



Marketing Plan

Our tried and tested way to get your property sold, for the best price, keeping you relaxed, at a timescale to suit you.

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All information correct at the time of printing. Any item in this booklet is subject to change at a later date.

Welcome,

Since 2004 we've been serving the people of West Sussex and we've helped hundreds of clients sell, buy and let their properties.

Anyone can sell or let a property and not get the best price. A great agent has to maximise the price

This marketing plan details how we do that, as well as making it easy for you and reducing risks.

We are confident that our strategy of presenting your property via our marketing and exposing it to the biggest audience will result in you picking and choosing the best offer.

Our plan is bespoke and can be changed to fit your requirements, your happiness is our priority.

Thank you for your time, and please get in touch with us if you have any questions whatsoever.



Shaun Adams MNAEA
Managing director and owner
Cooper Adams



***Disclaimer:** The information in this guide doesn't constitute legal advice.

A strategy for success.

Accurate pricing

Price to entice

When you book a valuation appraisal with Cooper Adams we ask many questions about the property to start preparing in advance our thoughts on the achievable best price for your property.

We look at similar properties sold and unsold. On the sold properties we look at the time taken to sell, too fast and could they have got more, too slow then maybe priced too high. On unsold properties, we also look at the length of time on the market to ascertain if the price is too low or too high.

Any property is always on the market in competition not in isolation, so we need to look through a potential buyer's eyes. We look at the value it could be in exceptional condition and the cost involved to take it to that level.

We consider current demand, how many other competing properties are on the market and if they compare to your property.

The asking price is so important to attract maximum interest to convert this into viewings and competing offers. You can end up with fewer viewings and a lower offer just by testing the market at an optimistic price.

Checklist

Reviewed comparables	<input type="checkbox"/>
Discussed likely achievable price	<input type="checkbox"/>
Discussed a price to entice	<input type="checkbox"/>
Discussed portal pricing	<input type="checkbox"/>
Agreed initial asking price	<input type="checkbox"/>

Comparable evidence

All agents should always provide comparable evidence on how they have arrived at their thoughts on a suitable asking price. This evidence should be given to you and discussed in full how they compare. Some agents deliberately over value to win an instruction (with no comparable evidence), then the property can take months to sell (if at all), and you may end up with a lower selling price than if you started off at the correct price initially.

Portal pricing

Portals have round numbers on pricing, setting your price on this means twice the amount of people who will see your home. Pricing at say £495,000 means anyone looking up to £500,000 will see your property, but no one looking slightly over e.g. £500,000+.

Pricing at £500,000 means people looking from say £450,000 to £500,000 will see it as well as people search from £500,000 upwards. We would advise you on this.



Sale ready & conveyancing

Sale ready

The UK government guide on selling a property recommends being 'sale ready'. Part of our process is to help you with this.

Sale ready is about preparing your property to sell and also preparing the paperwork and solicitors. We help with all of this.

Preparing your home

We will advise on this - how to give curb appeal, DIY jobs for initial presentation, decluttering and dressing the home.

For some we help with **home staging** and dressing (page 6) or internal CGI imagery if the rooms are empty.

Preparing your solicitor

Instructing a solicitor early means you are ready before you accept an offer - reducing stress and staying ahead of the curve.

Preparing your paperwork with a Buyer Information Pack

We compile a Buyer Information Pack for you.

The pack is then ready for a buyer to look at before they offer. There will be no hidden surprises for them near the exchange of contracts, as the pack is transparent. The pack is only available for serious buyers.

Our (Law Society Approved) Buyer Information Pack contains the legal protocol documents i.e. Title, Title plan, TA6 Property information form, TA7 Leasehold information form, TA10 Fittings and contents form (which are all the latest edition Law Society forms) as well as... property details, energy performance certificate (EPC), FAQ sheet on the property, a Sprift pack containing such things like details on mobile and broadband speeds, planning history, local pricing, local schools and transport. We also look to include lots of other information that will crop up such as: FENSA window certificates, guarantees, boiler servicing and as much other information as possible.



The pack is also available by invitation to potential buyers before they offer. An educated buyer is more secure in knowing all the ins and outs of a property before any offer is accepted.

The UK government recommend the use of these packs, and especially as we all know that a legally prepared property will result in a quicker transaction, with fewer fall-throughs, and that has to be a good thing for everyone.

