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# Overview

Selling your property is one of the most important financial decisions you make. Vendors all too often feel overwhelmed with the process and worry whether their decisions will equate to a rewarding completion. Thankfully, you don't have to face these important hurdles alone...

As an industry accredited estate agency, Edward Chase puts the needs of clients first. Our goal is to work hard to achieve the highest prices within the shortest time-frames and most importantly, with the least amount of hassle.

We actively guide and assist you through each stage of the selling process, offering honest and professional advice.





# What You Need to Get Started

There are a number of key documents that both vendors and buyers will need before a sale can go through. We've listed the most important ones in the checklist below.

## Vendor Documents:

- Vendor photographic identification, e.g. passport, drivers licence etc
- Proof of current residential address, e.g. utility bill
- Proof of property ownership, e.g. property deed, mortgage statement
- Solicitor details
- Edward Chase legal agreement
- Energy Performance Certificate (EPC)  
(Necessary before we can market your property)

## Buyer Documents:

- Full name & address of buyer(s)
- Photographic identification, e.g. driver's license, passport etc
- Proof of current residential address
- Proof of deposit funds
- Mortgage agreement in principle
- Solicitor details
- Broker/Lender details

# Reasons to use Edward Chase?

Edward Chase is dedicated to providing the highest quality service. We are one of London's leading accredited estate agents that combines a wealth of experience with local market expertise. Often described as 'boutique' amongst our competitors, we offer our clients a personalised and tailored service, ensuring that we set your property apart from others.

## The Edward Chase Agent

All our agents are accredited by leading industry bodies and together, with our in-house training programme and annual appraisals, we ensure the highest standards are maintained.

Our team has the experience to perform qualified market appraisals, as well as providing professional advice and guidance throughout the sales process.

## Vendor Portal

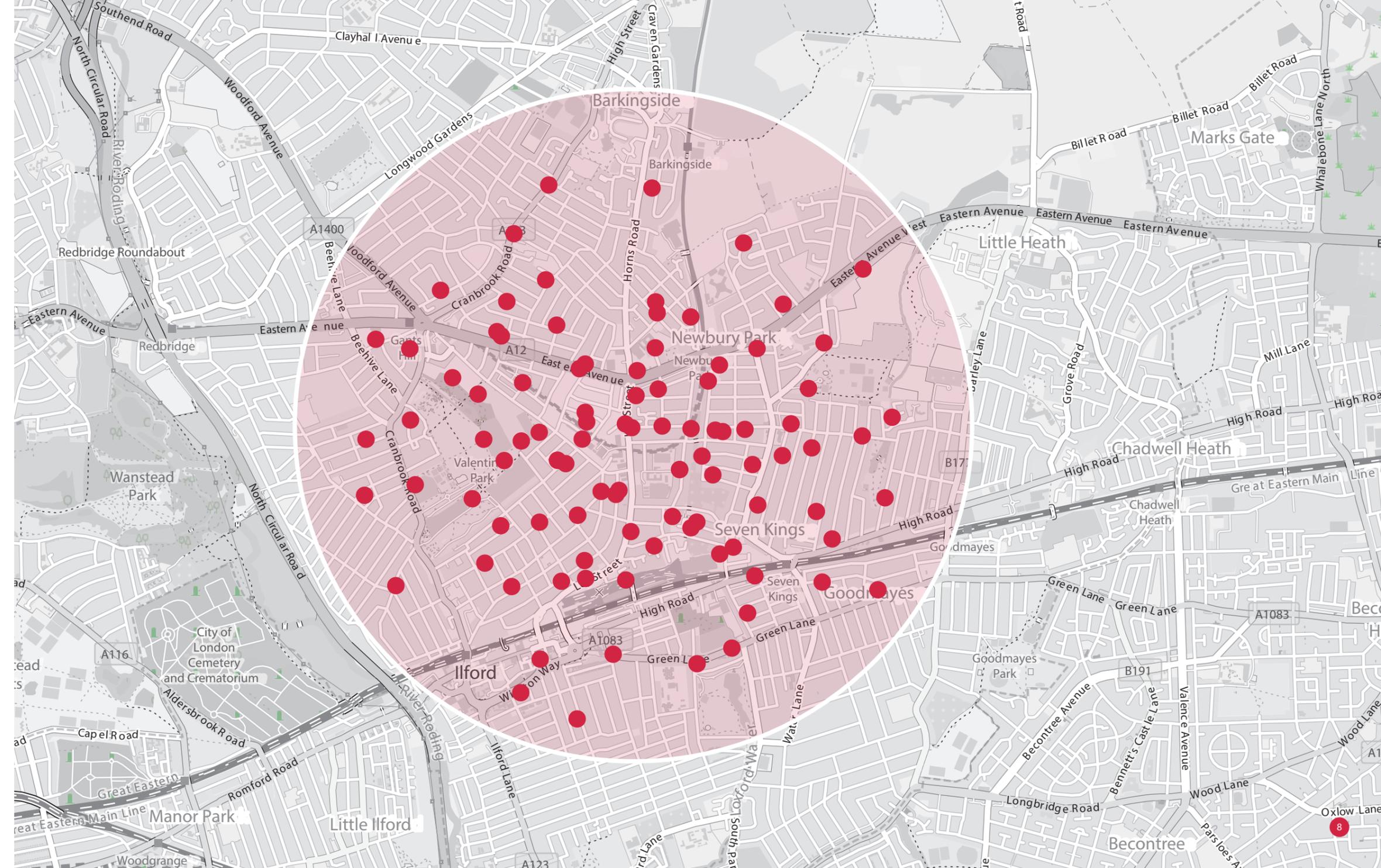
Our unique online portal will keep you up to date to ensure we are on the right track to reach your goal. With our vendor login facilities, you have access to the latest viewing bookings and offers. You also have an overview of your marketing statistics and can track your conveyancing steps till completion.

