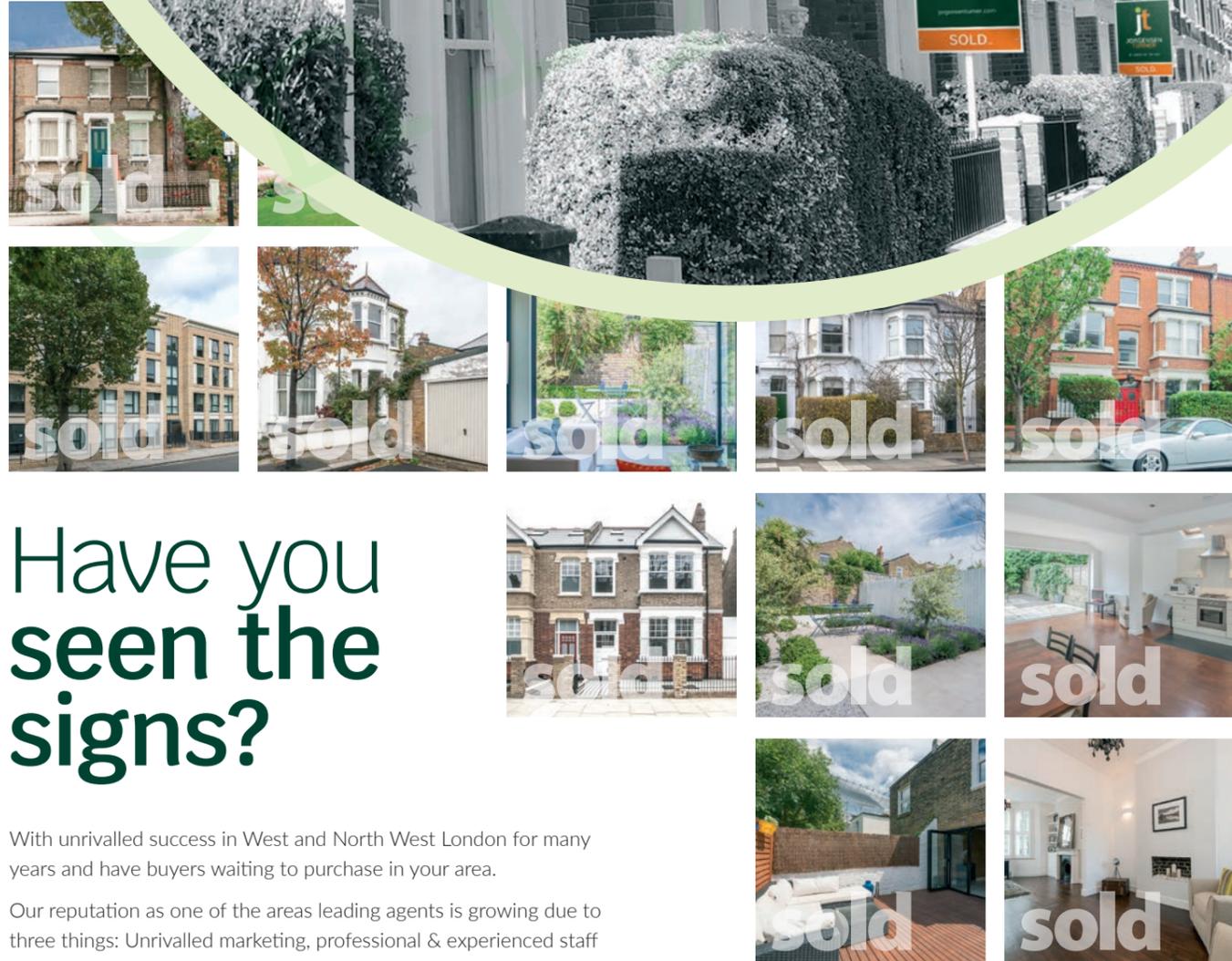
"I have used Jorgensen Turner to buy, sell and let a property for me. I have found all the people that I have dealt with to be efficient, courteous and knowledgeable. They are very straight talking, give good advice and their integrity is unimpeachable"

Our clients are our best advertisement

Putting customers first is what we do best - but don't take our word for it: check out our reviews on AllAgents.co.uk.

All our staff undergo professional training courses and we regularly reward evidence of 'excellent' customer service. We ask every single one of our customers to provide feedback and rate our service performance.

[view all our customer reviews on the website](#)



Have you seen the signs?

With unrivalled success in West and North West London for many years and have buyers waiting to purchase in your area.

Our reputation as one of the areas leading agents is growing due to three things: Unrivalled marketing, professional & experienced staff and superb local knowledge.

For a free, no obligation valuation call
 Shepherd's Bush and Hammersmith office **020 8740 8740**
 Queen's Park and West Hampstead office **020 7604 4040**

we have your area covered



Shepherd's Bush and Hammersmith Office

234 Uxbridge Road

London W12 7JD

020 8222 6050

enquiries@jorgensenturner.com

Queen's Park and West Hampstead Office

2a Brondesbury Road

London NW6 6AS

020 7604 4040

info@jorgensenturner.com

jorgensenturner.com

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