

coopers

est 1986



Sales



Personable, Professional and Proactive



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Coopers Approach

We have seen many changes to the estate agent industry since we established in 1986, however the basic principles remain the same with the three most important components forming the foundations of our approach

Our aim is to:

- Achieve the highest sale price possible for your property
- Ensure your property is sold to suitable buyers within a time frame that suits your requirements
- Keep you constantly updated making the process as stress free as possible

We are hearing from clients that we have dealt with over the years that there is a need for communication and transparency within the estate agency industry. Coopers aim to provide a refreshing approach to all our clients.

Why we are different

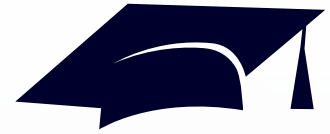


Double Gold Award Winners of Best Medium South East Agency and Best Medium UK Agency.



Most Recommended

The most recommended Estate Agent in Middlesex and in the top 1% in the country (allagents.co.uk)



Qualified

Each member of our team are NAEA or ARLA qualified.



Live Chat

Our live chat facility enables clients to converse with us 24 hours a day, 7 days a week.



Eight Local Branches

Our eight local branches give your property maximum marketing coverage.



In-House Mortgage Advisor

Our in-house Mortgage Advisor qualifies all offers made on a property and is also available to provide clients with exclusive rates.



Move Manager

Each sale will be guided by our dedicated Move Managers to ensure a smooth process from offer to completion.

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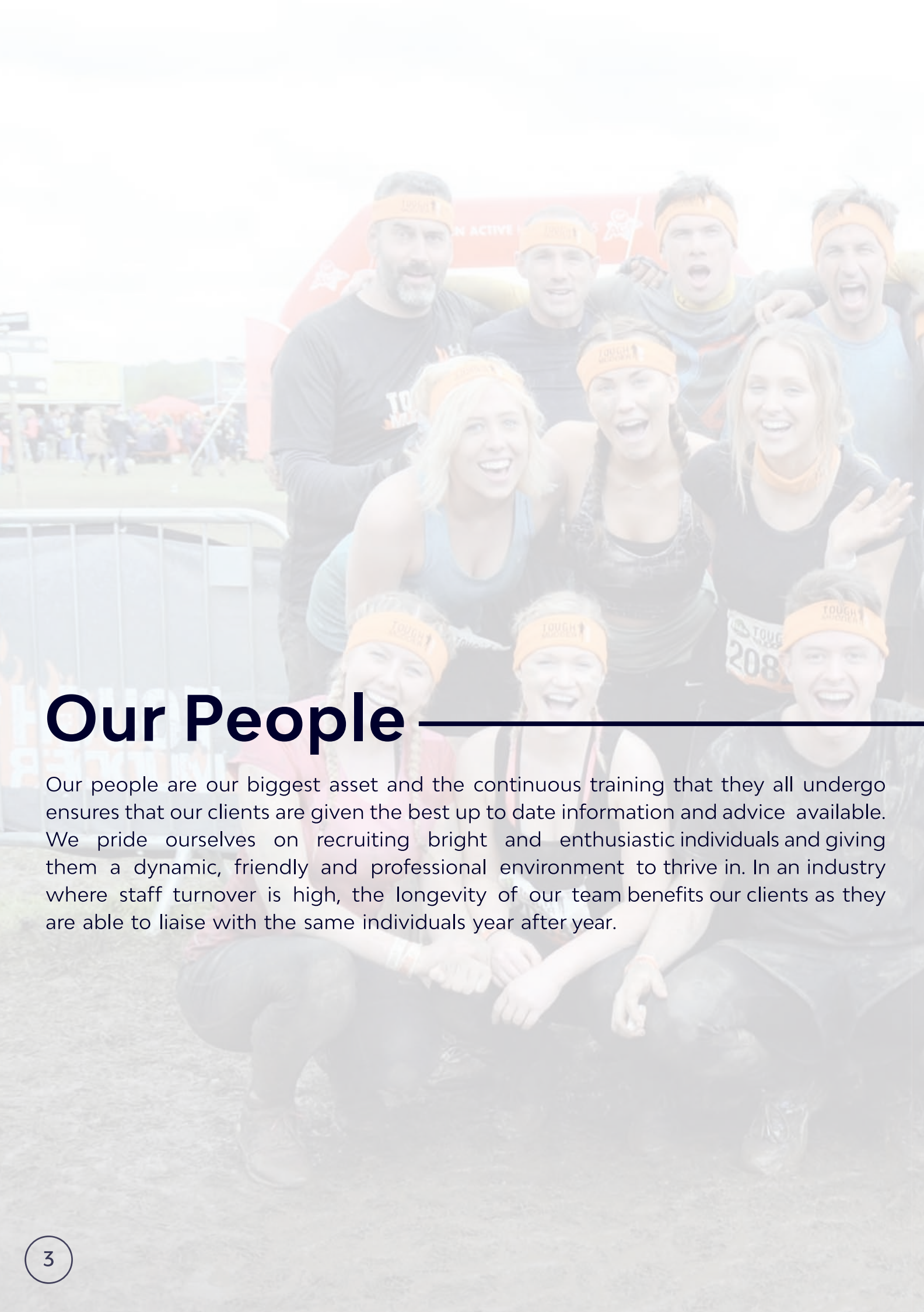
Established