## Accompanied Viewings

Our experts in sales understand that skilled and informed viewings are essential when presenting your property. We are present for all block and individual viewings and are well equipped to answer any questions from potential buyers.

## Local Area Knowledge

Located around East London and Essex, we have in-depth knowledge of our surrounding market. Our independent marketing team are able to provide you with area specific research and local trends.



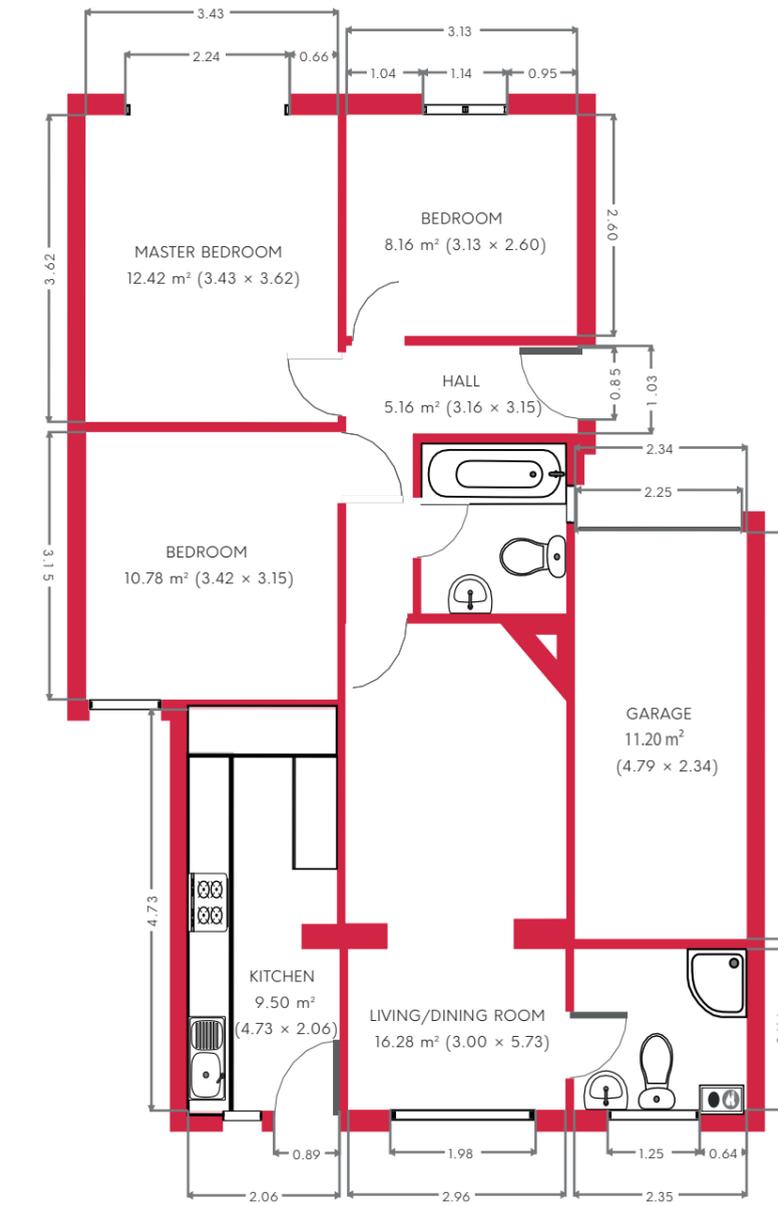


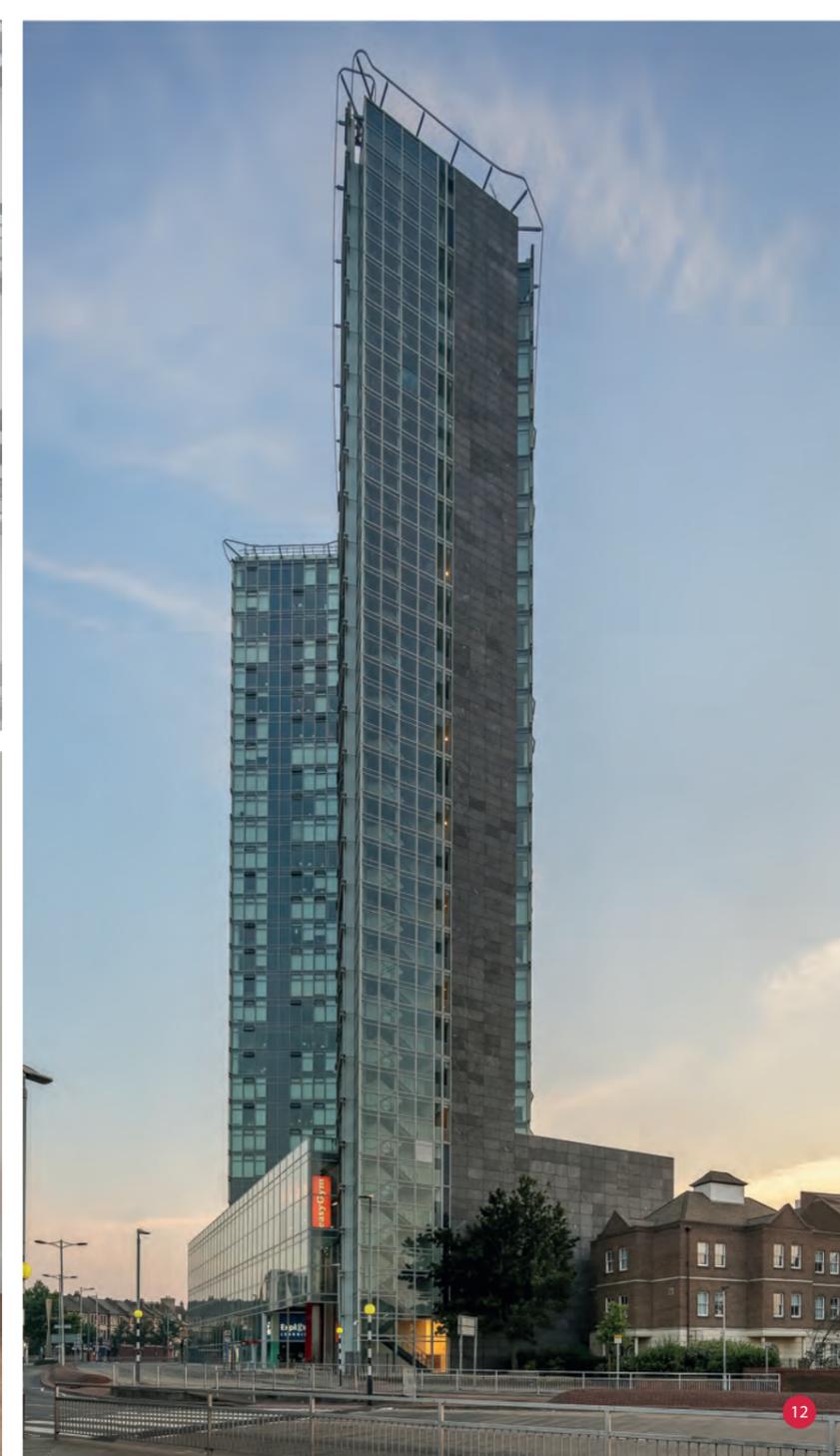
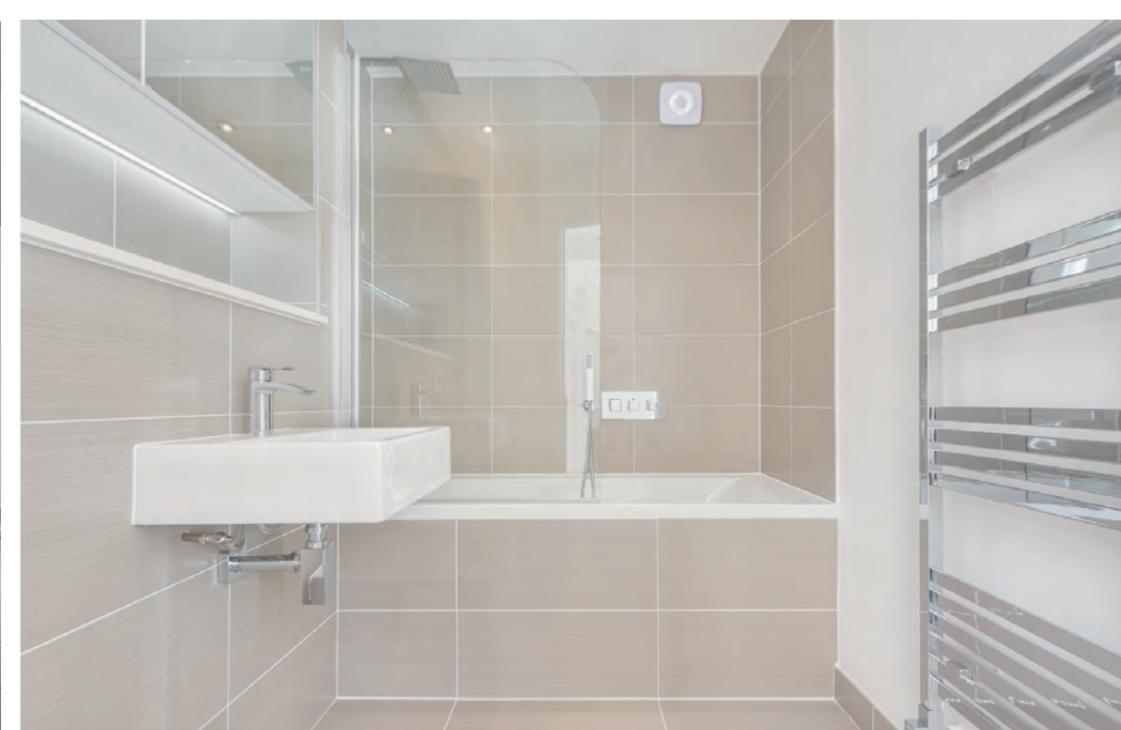
## Photography and Floor Plans

