


- 
- A man and a woman are standing in a bright, empty room with light-colored walls and wooden floors. The man is wearing a plaid shirt and jeans, and the woman is wearing a white top and jeans. They are both smiling and looking towards the right, where the woman is pointing her finger. The room has large windows and a white door.
- Understanding the seller's needs
 - Getting Started
 - Service features & options
 - Offers and sale progression
 - Client testimonials
 - Everything under one roof

Why choose

**Dee
Atkinson
& Harrison**

A guide to selling your home with Dee Atkinson & Harrison



Dee
Atkinson
& Harrison

Stress-Free Selling

Understanding the **seller's needs**

Moving home doesn't need to be complicated and our role as the estate agent is to facilitate the needs of the seller and to "make the move happen"

So what should you expect from your estate agent?

- **a professional service?**
- **experienced, friendly and enthusiastic staff with a high level of expertise and local knowledge?**
- **to achieve the best possible price in a time-scale to suit your needs?**

... well yes, especially in terms of achieving the best price; however these should be your standard expectations of any estate agent.

You should also expect your estate agent to listen, so as to understand the motivation behind the move, and in doing so offer the best possible advice specific to your circumstances.

Your estate agent should respond in a timely fashion, provide excellent levels of communication and remain both positive and dedicated throughout the whole process. They should remain true to the cause, telling you what you need to hear, even if at times this may not be what you were hoping to hear. Honest feedback is vital and as a straight talking estate agency, we are here to assist people in the sale of their property and will always treat the situation with the respect it deserves.

Within this guide, we will briefly run through the selling process and the service we offer, but if having read this guide, you have any questions, please get in touch.



A quick glance at what we offer

Stress-Free Selling

- ✓ Advertising of properties on the major, most visited, property websites
- ✓ Professional standard photography & high quality property brochures
- ✓ Accurate floor plans that include principal room measurements
- ✓ Effective viewing feedback & marketing updates
- ✓ Accompanied viewings & 360 degree virtual tours or video viewings
- ✓ Multi device friendly & responsive website
- ✓ Property blog with regular and engaging posts
- ✓ Social media & property alerts by SMS & e-mail
- ✓ Bespoke Dee Atkinson & Harrison app to keep you and potential buyers informed
- ✓ Highly visible For Sale boards
- ✓ Prominent office location with stand out window displays
- ✓ Outstanding customer service by incentivised and motivated staff
- ✓ Local conveyancing, mortgage advice and removal referrals

Getting started

Preparing an effective marketing plan and pricing strategy will help gain maximum exposure and the best price for your property.

Market & Property Appraisal

Pricing plays an important role with a number of factors to consider, such as the speed in which a seller needs to complete and the level of competition currently in the marketplace. We offer an independent assessment of your property carried out in person by an experienced and qualified valuer, free of charge and with absolutely no obligation.

During the visit we explain how the market is performing, advise you of potential seasonal market changes and offer advice and guidance on how to maximise your sale price. When suggesting a price, we use our expertise, sold price data, recent activity on properties similar to your own and information gained from our experience, local knowledge and continual market research to arrive at a carefully

considered valuation. In some instances, particularly with highly individual or unusual properties it may be necessary to do further market research before confirming our final conclusion, but this will be done in a timely fashion.

If you are new to the business of selling property, there will be plenty of opportunity, before, during and after the appointment, to ask questions and discover more about the selling process.





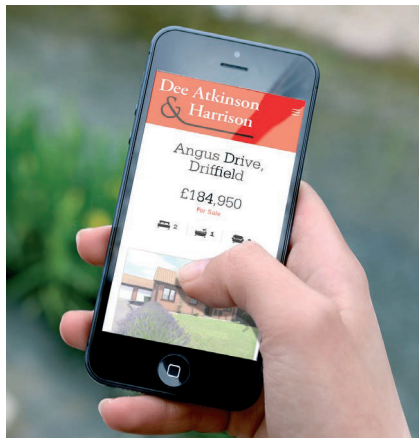
Effective marketing

When you decide to sell, we will discuss various marketing plans and recommend the one best suited to you and your property.

