

Digital sales platform

Our new digital sale proposition is an exciting and revolutionary new way to sell your property where you are in total control

Would you be interested in selling your property where you have no estate agency fees to pay, a committed buyer, a secure sale which is unlikely to collapse and fixed timeframes for completion?

Then why not ask us about our new Digital Sale Proposition. You set the timeframes from the outset to suit your circumstances, sell in a secure and transparent manner, whilst maximising the price you achieve for your property.

We've already seen how eBay has revolutionised the online marketplace, well, you may just recognise a few similarities below...

- **0% selling fees:** Using our Digital Sale platform, you have the option to sell for 0% sale fees (buyer fees apply), meaning you get to keep 100% of the proceeds of your sale
- **Digital sale bidding:** You have the choice to set the bidding off with an appealing guide price to attract lots of interest, and let the bidders thrash it out maximising you the very best price for your property through competitive bidding

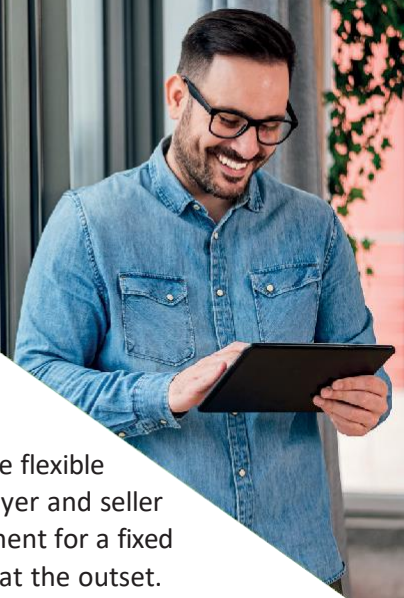
Or...

- **Buy it now:** Alternatively, you may choose a fixed price, 'Buy it Now' delivering you and your buyer all the same benefits of speed and security with no gazumping or gazundering but without the element of bidding. Just hit the button, and the property is yours! (subject to contract)
- **Fixed completion date to suit you:** You and your purchaser make a commitment to each other by setting the timeframe for completion right from the outset. Set this to a timeframe that suits your circumstances and any onward plans you may have
- **A secure sale:** Your purchaser will pay a non-refundable reservation fee at the point of sale agreed to secure the sale. This commits them to the sale reducing the likelihood of the sale falling through to a fraction of the norm



01202 554470

hello@christophershaw.co.uk



- **Bring data forward:** We can provide a no sale no fee legal pack to your buyers, enabling them to make an informed decision about their purchase. Having the key data early, is critical to enable a buyer to commit
- **Reserve price:** Set from the outset, you have total control of the minimum sale price. The property cannot sell below this, and often sells for significantly more. The braver you are with your guide price, the more rewarded you are with your sale price!
- **All property types:** Whether owner occupied, tenanted, vacant, residential, commercial, land or development opportunities, all properties are welcome. We can flex the proposition to suit you, your property and your circumstances
- **Extensive marketing:** We market your property in all the usual ways, so you will still get a For Sale board, Office and window displays on a rotation basis, Our web site, and Portals. We also have an extensive database of active buyers

Interested?

Please get in touch with us on **01202 554470** and we will be delighted to expand on the above.

Additional information

Online – sale

The sale of your property will take place directly through Christopher Shaw Residential web site. Buyers, can bid directly through the page for your property. From there the contract, legal pack and searches can all be viewed. All bids can be seen in a transparent and clear manner along with the date the bidding will open and end.

Conditional sales

Conditional sales are a more flexible agreement whereby the buyer and seller enter jointly into an agreement for a fixed number of days set by you at the outset. The purchaser pays a non-refundable reservation fee in exchange for an exclusive period of time within which to complete the purchase. Should they miss the deadline, they stand to lose their fee they have paid, and you honour the same commitment to them. This helps ensure the sale stays on track, minimising the risk of the sale collapsing and the completion deadline is achieved.

Mortgage buyers

Offering longer time periods, increases the chances for mortgage buyers to bid. Widening your audience this way often helps achieve a much higher price than other methods of sale.

Fees

Buyers are used to paying fees when buying property via this method. Their fee buys them a period of exclusivity to conclude the transaction allowing everyone to plan. Our buyer fees are significantly less than the majority of this market- place. This ensures buyers are not put off, and that you get the full value for your property.

At the same time, you don't pay any estate agency fees (unless otherwise agreed with your agent) and have a secure sale set to complete within your timeframes, so everybody wins.

Marketing and bidding window

The agent and seller agree this together. Experience has proven that 21 days is the optimum in most circumstances. The bidding window is open for just the last 6 days to maintain rhythm and excitement.

01202 554470

hello@christophershaw.co.uk