

A Guide To Successfully Selling Your Home for a **Premium Price**





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Welcome

Hello, my name is Paul Quinn, and along with my brother Garry, we opened our office in Buckley in 2010.

We want to thank you for considering us to sell your home.

Over the years, we've sold homes for hundreds of local people, and we'd love to help you sell yours when the time is right.

It's an opportunity we take very seriously, and in this brochure, we'll explain who we are, what we stand for and why you'll be in safe, experienced, and caring hands if you instruct us.

We'll share our process and philosophy when it comes to successfully selling your home.

Our focus is on customer care, professionalism, and good old-fashioned hard work and honesty.

Selling your home is a big decision.

And we're confident it will be a successful, enjoyable, and profitable experience if you choose us.

It's your biggest tax-free asset, after all.

We hope you find this guide helpful, and we're always here to answer any of your questions.

Paul, Garry and the Oakfield team.



We negotiate
an extra 2%
on each sale we do
(on average £6,000)

About Us

We began our property life as landlords, then small-scale developers and property owners.

But this led to us being frustrated with the level of service we were getting from most of the estate agents we were dealing with.

Phone calls not being returned, shoddy marketing, a careless attitude, and a sense of not being listened to and not having our wishes understood.

And we thought we could do better by focusing on what the client needs rather than what the agent wants.

So, in 2010 we took the plunge and opened our doors with a commitment to doing the right things by those who trust us to provide advice and to sell their homes successfully.

Over the years that followed, we've built a reputation for straightforward, honest advice and not being afraid of good old-fashioned hard work to get results for our clients.

We've never wanted to be the biggest agent in Flintshire.

While some agencies obsess about their market share, our focus is on client care and maintaining the highest performance levels.

We take the time to sit down with you and listen to why you want to sell your home and your situation. We take our motto seriously – Understanding your needs to deliver an unrivalled service.

By doing this, we can build a better picture and plan of action to get you what you want.

Talking of plans, check out our 10 Steps to a Premium Price for Your Property over the following two pages.

10 Steps to a Premium Price for Your Property

Over the years, we've honed our approach and developed a process we've applied successfully to more than 1,000 property sales. To find out more about the steps below (and there is plenty more to it – too much to put in this guide), give us a call.

STEP
1

Price to Entice

The most crucial step of all. Agree on a price your property will be marketed at.

The price of your home should be based on factual market evidence and not simply the price you'd prefer.

STEP
2

Your Marketing Materials Matter

First impressions matter. Especially when it comes to marketing your most valuable tax-free asset.

So, we ensure you have professional photography, detailed floor plans, promotional videos and property descriptions that sell your home's benefits, not just list its features.

STEP
3

Launching onto the Market

Interest in a property is never greater than when it is first launched onto the market. And that's why this step must be taken not just well, but brilliantly.

We have a way of doing it, which works wonders. We call it the Premium Price Property Launch.

STEP
4

Premium Promotion

Correct marketing price – Check. Memorable marketing materials – Check. Property launched correctly – Check.

With those steps successfully taken, it's time to use social media and property portals to gain you the biggest possible audience.

STEP
5

Passive Buyer Marketing

One of the simplest things to generate interest in your property is to have a For Sale sign outside.

That's because there are many buyers out there who aren't thinking of moving. But when they see a sign outside a home in an area they've always fancied, then hey presto, they're interested and want to know more.

STEP
6

Monitoring and Improving

Once your property has been on the market for one week, we will analyse its performance on property portals and social media. Using the information gained, we can refine our approach to ensure the property achieves the right level of interest.

STEP
7

Handling Viewing Feedback

Effective viewing feedback is the key to unlocking a property's actual potential value. Having honest feedback from buyers about how your property compares to others on the market gives us a vital insight into their expectations and guides any future decisions.

STEP
8

Week Four Review

After three to four weeks, if your property is still for sale, we'll carry out a thorough review of all aspects of its marketing. This will be based on analysing its online performance and listening to viewer feedback.

STEP
9

Negotiating on Your Behalf

It's at this stage that we really earn our fee. The difference between a skilled, motivated agent negotiating on your behalf versus a half-hearted, lazy agent can mean you gain/miss out on thousands of pounds.

STEP
10

From Offer Agreed to Sold

Once you've accepted an offer, there is still a lot of work that needs to be done behind the scenes by us.

Our team are skilled and experienced at progressing sales, especially ones involving a property chain, through to a successful completion.

Success Stories

We could go on for ages about how great we are as agents. But none of that really matters – it's hearing feedback from our clients that proves we perform to the level we promise we do.

We have recently sold our property with Oakfield. From start to finish, Paul, Claire, and the team were helpful, courteous, and professional at all times.

After being let down by the poor service of our initial national agent, I would not hesitate to recommend this company to anyone looking to sell or let their property. In this case, the old saying is true, big enough to cope, yet small enough to care.

Michael Masters

Oakfield was fantastic in supporting me through a recent home sale and purchase. Paul is very knowledgeable, and his down-to-earth, straightforward approach was refreshing, giving me every confidence that I had made the right choice of agent.

Hazel Bainbridge

An excellent service and a great result. I decided the time had come to sell an investment property that Oakfield had managed for many years. Their management had been trouble-free and effective, but the time seemed to be right to sell when a long-standing tenant left. Oakfield dealt with the whole process very efficiently and took all the hassle out of the sale. I would strongly recommend them.

