

A **fresh** approach
to estate agency



Independent Sales & Letting Agents for the Strawberry Coast

Welcome

Whatever circumstances bring you to consider selling or letting your home we hope that you find dealing with us at Robinson Reade a pleasurable experience. It can be an emotional time, sentiment and memories are often tied up in a home, but moving can also be exciting, especially if you take the journey with people that you like, you trust, are professional and also knowledgeable.

From when you first start to think about a move to the day of completion, we're here to help. Our website is packed with moving tips so do take a look, we also write a blog and offer advice via social media. Since 2004 we've helped hundreds of people sell & let their properties and we'd love to help you too.

The team at Robinson Reade

We hope you'll find our team friendly, professional and approachable, we have a wealth of local knowledge between us. Living locally, we know and use local services and facilities. You can be sure that if your agent chooses to live in the area they will be selling the benefits of living on the 'Strawberry Coast'.

Throw away any previous thoughts about Estate Agents and pop into our Park Gate shop to find out how we work at Robinson Reade. Our unique marketing methods are really successful and we genuinely love helping people move home.

Even in this digital age and using the most up to date technology it's important to have a high street shop for you to pop in to see us face to face for a coffee and a chat. We want you to be able to put a name to a face and have the confidence that the people you will be entrusting your home with are people that you'll want to do business with.



Jane Earley MARLA MNAEA

Director/Owner

jane@robinsonreade.co.uk

I opened Robinson Reade in 2004 to offer a more tailored service to meet the individual needs of my clients, rather than a 'one size fits all' approach. Having worked in a very target driven corporate estate agency for 10 years it seemed to me that the focus was too much about getting the instruction or sale and too little time was allowed for helping the client enjoy the moving experience.

Over the years I have continued to learn my trade; developing my skills and keeping informed of the market, I qualified as a member of ARLA in 2006 and have since joined the NAEA too. Being an active member of these organisations allows me to stay abreast of current legislation and to understand market trends which may affect you. I've always been of the mind-set that if you're going to do a job you should do it right.

Outside of work I enjoy walking, you might see me out and about with my dog Monty & my partner James. I am also a keen skier and love spending time in the garden. I started working in the local area in 1998 and liked it so much I moved to Locks Heath in 1999, I've moved house seven times since then, it helps to remind me what you go through when moving.

My carefully selected team share my philosophy that all our activity needs to benefit our client and that honesty is always the best policy. It's important to balance valuable agency knowledge with customer service skills, which is why I chose my team from both estate agency and customer service backgrounds. I hope you find this brief precis useful, that it gives you an insight into who we are and that you will enjoy moving home with our help.



Emma Macgregor MARLA
Lettings Property Manager
emma@robinsonreade.co.uk

Emma joined Robinson Reade in 2006 on a part time basis whilst completing her degree. She is now settled into the role of Lettings Property Manager and a qualified ARLA member. She led

us to be voted 'Best Letting Agent' in the Southern Region in the 2016 ESTAS by our Tenants. Emma and her family now live in Titchfield Common after 10 years in Whiteley. Emma can regularly be spotted training in the local area and has completed the Great South Run several times.

Sharyn Keen
Sales Advisor
sharyn@robinsonreade.co.uk

Sharyn has been an estate agent in the local area since 1999 and has helped hundreds of buyers find their dream homes, a real property matchmaker! Prior to joining us in 2010 Sharyn had worked in a corporate setting but now much prefers the independent agency environment, where customer service comes first over targets. Sharyn lives in Warsash with her family who are dedicated football fans, her youngest daughter plays for Portsmouth Ladies FC.



Anita Donovan
Sales Advisor
anita@robinsonreade.co.uk

After 15 years in the IT industry Anita began her estate agency career as a weekender to fit in with her young family. Since joining in 2005 her customer service and organisational skills

have been drawn upon dealing with homeowners and buyers. Anita now works during the school term and enjoys making sure that our local home movers are kept up to date with new instructions. She lives in Locks Heath with her husband & two children after living in Whiteley for 10 years.

Julie Omar
Part Time Sales Advisor
enquiries@robinsonreade.co.uk

Julie joined the team in 2015 having previously bought, sold and let property through Robinson Reade. Following 20 years as a mortgage advisor Julie has come back to the property industry after a career break. Apart from a few years in Dubai she has always lived in the local area and more recently Whiteley, with a genuine interest in property she is keen to share her local knowledge with home buyers.



Jo Cockburn
Lettings Administrator
jo@robinsonreade.co.uk

Jo joined Emma in the Lettings department in February 2017, she brings her knowledge of property management and administration to Robinson Reade having previously worked in the Property Industry for 10 years back home in Oxfordshire. Jo is now working towards obtaining her NVQ Qualifications leading to an ARLA Qualification. Jo spends her spare time drawing in her Art Studio, running around after a 9 year old, and going to the gym.