All of our properties are professionally photographed to maximise interest from prospective buyers. Our images are captured in high resolution and are framed to maximise space and eliminate distortion. Our team of experts also construct detailed floor plans to present your property in the best light and attract a wider audience.

Investing in this service is one of the key pillars of our marketing strategy. It has increased customer engagement and helps promote the features of your property to achieve full market price.

In addition to high resolution images and floor plans, we offer video tours, drone footage, 365° photography and virtual floor plans.





# Marketing

Edward Chase advertises on leading websites such as Rightmove, Zoopla and Prime Location. We also extend our marketing reach using social media platforms as well as running radio, newspaper and direct door-to-door campaigns. Our For Sale boards are designed to stand out from our local competitors. Employing a vibrant and bold colour palette, our branding is distinct and recognisable, drawing attention to your property.

## Marketing Benefits

By using professional photography, traditional advertising methods, as well as effective digital marketing tools, we are able to...:



... attract more potential buyers



... achieve a 22% increase in viewings



... attain 3-5% over the asking price



...reduce selling time by up to 35%

## What Our Customers Say...

"The team at Edward Chase are dedicated professionals who have given us great advice since day one. They dealt with all formalities with utmost care and we are very pleased that they found us an excellent tenant for our flat. They have given us step-by-step guides with regards to how to deal with our property rental and we are very grateful for all their efforts."



Vick & Bina

"Edward Chase were highly knowledgeable about East London. As we were new to the area, they made us feel very comfortable with the process and were quick to respond to all of our questions. We were very pleased with the whole experience having found a home in no time. Thank you!"