We were established in 1986 and this experience makes us both efficient and reliable.



Professional Photography

A picture speaks a thousand words! We'll make a big first impression with quality photography of your home, from the angles that count.



Our People

Our people are our biggest asset and the continuous training that they all undergo ensures that our clients are given the best up to date information and advice available. We pride ourselves on recruiting bright and enthusiastic individuals and giving them a dynamic, friendly and professional environment to thrive in. In an industry where staff turnover is high, the longevity of our team benefits our clients as they are able to liaise with the same individuals year after year.

Our Culture & Values

Supporting our local communities is at the heart of our business and we're proud to have supported many local organisations, schools, charities, sports clubs and community groups over the years.

We thoroughly enjoy being part of vital projects that build lasting relationships and raise community spirit in the areas we live and work. This means that we know 'who's who' and are part of 'what's on' in the local communities in which we live and work.

Each of our office areas offers a distinct community feel, unique with their own atmosphere, architecture, history and culture. Our aim is to maintain and enhance this by supporting local groups and organisations to create places, events and spaces that bring people together.

Community engagement is not just about giving financial support or having our logo on flyers. We invest in building lasting relationships with local partners by donating the time, resources and expertise of our staff to share a wonderful sense of pride from the ideas, experiences and successes we build together.

This all contributes to making our teams a true part of their community and helps make the selling process as enjoyable and rewarding as possible.



The Sales Journey

② Choosing an agent

Deciding on an agent is an important choice. Should you want independent advice we recommend reading customer reviews on All Agents and Google. If you do have questions to help you make your decision, you can always get in touch with us.