Donetta Holland
Sales Progressor
donetta@robinsonreade.co.uk

Donetta joined Robinson Reade in 2010 bringing a wealth of customer service experience. With a background in mortgage underwriting and a keen interest in legal processes, particularly conveyancing, her aim is to ensure the sales process runs smoothly. In 2013 she gained a Level 3 Customer Service NVQ. Donetta is a married mother to teenagers and enjoys motorsports and travel in her free time.



Emma Daly
Property Consultant
emmad@robinsonreade.co.uk

Emma started her working life in Aviation, both as ground staff and cabin crew so has a great deal of experience working with the public and providing the highest levels of customer service. Emma has also worked for an insurance company as a sales advisor and trainer and gained her initial experience of the housing market working for a local property developer. Emma joined the team at the start of 2014, she lives in Titchfield Park with her husband & 3 children.



Monty Earley
Customer Relations
sales@robinsonreade.co.uk

Monty the cockapoo has been coming to work with Jane since he was 10 weeks old, he loves to meet all our clients and believes that there's nothing better than a tummy rub to take away the stress of moving. At lunchtime he enjoys taking his tennis ball to St John's Park in Locks Heath, the Strawberry Fields at Warsash or on the Meadowside in Whiteley.



How we value your home

How much is your home worth?

Your home is likely to be the biggest asset you own, so when it's time to sell it's really important that you take careful advice before putting it on the market. We make it our job to stay abreast of what is happening in the local area, what new developments are being built, market trends and seasonal factors which can affect the market conditions.

Before we visit you we will do our homework so that we can present to you:

- Evidence of recent sale prices of similar properties
- What else is on the market that you might be competing against
- Current local market factors and
- What demand there is for your type of property

In discussion with you, this information will help us to agree the correct value of your property.

Ultimately it is your goals, your reasons for moving and your timescales which will be the most important factors in determining the marketing price and together we will decide on a pricing strategy to suit your needs.



How we market your home

When it comes to selling your most valuable possession it's really important that you do so for the right price and to the best buyer available. We take our responsibility as agents very seriously and take pride in doing a job well.

Using the following steps you can be sure that we will achieve the best price possible.

We make sure your property is fully exposed to the market

If your property is 'sold on the first viewing' how can you be sure that you got the best price or the best buyer? We work hard to maximise the audience for your home with online & traditional marketing methods so you'll know all prospective buyers will have seen your home is for sale.

Most online searches are via Rightmove, we use headlines to make your home stand out, we will also market your home on the independent agent owned portal OnTheMarket and of course our own website robinsonreade.co.uk.

Your property will be displayed in our shop window, you'd be surprised how many people browse when waiting for their take-away.

You can even attract people that aren't thinking of moving yet. A for sale board will be seen by people when they're out walking or driving, your home might be in a location near family or a style of house that they've always aspired to.



We take care to present your property properly

Presentation can make a big difference to the price you achieve. We have been professionally trained to photograph your home and have a top of the range digital SLR camera with tripod, flash & wide angle lens to make sure that your home looks picture perfect.

With so many searches online and out of hours it is important to engage buyers with interesting property details and accurate floorplans which highlight the best features of your home so that they make the effort to get in touch. You'll notice the way we write about property is pretty unique in the local area. We present reasons why buyers should view your home so they can understand how it could work for them.

Photographs of your home will be exposed to thousands of potential buyers online and a bad photo could literally mean you do not get a second glance.



We can host an 'Open House Event'

This can be a great way to launch your home to the market. Having multiple viewings on one day can make it so much more convenient for you, a show home just for the day. You can take the kids or dog out and leave us to it.

A member of the sales team will escort all buyers around the property, an open house is not a free for all for any Tom, Dick or Harry to have a nose around your house, but can create a real sense of excitement and urgency often generating multiple offers.

Having several offers to consider means that you get to choose the best buyer to suit your circumstances putting you in an excellent position to negotiate on any forward purchase.

Contact us for a copy of our free guide "How to Make the Most of Your Open House".

We proactively market your property

We do a lot more than just putting your property on Rightmove. By using proactive and innovative techniques including social media marketing, a zero-pricing strategy and open house events, to name just a few, we make sure your property is seen by the RIGHT kind of buyers. Our online click through rate is consistently one of the highest in the area because we work hard to generate maximum interest. We monitor your property's performance online, reviewing our marketing strategy regularly until a buyer is found.



We don't just wait for buyers to contact us, we hold a comprehensive register of applicants and will pick up the phone to start selling the features of your home immediately. We take time to understand what buyers are looking for, it's so easy for them to scroll through Rightmove and make an instant decision not to view. Matching buyers with homes is what we do best.