Lisa. M

"I both sold my previous property and bought my new home through Edward Chase. Compared to other agencies that I have dealt with, they were very personal and accommodating. They helped me secure what I wanted through the sale and purchasing processes. In an area flooded with estate agents, they are a cut above the rest and I would highly recommend them to others selling or buying in the area."



Andrew. D



## Our Location

Our new office has recently opened within a stones throw from Goodmayes Station ★(part of Crossrail Zone 4 extension).

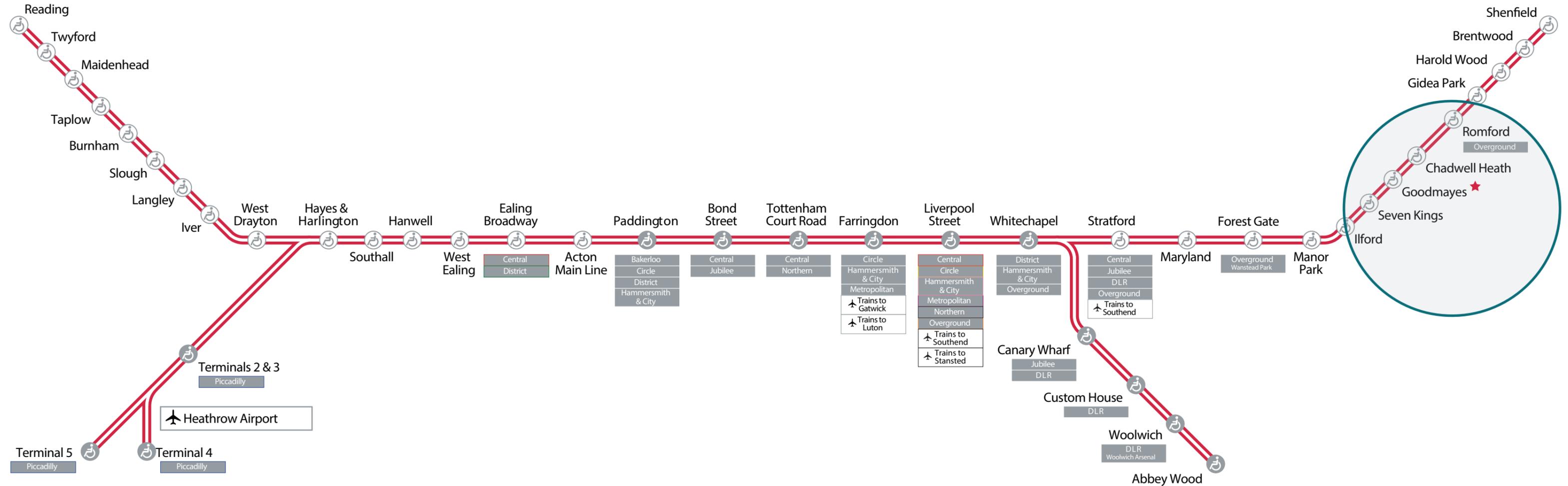
With an impressive annual footfall, your property is visible to a host of prospective buyers.

See page 17 for a detailed breakdown.

## Local Area and Transport Links

Covering East London and Essex, we have in-depth knowledge of the surrounding market, ensuring we stay abreast of changes in prices, investment opportunities and local trends - all of which are important to vendors and buyers.