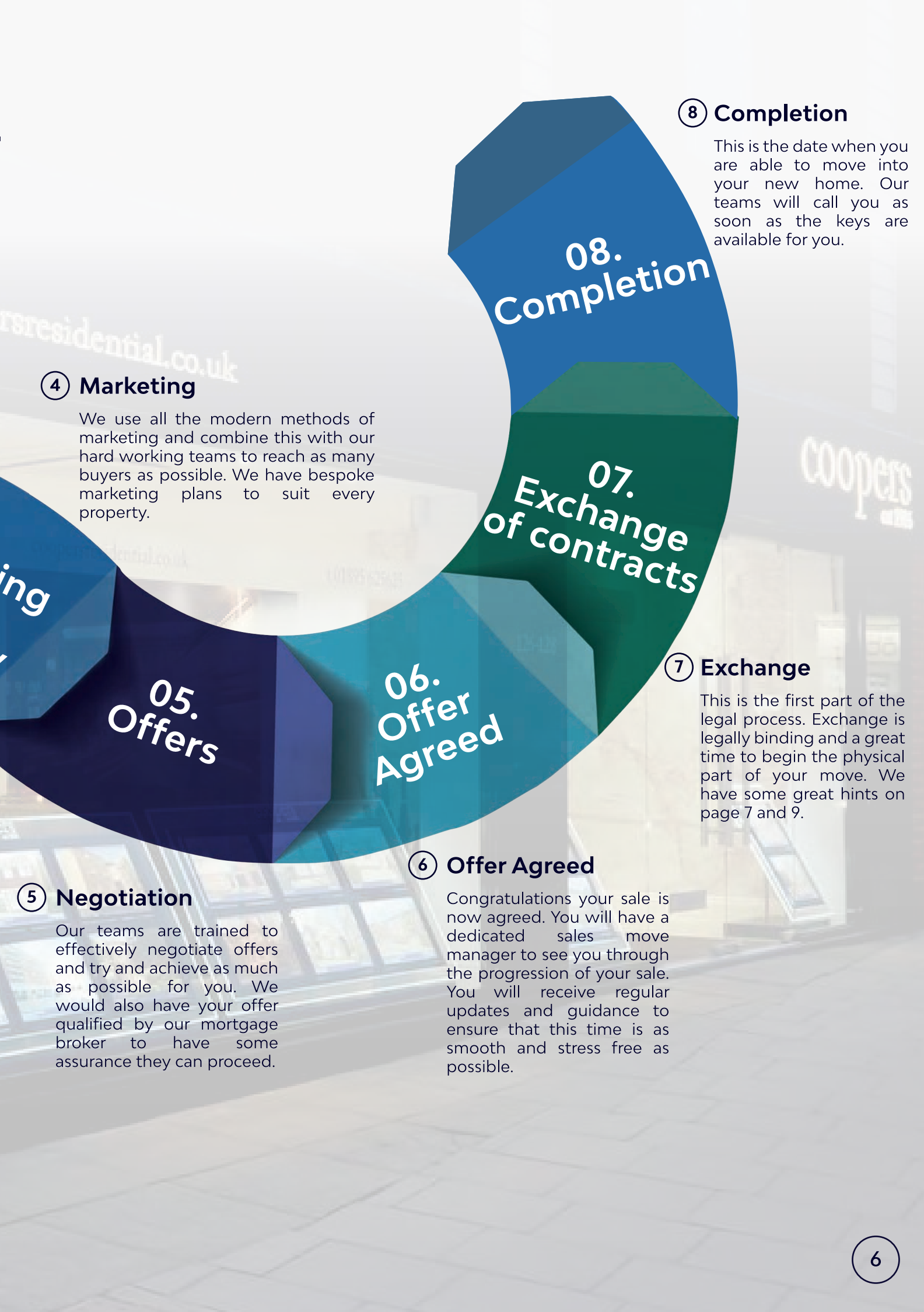
③ Recommend

We are able to recommend reputable and efficient solicitors to help aid you in the sales progression side of your move.



① Property Valuation

Our valuers are market experts and will draw on their experience, our sales history and evidence to price your property correctly. They will also outline a tailored marketing plan to suit your situation and property.



④ Marketing

We use all the modern methods of marketing and combine this with our hard working teams to reach as many buyers as possible. We have bespoke marketing plans to suit every property.

05. Offers

⑤ Negotiation

Our teams are trained to effectively negotiate offers and try and achieve as much as possible for you. We would also have your offer qualified by our mortgage broker to have some assurance they can proceed.

06. Offer Agreed

⑥ Offer Agreed

Congratulations your sale is now agreed. You will have a dedicated sales move manager to see you through the progression of your sale. You will receive regular updates and guidance to ensure that this time is as smooth and stress free as possible.

07. Exchange of contracts

⑦ Exchange

This is the first part of the legal process. Exchange is legally binding and a great time to begin the physical part of your move. We have some great hints on page 7 and 9.

08. Completion

⑧ Completion

This is the date when you are able to move into your new home. Our teams will call you as soon as the keys are available for you.



Preparing Your Home

These tips will help you offer your house to the market in the best way possible. We recommend you look through this list before the photographer comes to visit you.

- **Fix, clean and declutter!**

A property that has been repaired and cleaned will show potential buyers that the property has been well looked after. A tidy and organised home will also sell much quicker and easier.

- **Neutralise!**

Dark or bright colours may not appeal to potential buyers, so paint rooms in neutral colours. If you do not want to paint the entire house, just paint the rooms that make the biggest impression such as the living room, kitchen and master bedroom.