We still recommend a seller to instruct their solicitor early to open up the file. The solicitor won't need to obtain Title, TA6, TA7, or TA10 as we can email them the link which will also contain other documents relating to the property. This pack is available to the seller, their solicitor, the buyer and their solicitor.

Staging & styling

Use home staging to sell your property faster and for more money

A lot can happen in just ten seconds. You could get married, become a parent – and you could sell your home. The first impression that your property gives off is crucial in keeping potential buyers interested, but it can also put buyers off for good. Small changes to your property may be all it takes to make a sale.

One method to sell your home is known as home staging. Home staging does make homes sell much quicker. Moreover, properties that use home staging sell for 17% more compared to properties that do not use home staging.

Want to learn more?

Home staging: What's It All About?

When we want to make a great first impression, we wear our finer garments, maybe add jewellery and even apply makeup. Home staging works with the same principles. It involves dressing up our home to make it look as appealing as possible to potential buyers. This goes beyond doing the washing-up and giving the kitchen worktops a wipe down. Instead, it includes using lighting, plants, art and much more.

Property portals are in abundance online. With sites like OnTheMarket.com and Rightmove at buyers' fingertips, many of your usual home viewers use their listings' online images to make up their mind whether to view it not. This gives sellers another push to embrace home staging and make their awaited property sale.

Home staging top tips

Decluttering your home is the first rule of home staging. If you cannot bring yourself to throw it out, make sure you can store it neatly and keep it out of sight. Don't throw everything in a cupboard and hope viewers won't look. Most buyers are interested in storage space and will want to see inside these spaces.



Aim to look more like a show house or a boutique hotel room.

We advise to... thoroughly clean all floors, ideally have neutral paint on walls. Make sure maximum light is entering from every window. Open the back doors to let the air in. Add pieces of artwork, plants and mirrors to make rooms feel unique and bigger. Take down your personal photographs.

Dress up your bed - adding clean neutral linen, adding a cosy throw, and plumping up your cushions. Think a five-star hotel rather than simply straightening the quilt. Organise your furniture so it doesn't impede the natural flow of your home and cause viewers to stumble around. If you do have an unnecessary amount of furniture, move it into a garage or shed. Moreover, all your existing furniture should follow rule number one – remove all clutter from it. Keep shelves organised by adding plants and books, but never fill them completely. Full shelves can add to a cluttered feeling. And lastly, get rid of any questionable odours that may put buyers off or lose their attention to the effort you have put into your home staged property. Use candles or air fresheners to do this, and make sure those carpets and rugs are spotless if you have family pets.

Photography & video

All types of photos - First impressions are so important.

Our pro-photography covers:

1. **Elevated shots** - 10m high to capture more of the property, its grounds and surroundings.
2. **Internal room shots** - using the best-looking rooms.
3. **Lifestyle close up shots** - capturing fine details.
4. **Drone photos** capturing the whole area far and wide.
5. All photos are professionally edited in photoshop to fine tune the colour balances.

Elevated photography

We use elevated photography to show the property and its surroundings, sometimes the property is behind hedges and parked cars. Ground-level photos look flat, two-dimensional, cars parked in front look ugly. The previously featureless driveway now has depth and perspective. Beyond the house - the rear garden is now visible from elevation, beyond that the sea or open fields and the view to the horizon, previously unseen. Elevated photography not only raises the camera but also your sales opportunity.

Dusk / twilight photography

Dusk, twilight, night or lowlight property shoots look so cool and can ooze wow factor. The long exposures and

slick lighting create emotion and build property dreams. The light effects create a unique mood for the property, and means the photos can attract more hits online than daylight photos. It's also about glamour and standing out from the crowd.

Walk around & cinematic videos

All our properties have our walk around video enabling viewers to get a taste of the property before the viewing - this is especially great as people can virtually view from their armchair 24/7 from anywhere in the world. We shoot Sneaky Peek videos for Facebook to build anticipation pre-launch.

We also can commission pro-video companies to make cinematic style videos.

3D Matterport tours

We also can also create a 3D virtual model of your property, so prospective buyers can view your property, anywhere, anytime, without having to actually visit the property in person. We create a 3D scan of your property using state-of-the-art equipment and software.



Property brochure

Quality printed material

We produce a magazine-style property brochure, choosing some of the best imagery for it.

This really shows off your home with great information, floorplans and a location map.



It is available for viewers and to collect in branch we also produce a digital version sent to our database of potential buyers.