We are confident that our proactive approach will be reflected in the price you achieve for your home. Our team are trained negotiators and experts at obtaining the best price for you, a skill that is often overlooked. We are motivated to sell your home, don't forget there are no upfront fees, and we only get paid on completion.

How we get you moving

Qualifying offers

When we receive an offer on your home we will carry out a comprehensive offer interview with the potential buyer.

We will qualify any offer by obtaining proof of funds and confirmation of mortgage approval. We will also check the buyer's position, including the details and length of any sales chain. It's good to be forewarned of anything which might affect the chain, e.g. a baby due date or a leasehold property at the bottom of a chain.

With this information you will be able to make an informed decision whether to accept an offer.



Agreeing the sale

Once you have agreed a sale you will need to employ either a solicitor or a licensed conveyancer. Conveyancing can be time consuming and complex so it is important to choose the right one. By using one of our recommended firms you will:



- Have access to an online system to guide you through the process
- Save time by being able to complete forms online and track progress
- Save money as they guarantee no move, no legal fee
- Know exactly how much it will cost with a fixed legal fee
- Have dedicated conveyancers working on your case as a priority, helping you move faster

If you would like a conveyancing quote please ask one of our sales team.

Progressing your sale

We understand that moving house can be a stressful time, there will be lots of legal forms to fill in, possibly a mortgage application to complete. You'll be trying to plan moving dates, book removals yet still carrying on with the every day.

That's why we employ a full time Sale Progressor to manage your move. She will make the experience as easy as possible, liaising with solicitors and the rest of the chain to push things through.

Having someone dedicated to the progression of your sale will make communication between all parties smoother throughout the process, leading to less stress and frustration. Our clients find this service invaluable.

For more information on the legal process ask for a copy of our Conveyancing Guide.



“Donetta is very proactive and solution focussed. She acts primarily in the best interests of her client, the vendor, as she ought to but she also manages to work very well with the buyer.”

We're not big, but we are clever

As an independent business we believe it is important:

- To be unique, you won't find us on every high street
- To be flexible to our clients' needs
- To be human, what's important to you is important to us
- To be honest & upfront, we won't hide anything from you
- To be grateful for your custom, we know you have a choice
- To stay informed of the wider marketplace
- To keep up to date with legislative changes
- To have the support of a professional body



Our Memberships

Membership of voluntary governing bodies means our clients get the best of both worlds; a local, independent agent with a personal touch and 'can do' attitude but also the backing and support of larger organisations who can offer advice, reference and guidance should we ever need it.

We are members of The Property Ombudsman and as such adhere to their code of practice to provide a service consistent with fairness, integrity and best practice. We are regulated and fully insured.

You wouldn't use an unlicensed travel agent so why use an unlicensed Estate Agent?

We are licensed members of The National Association of Estate Agents (NAEA), the UK's leading professional body for estate agency personnel as well as its sister organisation The Association of Residential Letting Agents (ARLA). As members we adhere to:

- Be qualified professionals
- Follow a code of practice with strict rules of conduct
- Have professional indemnity insurance and client money protection insurance
- Be members of an ombudsman scheme with a complaints procedure should things go wrong
- Be compliant with consumer protection regulations



Residential Lettings

Why choose Robinson Reade?

We know that not all landlords are the same and that the reason you are letting your property is likely to be different to others. So, whether you are an experienced landlord with several properties, just about to purchase your first buy to let or letting out your own home, we understand that you'll be looking for the right agent to help you with the process and that what you need help with will be different depending on your own unique circumstances.



As we are ARLA licensed agents you can be confident that the people dealing with your property will have an in depth knowledge of the residential lettings market. We are fully trained in all aspects of the law applying to lettings and will make every effort to get you the best possible tenant ensuring that your investment remains profitable and hassle free. Because we are independent we can offer flexible service levels, allowing you to choose the service that you need, rather than paying for something you don't.



Valuing your property for rental

We have been letting property locally since 2006 so are well placed to give you an honest & accurate appraisal of what your property will let for. The lettings market is changing constantly depending upon what is available at any one time. We keep a close eye on what properties are letting for so you can be sure that when we speak with you about your property we have up to the minute knowledge of the local market.

Finding you the right tenant

Aside from achieving the best rental figure possible we pride ourselves on matching our landlords' properties to good quality tenants. We will want to understand the type of tenant that you are looking for, how long you want to let the property for and, of course, anything that you would prefer not to accept e.g. pets. We can also give you specific advice about presenting your property to attract the best possible tenant. Our marketing can then specifically target the sort of tenant that you are looking for. When we find you a potential tenant we will provide you with full information so that you are able to make an informed decision as to whether to accept their application (even before we begin our stringent referencing checks) which means that you remain in control of who will be living in your property.

