

Cooper Adams
AS GOOD AS OUR WORD

COOPER ADAMS

Brand guidelines / January 2014



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Basic logo

Cooper Adams
AS GOOD AS OUR WORD

Clear space around logo

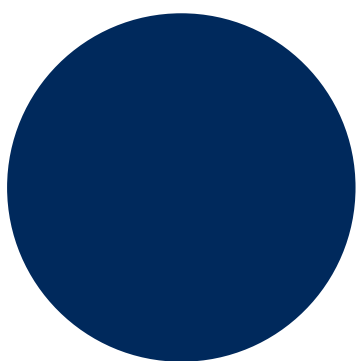


Minimum size

Cooper Adams
AS GOOD AS OUR WORD

30mm

Colour palette



Cooper Adams blue

Pantone

289 C

CMYK

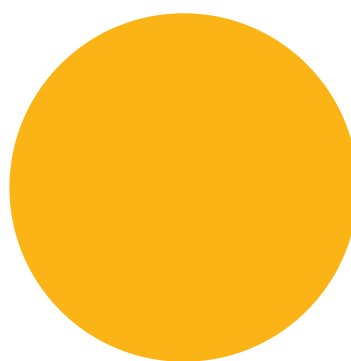
C= 100 M= 0 Y= 64 K= 60

RGB

R= 0 G= 46 B= 91

HTML

#002E5B



Cooper Adams yellow

Pantone

131 C

CMYK

C= 0 M= 32 Y= 100 K= 0

RGB

R= 234 G= 179 B= 49

HTML

#EAB331

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Fonts

Helvetica Neue LT Standard - 35 Thin - Headline

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Neue LT Standard - 55 Roman - Standfirst & body

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Neue LT Standard - 45 Light - Sub headline

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Neue LT Standard - 36 Thin Italic - Pull quote

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Font usage



Hello, and welcome to Cooper Adams.

Something happens when your name is above the door.
Your work takes on a new gravity, knowing that your personal
reputation is so indelibly linked to how your company performs.

It's this dedication to the job that you get from Cooper Adams. Not some manager 'parachuted in' from another branch; but the owner of this company personally handling or overseeing every part of every property sale or letting. From the first valuation, to the marketing of your property, and right through the final completion, you can be sure that every stage has the attention it deserves.

I also take great pride in the people we have here. All highly skilled people with many years' experience and knowledge behind them, working hard to ensure your property sale or letting goes better and more smoothly than perhaps you've come to expect from our industry in recent years.

What's more, we're completely focused on East Preston, Rustington and Angmering, and have been since we started in 2004. Without doubt, no other local agent has a more detailed and in-depth knowledge of the property market here than we do.

So please read on, and see more about the services we offer and how we carry them out, and if and when you're ready to take matters further, please get in touch.

You'll find you and your sale or letting will be treated just how you'd like.

You have my word. Yours sincerely

Shaun Adams MNAEA
Managing director and owner
Cooper Adams

Headline

Helvetica Neue LT Standard
Weight: 35 Thin
Font size: 39pt
Leading: 45pt
Tracking: 0
Colour: 289 C

Standfirst

Helvetica Neue LT Standard
Weight: 55 Roman
Font size: 15pt
Leading: 18pt
Tracking: 0
Colour: 131 C

Body

Helvetica Neue LT Standard
Weight: 55 Roman
Font size: 9pt
Leading: 12pt
Tracking: 0
Colour: 289 C

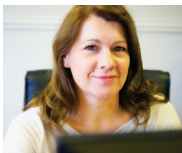
Local, experienced and ready to help...



Shaun Adams
Managing Director

Born in Rustington and still living locally, Shaun certainly knows the local area well. And having been an estate agent for over 25 years, 10 of which running Cooper Adams, it's hard to think of anyone who knows the East Preston area property market better.

What do I enjoy? Well, genuinely knowing that a client is pleased when I've 'gone the extra mile'. Like the time I learnt how to use a 3D-visualisation software to help a buyer understand what built-in bedroom furniture would look like. It paid off – they bought the house!



Pauline Heberlein
Property Consultant

Multi-tasker Pauline, who studied Advanced Letting Law, has handled sales and lettings at Cooper Adams for 3½ years. Pauline has lived in East Preston, Rustington and Angmering for all her life, and knows the area very well.



Joel Kingsbury
Property Consultant

Joel lives in East Preston and has worked in the property industry for over 20 years. Branch manager at one of Worthing's longest running estate agency firms, he understands what's required to meet client expectations and enjoys working to meet and exceed them.