Reservation Agreements

Peace of mind

Reservation Agreements - peace of mind for the buyer and seller right from the start, knowing the transaction is secure.

No wonder the UK Government now recommend these for all property sales - it removes the risk of someone changing their mind at the last minute and withdrawing.

Like buying a new build house, booking a holiday or ordering a brand-new car - you expect to make a financial commitment to the transaction at the start.

Taking a property off the market with no financial commitment results in around a third of UK house sales falling through. The buyer could withdraw on a whim and the seller could still accept a better offer or simply change their mind at the eleventh hour.

UK property selling and buying is moving towards Reservation Agreements on all transactions, and the Government have issued guides on selling and buying. The advice in these guides is to move towards new regulations.

At Cooper Adams, we are one step ahead and as it makes transactions more secure for all involved, we are the first local estate agency to embrace this.

Reservation Agreements are in the UK Government Guide How To Sell (page 10)

We now offer Reservation Agreements on all our sales. The Reservation Agreements are UK Government and Law Society approved and completely fair for both seller and buyer.

Say goodbye to old-fashioned large holding deposits and say hello to a small setup fee to guarantee a meaningful financial commitment by each party to the other, this fee pays the legal cost to set this up. Cooper Adams do not earn any commission at all from the setup fees.

Both parties are bound and cannot withdraw or will lose money, (unless there is a sizeable physical defect on the survey, defective title, chain failure or finance failure, to name a few). All the details are provided at the earliest opportunity before anyone commits.

If the sale falls through due to no fault of either side i.e. chain breaks, mortgage problems, seriously bad survey... the seller and buyer will receive a full refund. This will only happen as long as no claim has been made.

This stops most cases of buyer or seller changing their mind for one reason or another just before the exchange of contracts.

We all want surety selling and buying, we don't want a seller dropping a buyer for a better offer from someone else, and we don't want a buyer swapping to a different property just before a moving date - With a Reservation Agreement, both sides show they are committed to the property transaction and prepared to pay compensation if they pull out of the deal.

Read more at www.cooper-adams.com/blog/cooper-adams-secure-reservation-agreements

Need to know more?
Please contact your local
Cooper Adams office.



Targeted mailings

Reaching the buyers

We have built up a very large database of buyers looking for a new home.

Once our team have seen your property, and we are ready to launch, we speak to everyone on our database who may be interested in your property, we then mail out the details to them, electronically or by post. We also would engage with other locals who may be interested, or they may know someone who is interested.

Quite often we will host an **open day** at your property and build anticipation and excitement to this. We will create a busy event to create demand for your home and encourage competitive bidding to maximise the value of your property.

Signage

Boards – it's the owners choice whether to have more enquiries...

Why we recommend having a board:

1. Advertising your home "For Sale" 24 hours a day, seven days a week, even when the estate agent is closed. Some reports indicate you get 50% more enquiries when you have a board, which will lead to more viewings and offers.
2. Buyers do tour a broad area, often just cruising around looking for boards, even at the end of cul-de-sacs! People drive around the areas they like, then ring the agents about the boards they see, the ones without boards are presumed not on the market. Even down the end of a track, people will still see your board and tell their friends.
3. Some people say "I always liked that property but had no inclination in moving until I saw the board, I never look in the papers or internet because I am not actively looking. If I didn't see the board I wouldn't have bought it."
4. Neighbours, tradesmen and others have a habit of telling others that might be interested. Many of your neighbours know friends or relatives that may want to move to the area, the board will alert them, and they will tell the person looking.
5. Someone may view another property around the corner from you, see your board then view and offer on yours.

6. The more people who know your property is on the market, the more viewings you will have, more viewings equals more offers, more offers equal a better chance of a higher offer.
7. When a sale is agreed, we often get other enquiries from the board asking to be notified if there is a hitch with the current sale, we keep a list of people on file to call if this happens.
8. If someone wants to look at the inside, the chances are they will have already decided that they like the outside. If they enquire from the board they are happy with the outside/the area/the neighbouring properties/the road noise etc. People seeing your house for sale on a busier road with a board will view, they won't be put off by the road as they already have accepted it's on a busier road.
9. Not wanting the neighbours to know you are on the market is not a reason to have a board. Neighbours soon find out when they see people looking at your property from the outside holding property particulars.
10. When you bought your home, did you call the agent from the board? Many do, if you did, your next buyer will probably do the same.