At Dee Atkinson & Harrison we use the very latest technology and proven marketing techniques to promote your property. We advertise on all major property websites including Rightmove and onthemarket.com. Your property will also appear on our own website dee-atkinson-harrison.co.uk, which is fully responsive for compatibility with smartphones and tablets.

Our online marketing activity also includes social media coverage through our social media pages, which we supplement with our property blog, newsletters and e-mail campaigns. All these activities are designed to increase brand awareness and that in turn, brings additional visitors to our offices and website. The more exposure your property receives, the wider audience you can expect to attract, giving you a much greater choice of buyer.

Once instructed, our proactive team of sales professionals will immediately contact our database of registered buyers by telephone, e-mail and SMS text alerts. All potential buyers are pre-qualified and if the situation dictates, and upon your request, we will only put forward buyers suited to your requirements. For example, if you are in need of a quick sale in order to facilitate a purchase of your new home, then



those buyers with a property to sell but not yet on the market, or those who are part of a lengthy chain, may not present you with the best choice.

Our professionally designed property brochures (printed and digital versions) include high quality photographs and accurate floor plans to help promote your property in the best possible way; however a seller can also play their part and we are always honest and proactive in giving our clients general advice and property presentation tips.

Professional recognition

Dee Atkinson & Harrison are members of the Royal Institution of Chartered Surveyors (RICS) and this membership provides our clients with the reassurance that they are dealing with trained and qualified professionals whose conduct is governed by the leading professional body.

The correct handling of your sale is also ensured by our membership of The Property Ombudsman scheme and this level of professionalism is carried across our whole business by our membership of ARLA (Association of Residential Letting Agents), NAEA (National Association of Estate Agents) and by us holding Client Money Protection and Professional Indemnity Insurance.



Key features of our service

Here is a brief overview of the service we offer

1 Free market and property appraisal

Our no pressure "any time, any reason" approach makes it easier for people to communicate with us. Whether you require an initial valuation, an in-depth service discussion or are ready to sell.....we're at your service and happy to help.

2 Meet the team

When you are ready to sell, we take full details, such as measurements, descriptions and photographs, allowing us to prepare your marketing material. A key member of our sales team will visit your property. Whilst in time this would happen anyway, through viewing activity, how can the estate agent fully explain your property unless they have seen it for themselves? It also gives you a chance to meet members of the team.

3 First impressions count

By using professional equipment and skilled photography, we are sure to present your property in the best possible light and to capture the key features that will appeal to your target audience.

4 Stand out property brochures

Our professionally designed property brochures highlight the best features of your property and provide buyers with information such as floor plans and EPC ratings. Brochures are your shop window, so time taken to ensure your property looks its best is essential prior to the photographs being taken.



5 Shout it from the rooftops

Maximum exposure of your property is paramount. We want to reach as many potential buyers as possible. Specific time is allocated to contacting our extensive database of buyers and your property is uploaded to the major property websites, as well as appropriate social media pages. A for sale board will generate extra enquiries, which when coupled with our prominent office window displays, provide for additional 24 hour marketing tools.

6 Social media promotion

Social media might not be everyone's cup of tea but for many it is something that they look at daily or even several times a day. We have built a strong social media presence with over 5,000 followers across Facebook, Instagram and Twitter. We promote our properties and our brand so that our name is in people's mind when the time comes to move.

7 Digital marketing for a safe move

We have always led the way when it comes to embracing modern technology and harnessing this technology has never been so important. To ensure the safety of all parties concerned, where possible, we produce video viewings or 360 degree virtual tours for prospective buyers to watch prior to making an appointment for a physical viewing and to help boost your property profile on the web and in social media.

8 And there's more

Not all properties are easily photographed from ground level. They may have a large tree in front of them or are hidden behind a mature hedge. We have invested in specialist equipment that enables us to take photographs from an elevated position, which not only gets round the immediate problem of an obstacle but in most cases provides a more attractive three dimensional view of the property that can show features not visible from the road, such as large gardens or open views to the rear.