Nicola Adams
Accounts and administration

Every office needs a Nicola! She runs the office in the background making sure all the accounts and back office systems are completely up to date. Nicola coordinates our monthly market report, does property inventories, prepares sales details, sales progression, viewings feedback as well as checking all the systems are running at 100%.

I learnt how to use a 3D-visualisation software to help a buyer understand what built-in bedroom furniture would look like.

Sub headline

Helvetica Neue LT Standard
Weight: 45 Light
Font size: 15pt
Leading: 18pt
Tracking: 0
Colour: 289 C

Pull quote

Helvetica Neue LT Standard
Weight: 45 Light
Font size: 15pt
Leading: 18pt
Tracking: 0
Colour: 131 C

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Icons - File reference: CA icons.ai

Viewing icon



Call icon



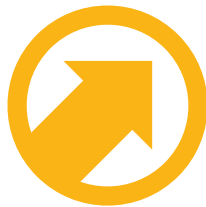
Email icon



Feedback icon



Forward icon



Website icon



Timing icon



Quote icon




Number icons 1-12



Photo caption icon



Icon usage



The service you deserve

Selling someone's biggest asset is a serious business. Only by taking the job with the importance it deserves, can you be sure of getting the service you'd expect.

- 1** Every viewing, expertly accompanied

When some agents send ill-informed Juniors to 'accompany' viewings, we'll only send an experienced professional, who's able to answer questions, counter any objections and give you proper, constructive feedback the next day.

What's more, we make sure we all visit your property before marketing, so we can talk knowledgeably about it to potential buyers, and answer every question.

We just can't understand why all agents don't do these things...
- 2** Evenings & weekends – no problem

Of course some buyers aren't able to view properties during working hours, especially those from London on a weekend property-hunting trip.

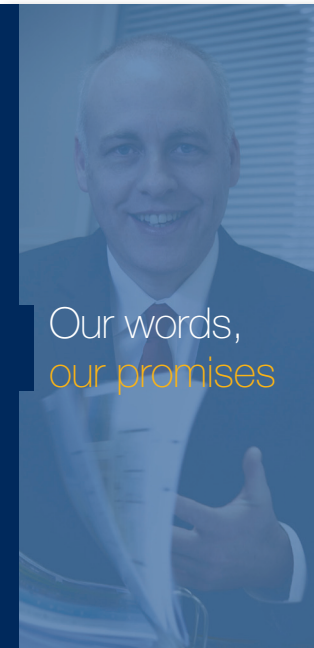
That's why we're happy to say we can accommodate viewings on Saturdays, and in the evenings and on Sundays by arrangement, giving people the flexibility they need to make the right decisions.
- 3** Frank feedback

When gathering feedback from potential buyers, some agents will be happy with the answer of "it's not for us". We, on the other hand, make sure we dig as deep as we can, to find out what people really think – giving us the opportunity to counter any misconceptions on your behalf. Frankly, it's what good agents should do!
- 4** Regular, prompt contact

Once you instruct us, we'll be in regular contact with you, and we aim to give you constructive feedback within 24 hours of every viewing. And if you ever have to leave a message, we'll make sure we call you back within two hours.
- 5** It doesn't stop at the offer

Once you receive an offer, we don't stop there. Not only do we help you with the mountain of legal paperwork, we take on the tough job of chasing and cajoling any buyers, sellers, solicitors, mortgage brokers as necessary to make very sure your property sale completes – and on time. Until that point arrives, we'll update you weekly so you know things are in-hand.

We make sure all our team visit your property before marketing commences.




Our words, our promises

When you ask us to market your property, here's what you can expect from us as a minimum.

- 1** Shaun Adams will personally oversee your transaction to make sure you're nothing less than delighted.
- 2** Someone friendly, experienced and knowledgeable will be your point of contact at all times.
- 3** We'll present your property better than any other local agent, including beautiful photos and a floorplan.
- 4** All our staff will visit your property to thoroughly familiarise themselves with it.
- 5** We'll market your property to our database, and on five big property websites within a business day of your approval of the details – and in the local papers.
- 6** Only experienced staff, never an uninformed junior, will accompany buyers.
- 7** We can carry out viewings till 8pm on Thursdays, and often other nights too.
- 8** We'll call frequently with honest and useful feedback on progress, and advice.
- 9** We'll return any missed calls within two hours.
- 10** We'll only ever offer advice that's in your best interests.
- 11** We'll never blag or bluff – if we don't know, we'll say so, find out and report back.
- 12** We won't lose interest after an agreed offer, in fact we'll keep chasing progress right up to completion, and update you at least weekly.

We'll call frequently with honest and useful feedback on progress, and advice.



Prepared for Cooper Adams by ReThink Marketing.

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