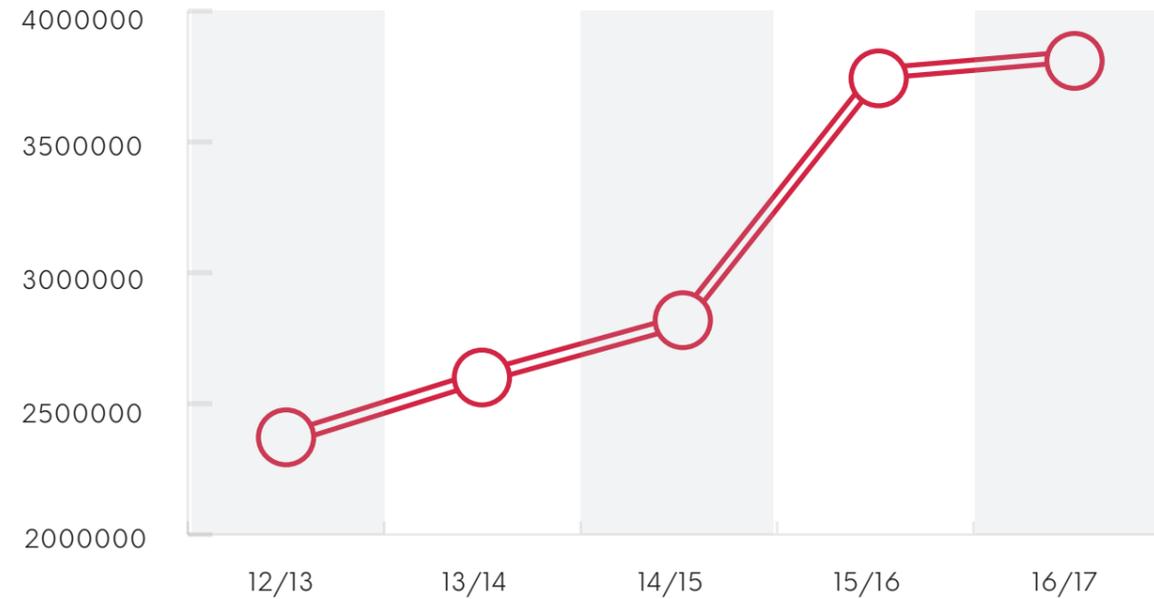
Additionally, many of our properties boast excellent transport links, offering improved access to Central London via the new Crossrail extension. See circle on adjacent page for the Crossrail Stations we cover.



Elizabeth line - December 2019

## Your Local Office...

...is located at 29A Goodmayes Road, Ilford, Essex, IG3 9UH, with an annual footfall of 3.8 million per year (2016/2017). Year on year data shows that this area benefits from increased commuter numbers, meaning your property will appeal to more and more prospective buyers.



## Our Buyer Profile

Below are a percentage breakdowns of our typical buyers:



17 First time buyers

Second home buyers

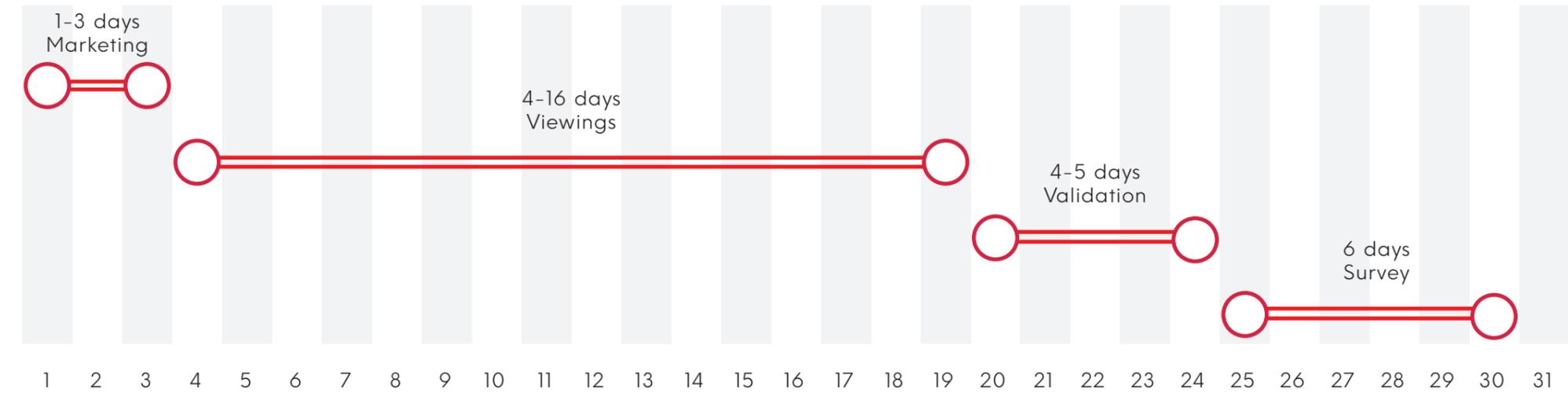
Investors

Over 60s

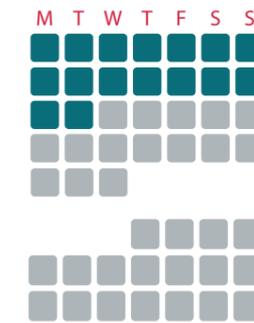
## Average Time for Selling Your Property

We understand the need to sell your property as quickly as possible so Edward Chase works hard to secure a fast sale, at the best possible price. Our current average from the moment of appointment to the commencement of conveyancing is 30 days.