- **Open up your rooms!**

You want your rooms to look spacious, so if you have a lot of furniture in one room decide which pieces to keep and put the rest in storage. Larger looking rooms will appeal to buyers.

- **Useable space!**

If you have a room that is used for storage or you do not use at all, make the space usable. For example turn the spare room into a home office.

- **Kerb appeal!**

Make the front of your house and garden inviting and attractive by mowing the lawn and trimming any hedges.

- **Brighten up your home!**

Open up the curtains and turn on the lights throughout the property.

- **Finishing Touches!**

Style and accessorise by making up the beds with fresh neutral linen, dress the table for dinner, turn on lamps and add flowers and fresh fluffy towels.

- **Create Parking!**

Be ready to move your car off the drive.

Helpful Hints For Moving—

Moving from your property need not be as stressful as you may think. Follow these steps to make the process as smooth as possible.

- Sort through all of your belongings and decide what you would like to keep and what items you no longer need. Donate unwanted items to a local charity shop. Alternatively, Coopers offer a free service whereby we will drop empty charity boxes to your home for you to fill with your unwanted items. We will then collect the boxes and take them to a local charity shop and/or foodbank.
- Find a suitable removal company to help you with your move. Ask your family and friends for recommendations, alternatively our agents will be able to advise you on a local company.
- Fill empty gaps. Use old newspapers, packing papers or just old rags to fill gaps in the boxes. This should secure the items for the ride.
- Start packing the items which you use most infrequently and as you get closer pack everything left apart from the essentials. Label each box as you go, write on each box which room they will be going in once they arrive at your new home to make unpacking easy.
- Inform all service providers, utility companies and the DVLA of your change of address. You will also need to change the address of your TV licence and any credit cards. You should also send your new address and telephone number to your family and friends so they can visit and keep in touch.
- Put heavier boxes on the bottom. Packing tips like this one might be common sense, but they're still important to mention. By putting your heavy boxes underneath the lighter boxes, you ensure no breakable items will get crushed during the move. This comes of great use when packing books in boxes or when loading furniture in solid containers and inside vehicles.



New Homes

New developments make up a substantial part of the housing market and in recent years Coopers Residential have been chosen as the number one agent by national developers such as Taylor Wimpey, Linden Homes, Weston Homes, Bellway, McCarthy & Stone, Howarth Homes, Clearview, Redrow Homes, St Modwen, Persimmon Homes and London Square as well as reputable local developers. These nationwide developers have chosen Coopers to market their sites because of our unrivalled success in selling and marketing homes, including those on Government backed schemes such as 'Help to Buy' and 'Shared Ownership'. Some of these sites include Drayton Garden Village, St Andrews Park, Panorama, Heritage Place, Padcroft, Denham Film Studio, Piccadilly House and Highfield Court.

In 2017 St Modwen Homes solely chose us to sell the largest development in the areas history. The old RAF site in Uxbridge has been transformed with 1300 new homes, a theatre, a museum and a school and we are proud to be part of this exciting new community.

We have a dedicated Land and New Homes Team who are on hand to offer expert advice across a variety of areas. These include developers looking for their next opportunity, new sites that clients are interested in selling, a first time house builder or it may be your first small project and you just need some advice on the planning process - we are here to help.

Our strength lies in providing our clients with realistic professional advice, unlocking hidden potential and recognising where land could be better utilised and asset value maximised.

**Taylor
Wimpey**

Bellway



McCarthy & Stone
The UK's leading retirement housebuilder

**Linden
HOMES**

**REDROW
HOMES**

**Weston
Homes PLC**

**ST. MODWEN
HOMES**





Mortgages



The process of buying or refinancing a property can be time-consuming and stressful, however we have recently joined up with Heron Financial to provide an experienced in-house mortgage adviser to make this process as stress free as possible.

Our advisor can provide help and advice across a range of mortgage needs, whether you're buying your first home or adding to a growing portfolio.

We can deliver face-to-face advice in our offices or in the comfort of your own home, with a promise to provide a lifetime service through our ongoing management system.