9 Keeping you informed

How many viewings have I had? what did people say about my property? When is my buyer having their survey? Our philosophy is to provide answers before you need to ask the questions. Marketing updates and continual feedback even when things go quiet are one of the many reasons why we are often recommended. This is something we are very proud of.

10 Leave it all to us

We can accompany all viewings when required which enables us to interact with the people viewing your property. It's best to let us handle this to avoid you being asked awkward questions such as "how much do you want for the house?", "why don't you want to live here anymore?" If people knock on your door simply tell them to speak with us, it's what you are employing us to do and will help protect you from over-keen property dealers, or people trying to buy your property on the cheap.

11 Third party recommendations

Using a local solicitor is always a plus, they know the area, the local authority and as such will be experienced with typical area specific enquiries often raised by the buyer's solicitor. We can recommend local solicitors as well as other services such as mortgage advice and removals.

12 Seeing the job through

Getting you to the end is what it's all about, which is why our selling fee is payable at the end of the process. From start to finish our aims are clear. Achieve the best possible result for our seller, by listening and being there for them every step of the way. When the job is done, we are then paid and, having made sure your experience was a good one, you will tell others where to come when they need to move.



Service levels to suit you

Stress-Free Selling

Dee Atkinson & Harrison offers property owners a choice of 3 different levels of service so that we can be competitive with other agents while at the same time maintaining the high standard of service that our clients expect. The option you choose is entirely up to you but we will make a recommendation based on the type and value of your property and the feedback we get from you as to what you need and want to achieve from the sale.

1 Online Plus Service

Perfect for vendors looking for a low-cost option. This service level is higher than you would expect from online only agencies who do not have a High-Street presence and can't offer a face to face service or the expert local knowledge provided by our experienced sales team.

2 Premium Service

A comprehensive **NO SALE-NO CHARGE** service that provides everything you would expect from a local agent and some key additional marketing. The premium service is designed to reach a larger market by using enhanced online listings, digital technology and social media marketing to cast the net even further, to reach a larger audience.

Our valuer will discuss these options in more detail during the free market appraisal appointment and tailor our fees to your requirements.

3 Premium Plus Service

Some vendors appreciate the value of exceptional marketing material and have a property that would benefit from regional and in some circumstances, national advertising.

Our Premium Plus service is tailored to meet the requirements of individual properties and includes a pre-agreed marketing budget to cover the costs of any additional promotion.



Any level of service can be tailor-made to suit your needs; simply contact us to discuss your requirements

SERVICE DETAIL

	1	2	3
Marketing appraisal and valuation	✓	✓	✓
Professionally designed brochure with floorplan	✓	✓	✓
For Sale board	✓	✓	✓
Online marketing (rightmove, onthemarket.com)	✓	✓	✓
High quality photography	✓	✓	✓
Mail matching through our database of buyers	✓	✓	✓
Local office availability of printed brochures	✓	✓	✓
Prompt viewer feedback calls	✓	✓	✓
Regular update calls	✓	✓	✓
Expert negotiation to agree a sale price	✓	✓	✓
Purchaser verification	✓	✓	✓
Sale progression updates	✓	✓	✓
DA&H bespoke app for instant updates	✓	✓	✓
Accompanied & Viewing Video (where possible)	+£	✓	✓
Energy Performance Certificate if needed	+£	✓	✓
Social media promotion		✓	✓
Priority Window display in the local office		✓	✓
Premium listing on rightmove.co.uk		✓	✓
Professionally printed brochures		✓	✓
Matterport 360 Virtual Tour		+£	✓
Boosted social media promotion			✓
Digital online turning pages brochure			✓
Professional photography			+£
Printed media advertising			+£

Offers and sales progression

Whilst an estate agent is employed to attract buyers to your property, there is much more to our service than simply marketing and accompanying 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 time-frame, 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 and/or their required sale price is unrealistic.

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

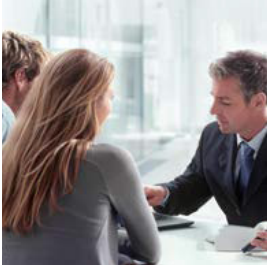
importantly, you in need of a new buyer. If a buyer purports to be a cash buyer, then naturally, evidence of this must be requested – sometimes cash suddenly becomes anything but, e.g. "I'll have the cash once my partner finds a buyer for their house".