Boards definitely work in selling a property quicker and getting a better price, but it is always up to you, the owner, whether you want a board or not. If you want the maximum level of enquiries, viewings and offers then make sure you have a board.



Website and portals

We have won awards for our website - we have fine-tuned it to really show properties off to their best.

www.cooper-adams.com

Large photos, video and packed with information on your property. We also show floor size area and plot sizes on each property.

Our website is updated 24 hours a day.

We have online chat which we can answer rather than outsourcing as our competitors do.

Portals

We advertise on Rightmove, On The Market, Boomin and other sites.

We have tried others, but the results were not as good.

Any enquiries from these web portals are instantly picked up, and our job is to convert these to viewings and then offers.

Click through rates

This is a measure online to monitor the ratio of people seeing your online advert that go ahead and click it.

Our aim is to always improve our click-through rates on the properties we offer, **more clicks = more viewings = more offers.**



Social media

Would you like your property advertised in the advert break on Coronation Street for FREE? Or would you simply like a bigger audience?

80% of the UK uses Facebook and we can get your home in front of potential buyers eyes without them even searching for properties.

People spend an average of 40 minutes on Facebook each day, and this is increasing.

Many companies post a property advert on their Facebook page, which is all well and good, but only people who have liked their Facebook page may see this. 40% of users have never liked a page.

At Cooper Adams we utilise and pay for the services of a professional Social Media company that only specialise in social media advertising. Your property is targeted to potential buyers.

Facebook rightly or wrongly is very powerful and knows everyone's personal profile. This is based on people's likes and conversations they have online, where they live, hobbies, kids, job, interests if they are moving or looking for a new home.... nearly everything other than your underwear colour! Now, some of these people may not be ready to start looking on the portals or contacting us, but your property will start appearing on their timeline (their Facebook page). Their page will display their friends' updates as well as photos of our properties.

We pay for this service and make no extra charge to our clients, this is included in our service.

People access Facebook on average eight times a day.

At Cooper Adams we don't just target active buyers (who are already looking online) but also buyers not even looking yet until they see your property.

Need a proactive estate agent working for you? We are ready and waiting.



400 new users sign up to Facebook every minute.