We deal with the lenders and insurers large and small, constantly reviewing rates and service levels to ensure that 'special treatment' comes as standard.

Our key service areas include:

Mortgages:

- First time buyers
- Remortgages
- Capital raising mortgages
- Buy to let mortgages
- Let to buy mortgages
- Help to buy mortgages
- Shared ownership mortgages

Insurances:

- Life Assurance
- Income Protection
- Accident, Sickness & Unemployment
- Critical Illness
- Mortgage Payment Protection
- Buildings & Contents

Useful Contacts

Removal Companies

- Careful Kelly's - 01895 631 662

Utility Companies

- British Gas - 0845 955 5808
- EDF Energy - 0207 242 9050
- N Power - 01793 877 777
- E-on - 0800 051 5687
- Scottish Power - 0845 272 7111
- Southern Electric - 0845 7444 555
- Thames Water - 0845 9200 800
- Anglian Water - 0845 7919 155

Phone / Internet / TV

- B.T - 0800 800 150
- Sky - 0844 241 0623
- Virgin Media - 0845 650 4545
- TV Licensing - www.tvlicensing.co.uk

Utility Companies

- DVLA - (drivers) 0300 790 6801, (vehicles) 0300 790 6802

Local Authority

- Hillingdon Council - 01895 250 111
- Harrow Council - 0208 863 5611
- South Bucks Council - 01895 837 200

Testimonials

“

Greg was outstanding from start to finish in the dealing of the sale. Communication was excellent and he chased up both solicitors to ensure we completed before Christmas. There was no chain but it was a leasehold property and to go from offer accepted to completion in 3 weeks was unbelievable. I have no hesitation in recommending Coopers and in particular Greg Mealing if you are looking to buy or sell. Also, the price they achieved was better than we expected - this is a team that really differentiates itself from the competition

”

Rob T

“

We were delighted to have used Coopers to sell our home. From the outset Steve, Russell and their team understood our aims and worked with us to sell our family home in a way that suited us. But, most importantly, the team were diligent and followed up with us throughout the process.

Thank you!

”

Sean Kelly

“

My opinion of estate agents is pretty poor, but I'm pleased to say Coopers have proved me wrong. They've worked hard to sell my house, offered me some good advice, and assisted me in making some difficult decisions. The house was originally listed with another agent, but I wasn't happy with their lack of motivation to sell the house so I got Coopers involved. I'm glad I did.

”

Stu

“

I cannot speak highly enough of the excellent way in which you dealt with the sale of our house in Edingburgh Close, Ickenham and the purchase of our property in Highcliffe.

Nothing was too much trouble, always returning our phone calls and queries from start till completion. Thank you for the friendly and efficient way you worked on our behalf.

We have settled happily into our new home already.

”

Eddie & Diane

www.coopersresidential.co.uk

Coopers Residential
Hillingdon Office
109 Hillingdon Hill, Uxbridge
UB10 0JQ

01895 230 103
hillingdon@coopersresidential.co.uk

Coopers Residential
Uxbridge Office
279 High Street, Uxbridge
UB8 1LQ

01895 257 566
uxbridge@coopersresidential.co.uk

Coopers Residential
Ickenham Office
27 - 29 Swakeleys Road, Ickenham
UB10 8DF

01895 547 011
ickenham@coopersresidential.co.uk

Coopers Residential
Ruislip Manor Office
71 Victoria Road, Ruislip Manor
HA4 9BH

01895 677 400
ruislipmanor@coopersresidential.co.uk

Coopers Residential
West Drayton Office
1 Tavistock Rd, West Drayton
UB7 7QT

01895 459 950
westdrayton@coopersresidential.co.uk

Coopers Residential
Ruislip Office
126 - 128 High Street, Ruislip
HA4 8LL

01895 625 625
ruislip@coopersresidential.co.uk

Coopers Residential
Pinner Office
18 Bridge Street, Pinner
HA5 3JF

0208 017 6000
pinner@coopersresidential.co.uk

Coopers of London
Fitzrovia Office
22 Cleveland Street, Fitzrovia
London, W1T 4JB

0207 580 9658
info@coopersresidential.co.uk