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. Proper 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 all 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 you are 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.

**Dee
Atkinson
& Harrison**

Stress-Free Selling

"Thank you to all involved in the sale of our house which all went through very smoothly in less than 7 weeks. We will definitely recommend you. All the staff were very friendly and professional I and we would not hesitate in using you in the future."

Christine Kilner

"Thank you so much for helping with sorting the house out. You were always really pleasant and professional."

"I would just like to take the time to thank you for the service you have provided throughout the sale of this property. We deal with many agents across the country and in the office, we have all commented on what a pleasure it has been to deal with you in particular."

 **allAgents**
.co.uk



5 star review

"It's not very often these days that you get exceptional service like you've given me, I'm so grateful to you all, Thank you."

Jane Robinson

Our clients

and what they have to
say about our service

Putting customers first is what we do best – but don't just take our word for it, read what our customers have to say.

For transparency we now use the services of an independent review company who ensure that all our reviews are from genuine clients.

view many more customer reviews on our website

www.dee-atkinson-harrison.co.uk

or at

www.allagents.co.uk/dee-atkinson-harrison/





The Signs of Success!

As a well recognised and long established agent in East Yorkshire we have sold an amazing amount of property over the years. We have buyers waiting to purchase in your area.

Our reputation as one of the areas leading and most effective agents has grown due to four things: Unrivalled marketing, professional & experienced staff, exceptional level of service and superb local knowledge.

If you are considering moving and would like a free no obligation valuation call your local team today.



**Dee
Atkinson
& Harrison**

Stress-Free Selling

Everything under one roof



With a history stretching back over 135 years, Dee Atkinson & Harrison have not only demonstrated our ability to survive all types of market condition but we have also evolved into a multi-disciplined business that offers a full range of property related services and routes to market.

Property Lettings and Management

Most Estate Agents offer a lettings service, however this is usually considered by them as a way of securing an additional income stream by utilising their sales office space and staff.

Property lettings is a complicated business requiring excellent marketing skills, expert legal knowledge and that extremely precious commodity - time.

Our lettings department consists of two RICS qualified partners, an ARLA qualified manager and five dedicated and experienced members of staff. They are assisted by reception staff at all our branches who help to handle marketing enquiries.

We manage a portfolio of over 330 properties for a variety of private and corporate landlords.





Property Surveys & Valuations

We have a team of eight qualified and experienced Chartered Surveyors at hand to provide professional valuations of all types of residential and rural property and land.

Valuations are provided for a number of reasons including;

- Purchase assessment
- Secured lending
- Tax planning & probate
- Insurance
- Family division
- Matrimonial settlement

Independent Mortgage Advice

If you require a mortgage to purchase a property we are able to put you in touch with an experienced independent financial adviser who can meet with you at your convenience to discuss all the options and provide a quote for the best package to suit your individual needs. This is a FREE and NO OBLIGATION service.

Please call your nearest Dee Atkinson & Harrison office to request an appointment.

Driffield (01377) 241919
Beverley (01482) 866844

All routes to market are covered

In 2008 Dee Atkinson & Harrison were invited to join



Auction House UK

As one of the first firm of auctioneers to join this award winning national franchise we have helped them establish themselves as the largest seller of residential property in the UK.

Operating as Auction House Hull & East Yorkshire, we have grown into the regions 'go to' experts for the sale of both residential and commercial property by the traditional auction method. We hold six auctions each year at the Beverley Racecourse or online, when large gatherings are not permitted and operate with an average success rate of 86%* - which is higher than the national and regional average.

As such we are able to give impartial advice to clients on the best route to market that will give the best price, in the required time frame. Whether it be by private treaty, tender or auction you can rely on our expertise and experience to produce the best result for you.

* Average sale success figure for 2020

A multi-award winning service



Many thanks to
you all for a job
well done. You give
estate agents a
good name

Sally Wade

Efficient,
successful, pleasant
and helpful – need
we say more!

Mr R Nelson

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