### £100k - £750k +

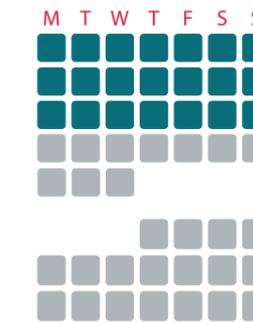


### £100k-£250k



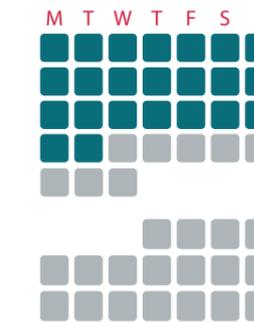
16 days

### £250k-£400k



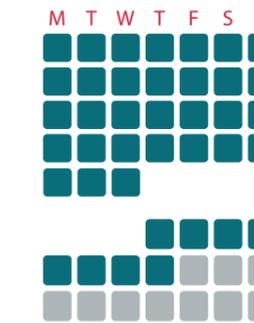
21 days

### £400k-£500k



23 days

### £500k-£750k



39 days

### £750k +



49 days

# Presenting your Property

A well presented home not only sells faster, but can also help achieve a better price. First impressions are crucial, so we advise all our vendors to note the following before any viewings take place:

- Entrance - a clear and litter free entrance and communal area gives an excellent first impression.
- Kitchen - for a clean minimalistic finish, ensure clutter free surfaces, removing items like drying racks, soap dishes etc.
- Bathroom - remove all bathroom accessories, keep windows open for a fresh look and feel.
- Interior - de-cluttering and placing items in boxes can help to make your property feel spacious.
- Garden - both front and back gardens should be kept tidy. Tools should be kept in the shed and the washing line clear.
- Lighting - maximise natural light by cleaning windows and drawing back curtains. Ensure all the bulbs work and consider using lamps, to add extra warmth to the property.
- Candles - lay a few scented candles around the property to create a pleasant, welcoming aroma.



# Sales Summary

## 1 Valuation

- Our team is ready to undertake a valuation at your convenience.
- We use our local knowledge and expertise to set an accurate market price for your property.
- This ensures we constantly achieve the asking price.

## 2 Marketing

- Marketing your property on Rightmove, Zoopla and Primelocation as well as social media means we put your property in front of 1000s prospective buyers.
- All of our properties are photographed professionally maximising their marketing potential.
- We also advertise your property in locations with a large local footfall.
- Edward Chase also markets directly to 2000+ potential buyers on our internal database.

## 3 Accompanied Viewings

- Unlike online agents, we carry out accompanied viewings. This means we are able to promote your property in person, using our expert knowledge.
- We operate outside working hours to maximise viewing opportunities for your property.

## 4 Offers and Acceptance

- When an offer is made, we can advise you whether the figure is reasonable or to continue marketing your property.

## 5 Validation

- Our experts will validate the buyer's ability to raise finances and check chain details. Other background information will also be checked.

## 6 Survey

- Our sales team will instruct prospective buyers to complete a valuation survey before we finalise a sale. This ensures mortgage lending is granted before the process begins.
- We have a secondary team readily available to accommodate surveys during working hours. This means we can schedule the earliest appointments and have a response within 48 hours.

## 7 Conveyancing

- Once the necessary checks are made and validated, you will receive a Memorandum of Sale.
- The MOS confirms to you, your buyer and both solicitors, the terms of the sale. It also includes details of time frames for exchange and completion.
- Prior to exchanging contracts, any enquiries will be discussed and agreed by both solicitors.
- Exchanging contracts is the stage where you are committed to the sale. Your solicitor will report to you and advise whether you are sensible to proceed.
- The buyer at this point should pay a deposit, usually around 10% of the sale, to your solicitor.

## 8 Completion

- This is when you are able to hand over the keys to your property. The buyers solicitor will send over the completion funds.

Edward Chase  
29A Goodmayes Road  
Ilford  
Essex  
IG3 9UH

Tel: 020 8995 9744  
Email: [ilford@edwardchase.co.uk](mailto:ilford@edwardchase.co.uk)  
[www.edwardchase.co.uk](http://www.edwardchase.co.uk)