Stats from: sproutsocial.com/insights/facebook-stats-for-marketers/

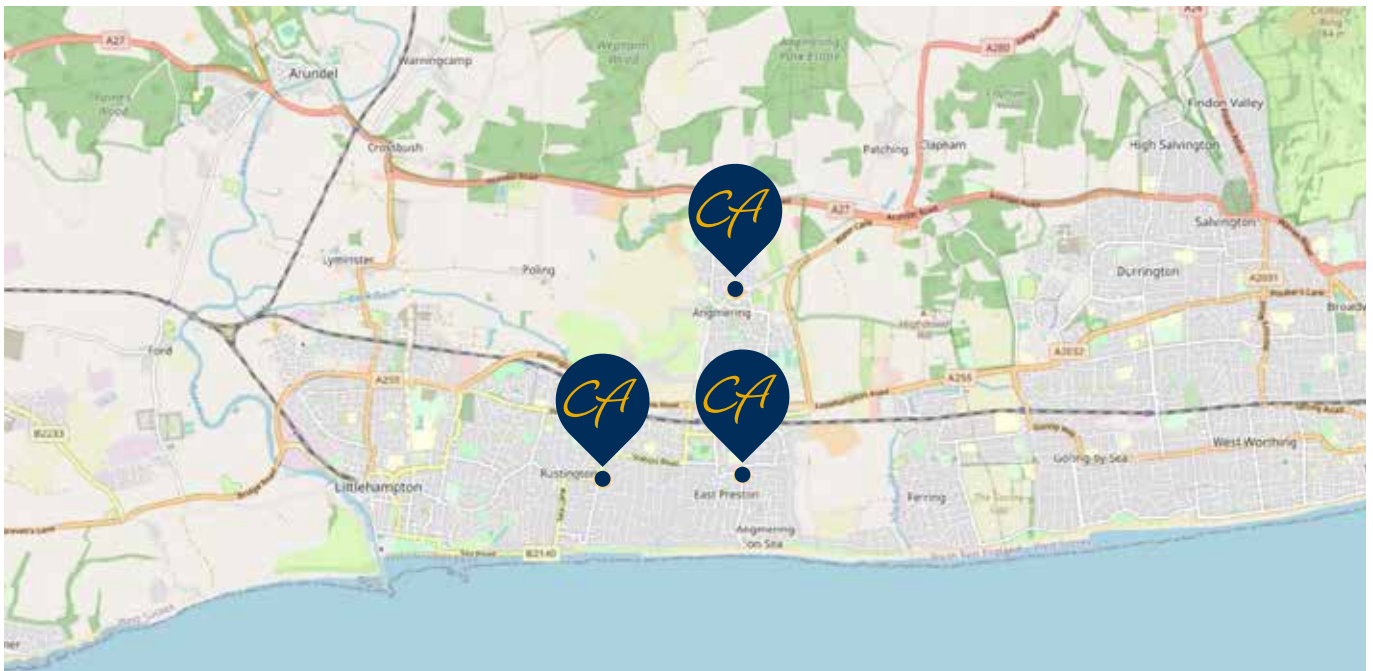
Our offices

Three local offices in Angmering, East Preston & Rustington, specialising in BN16 and BN17 but successfully selling and letting in BN11 - BN18.

When you instruct Cooper Adams to sell or let your property you are instructing three branches with a large team.

All our properties feature in an office display as we still get many walk-ins, this is important.

Some agents nowadays don't have high street offices and work from their bedroom at home, but we still feel an easily accessible office, open six days a week with a team in each one will always offer a better service. Yes, it may cost us more, but if it benefits a seller then that is paramount.



Our team

At Cooper Adams, our mantra is ‘How does it benefit the client?’ Whether the client is the seller or landlord, then the buyer or tenant. We aim to provide a five-star experience by offering forward-thinking services that create maximum benefit and personal satisfaction in a lifetime relationship.

Our vision

To be the area’s premier estate agent, specialising in residential property sales and lettings and property management. Excelling and being consistent in everything we do. Being motivated and spreading our enthusiasm.

Making trust, quality and integrity hallmarks of the way we do business. Seeking always to be innovative and seeking continual improvement.

Our values

All staff of Cooper Adams adhere to the following principles:

- The needs and welfare of our clients are the uppermost concern of everyone who works in the business.
- The service we provide is unbiased and impartial, available to all people regardless of their race, culture or social background.
- The business and everyone involved operates in a socially responsible and ethically sound way, with honesty and integrity underpinning all our actions.
- The workplace environment is one of respect for others, based on teamwork while encouraging and fostering the personal development of the individual.
- We aim to find solutions in an innovative team environment.
- All communication is open, effective and non-judgemental.
- We respect our surroundings and are environmentally responsible.
- We love our local community and get involved in local charities and initiatives.



Your office team will all see your property before we launch to the market.

Qualified viewings

Viewings

We believe using an experienced agent to conduct the viewings is the most productive way in driving towards an offer.

On properties we know will be very busy on initial launch, we organise an 'Open Day', this is normally booked around a week after launch, giving time for interest to build. Applicants are carefully vetted before viewings, as we don't want to waste your time. Security is also paramount. The viewings on an open day are spread out, but back to back - People can see the amount of interest, and normally we receive multiple offers the next day for the owner to pick and choose. If a property is not in such high demand, we book viewings as and when to suit.

We have walk-around videos on all our properties to give people a true flavour before they view.

A good agent's job is to be very thorough on registering a potential buyer before a viewing.

Normally we ask the owner to be out when we do the viewing, as the potential buyer can feel freer to discuss changes they may wish to do.

We organise a property FAQ sheet before we commence marketing to answer every single question that could be brought up at a viewing. If the answer isn't on our sheet, we revise the sheet for all properties.

Feedback

Next day feedback is paramount and always done.

Our system is set up where a viewing is not closed down until the feedback is done.

We don't accept the answer "It's not for me" or "I couldn't put my finger on it" we want to drill down on really why, as it could be a misconception, or we could find a way around their reasons to make it right for them. Sometimes we leave multiple messages for people, and they don't call us back - we still let you know what's going on and keep you in the loop.



Offer handling and agreeing a sale

Negotiating offers

Estate agents used to be called negotiators, some (not all) still are! We are proud of our strong negotiation skills. We have a stringent process on receiving offers.