Mike Mather

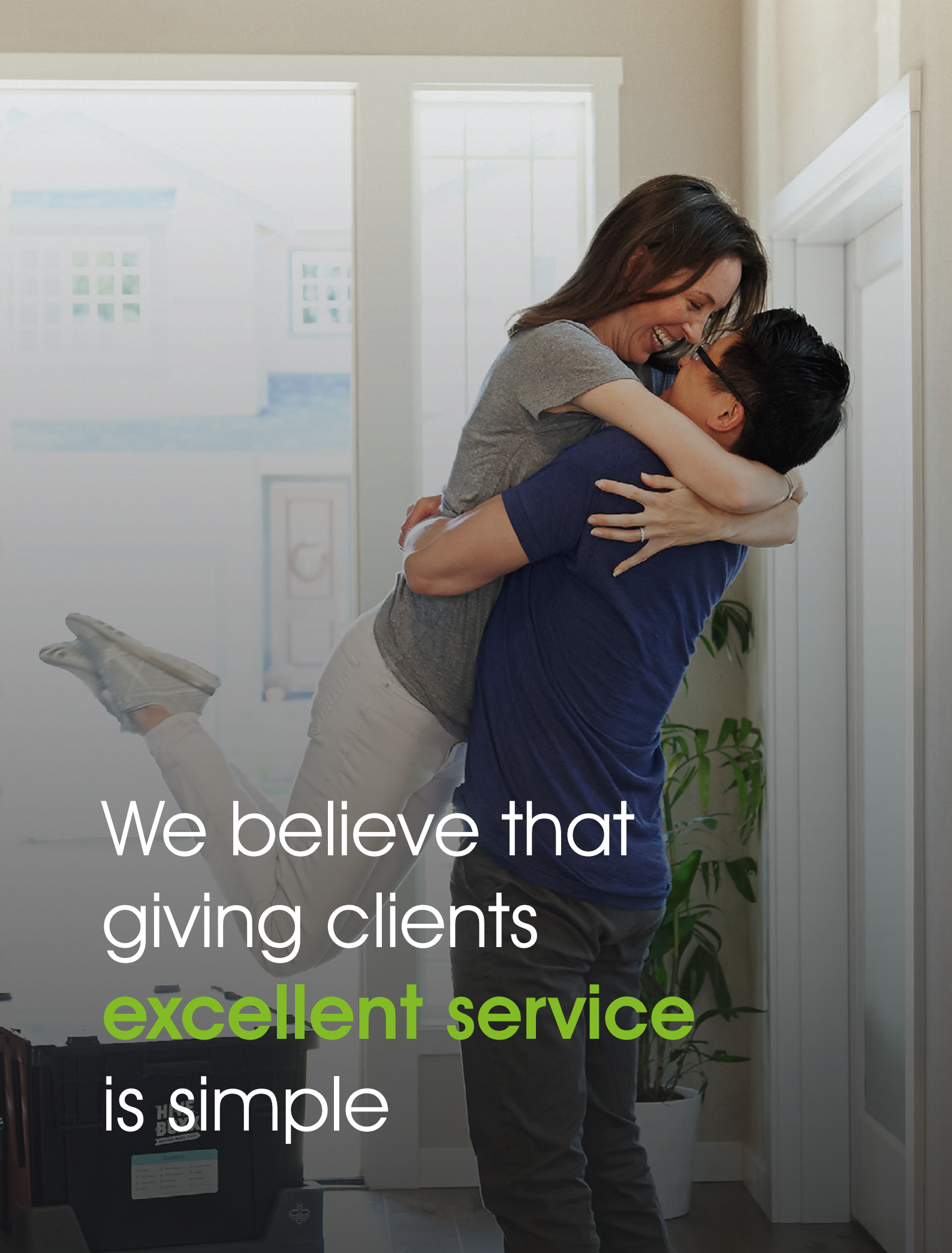
From the initial enquiry to the completion of my house being sold, the team at Oakfield were fantastic, Claire and Paul were brilliant to deal with, extremely knowledgeable and always available on the phone.

Oakfield is the only estate agent I'd ever deal with locally. Superb!

James Whitley

Fantastic all the way through our purchase. If it hadn't been for these guys, we would never have known what was going on.

- Claire Heaton

A man in a blue t-shirt and dark trousers is lifting a woman in a grey t-shirt and white trousers into the air. They are both smiling and looking at each other. They are standing in a doorway with a white door and a window in the background. A potted plant is visible to the right.

We believe that
giving clients
excellent service
is simple

The Oakfield Way

That's why we work hard, tell the truth, and always do what we say we're going to do.

Over the years, we've come up with a way of doing things. We call it the Oakfield Way.

It means our clients can expect to receive the following.

- 🏠 Someone friendly, experienced, and knowledgeable will always be your point of contact.
- 🏠 We'll present your property professionally and accurately, including great-looking photos, attention-grabbing promotional videos, and a detailed floor plan.
- 🏠 ALL our staff will visit your property to familiarise themselves with it thoroughly. Or watch a team video that we have taken of the property.
- 🏠 We'll take the necessary time to make sure all your property's marketing is properly in place before we launch it onto the market on the day of the week that gets it the most attention.
- 🏠 We'll frequently call with honest and valuable feedback on progress and advice.
- 🏠 We will create a WhatsApp group and if we miss your call, you can reach us here out of office hours.
- 🏠 We'll only ever offer advice that's in your best interests.
- 🏠 We'll never blag it – if we don't know, we'll say so, find out, and report back to you.
- 🏠 We won't lose interest after an offer is agreed – we'll keep chasing the sale's progress right up to completion and update you at least weekly.
- 🏠 We always work hard to overcome any challenges that may affect the sale of your property.

The Oakfield Team





1

The top-selling
agent in our
area*



100

Years of property
experience within
our team



1,000

Homes we've sold
since opening



2010

When we
opened our
doors



40

Cups of tea
consumed in our
office daily**



1,500

Property
seekers in our
database



500+

Concerts/gigs at-
tended by our
owners



1

You are always
our Number 1 Priority



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**Oakfield**
PROPERTY

* CH7 2&3 ** According to Paul