1. We can only take an offer if it is submitted via our online form. Our process is very thorough, we never just submit an offer with sketchy details. The offer asks if all buyers have seen it, confirmation they are happy to sign a Reservation Agreement (if not - they're not that committed, and we have concerns) Buying position, agent's details for us to check their chain, finance details and proof, and many other questions.
2. Once we have checked them out really thoroughly, we would speak to the owners with our recommendations on the steps ahead.
3. We then negotiate them as hard as we can, without jeopardising anything.
4. Quite often, the team discuss with Shaun Adams ideas on gently pushing the offer up higher (again without losing them).
5. On a regular basis, we compare our achieved selling prices versus asking prices as a percentage from Land registry compared to our competitor agents. Usually, on average we get around 99.5% of the asking price compared to them getting around 96.5%. On an average selling price on BN16 of £427,000, this means we achieve over £12,000 more. I'm sure you agree, an extra £12,000 in your pocket sometimes means the cheapest agent can be the most expensive agent.
6. Our negotiation doesn't end when we agree a sale. When buyers come back with reasons to knock the price down after a survey, we are strong in looking after our seller's interests and finding ways to overcome this.

Agreeing a Sale

A sale is only formally agreed and withdrawn from the market when we are completely satisfied with the offer agreed and the buyer's position.

We need their solicitor's details and need to have checked their chain in full, got proof of their funds or mortgage and have signed a legally binding reservation agreement to stop them from pulling out on a whim a day before the exchange of contracts.



Our marketing plan and negotiation skills put on average, an extra £12,000 in our seller's pockets.

Sale management

Progressing your sale

A very important job that gets pushed to one side by some agents is 'sales progression'. A minimum of one call per week can escalate to many calls daily as exchange of contacts get close.

Our team know the milestones while the sale is progressing and regular calls to the seller, buyer and solicitors pushes things along. Quite often we help people with all the forms and can often pick them up and drop them to solicitors to fast-track the sale.

Stalemates often crop up, and we smooth out any problems.

We keep tabs on any delays up and down the chain and keep you informed. We can stop delays happening by keeping on top of this.

Between agreeing a sale and exchanging contracts - this used to take around three months on average, lately because of Covid many have taken an extra month on top of this.

Milestone Checklist

All solicitors had ID and funds from their client	<input type="radio"/>
Seller's solicitor in receipt of all protocol forms	<input type="radio"/>
Title deeds with seller's solicitor	<input type="radio"/>
Seller's solicitor sent draft contract to buyer's solicitor	<input type="radio"/>
Buyer's solicitor applied for searches	<input type="radio"/>
All searches back	<input type="radio"/>
Initial enquiries sent to seller's solicitor	<input type="radio"/>
More enquiries raised by buyer's solicitor	<input type="radio"/>
Buyer's solicitor in receipt of all satisfactory enquiries	<input type="radio"/>
Seller and buyer signed the contract	<input type="radio"/>
Completion date agreed by whole chain	<input type="radio"/>
Seller's deposit sorted out	<input type="radio"/>
Contracts exchanged	<input type="radio"/>



Marketing plan summary

Our marketing plan will be designed to your personal specification and preferences, as a start it could be:

- Pricing to entice to achieve the best outcome.
- Being 'sale ready' and legally ready.
- Staging and styling.
- Stunning photography and videography with virtual tours.
- Magazine style brochures and e-brochures.
- Preparing a Reservation Agreement.
- Targeting mailings and signage.
- Website and Portals.
- Social Media.
- Cooper Adams' offices.
- Cooper Adams team
- Qualified viewings.
- Offers on your property.
- Sale management to exchange of contracts and completion.



This is just a snapshot of some of the things we do.

We're ready when you are.

Let's get going

Selecting the best agent is a big decision and here's why we like to think you'd be wise to choose us to work for you.

We're BN16's No.1 agent

Highest selling prices

Achieving on average **over 3% more than our competitors**. That is nearly **£11,000** more than the average of the second or third agent.

Fastest time to sell

From launching to market to completion we get people moved **27 days faster** than the second or third agent combined.

Buyers legally locked in at the start

We are the only agent who legally locks in a sale as it is agreed. Please ask about our '**Cooper Adams Secure service**', including buyer information packs and Reservation Agreements.

Community matters

The whole team allocate time every week to help our community, we pick up for the food bank and generally help elderly people and charities in our area.

Google reviews

Check out our Google reviews:
Over 250 with an average of **over 4.9**
Our clients love us



As good as
our word...

Angmering | Marsh House, The Square
East Preston | 35 Sea Road
Rustington | 7 Broadmark Parade, Broadmark Lane

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Cooper Adams
AS GOOD AS OUR WORD