Protecting your investment

Your rental property is likely to be one of your biggest assets and having tenants who pay their rent on time, look after the property and understand when to report maintenance issues is something that we know landlords value. To this end we have a stringent move in programme that ensures tenants know exactly what is required of them throughout and at the end of the tenancy.

To help us manage your property we use FixFlo, an online system for tenants to report any maintenance issues as they arise, 24 hours, 7 days a week. FixFlo will provide advice on simple issues that are the tenant's responsibility and inform us about the issues that are the landlord's responsibility.



Depending on the service level you choose we can carry out periodic visits, with a full report to you detailing how the tenant is looking after your property. We can manage the tenant's check out at the end of their tenancy, deal with any dilapidations, and of course we can collect the rent on your behalf too. You'll be encouraged to know that since starting our lettings business in 2006 we have never had to take court action against a non-paying tenant.

Keeping you apprised of legislation and tax updates

There are over 170 pieces of legislation that landlords and their agents need to comply with. As ARLA licensed agents, it's our job to stay abreast of these and any changes so that our landlords can have the peace of mind that both they and their properties are compliant.

It's also important to keep up to date with any tax changes that occur as these could seriously affect your profit margins or result in a hefty fine if you don't comply with taxation law. Again, we ensure that we are aware of any changes and that we impart this information as and when it occurs.

What our Landlords and Tenants say about us...

We were thrilled to be recognised in the 2016 ESTAS as 'Best Letting Agent in the Southern Region', voted by tenants.



"Renting through Robinson Reade is a piece of cake. . . The dream team take care of everything . . . Emma and Megan are brill" Tenant

"Extremely professional and helpful service. Outstanding customer service throughout, including the rental and management team" Landlord

"Without this wonderful team we would have been homeless . Fantastic team we will always be forever grateful." Tenant

"Robinson Reade have been letting out a property of mine for years and have been consistently excellent. They've kept me informed, liaised with my tenants beautifully and provided a first class service. Highly recommended" Landlord

"Very professional and helpful. Supported us and kept us informed through the whole process. Best estate agents we have come across so far" Tenant

"Great team on sales side and rental side – would highly recommend. Friendly, professional, efficient and patient" Landlord

"Without doubt the best estate agent I have dealt with, extremely helpful and professional. Excellent communication whoever you talk to" Tenant



Want to know more?

For more information ask for a copy of our Landlord's Guide or take a look at our website where you'll find useful landlord tips, details about our general services and standard fees.

Remember, as independent agents we can be flexible so please do not be afraid to ask for a bespoke service, tailored to your own requirements.

Next steps

Before you open the door

Now you're ready to sell or let your home we can start to get things prepared for marketing. The best place to start is to think about who is going to want to live here and present your property to appeal to them.

Presentation of your home is important and first impressions really do count. Take a step outside your front door and imagine you are seeing it for the first time. Think about whether there's anything you can do to improve the kerb appeal.

Now is the time to press on with any DIY jobs that you've been putting off and de-clutter so that a new buyer or tenant can imagine themselves living in the space. This is the way to get the best possible price. If you need any recommendations for a handyman, carpet cleaner or even a homestyler, do ask as we have a list of local recommended contractors that we use regularly.



Financial Check Up

Choosing your new mortgage can be as much of a dilemma as choosing your new home.

Whether you want to transfer your existing mortgage, find out how much extra you can borrow or are just looking for the best deal, we can put you in touch with an independent mortgage advisor who has all the answers.

Whether you'd just like an informal chat at this stage or a full quote please get in touch.

Energy Performance Certificates (EPCs)

EPCs are required whenever a house is built, sold or rented. They must be available for all potential buyers and tenants before marketing can start, once commissioned they are valid for 10 years. We can check the EPC Register and arrange one for you if required.

Guarantees and Certificates

Start to put together a folder with relevant documents such as the last boiler service, guarantees for repairs and council tax bills. Include certificates and receipts for any electrical or plumbing work you've carried out at the property. If you've extended or altered the property you might need copies of any planning permission and building regulations too.

At a later date your conveyancer will want copies of these documents so it'll save time if you get these together now. Some buyers/tenants might even like an idea of running costs for utilities such as gas and electricity.

By preparing early you will be market ready sooner and any sale or let can progress without delay.



We've prepared a helpful Moving Guide with lots of tips to get you moving, if you would like a copy please ask a member of the team or 'sign up' via our website www.robinsonreade.co.uk.

And finally don't just take our word for it...

Testimonials

These clients have all said 'YES' they would use us again.

Every member of staff acted professionally and courteously in particular Donetta Holland who has restored our faith in estate agents.

Mr & Mrs Pearce, Buyer



A wonderful, professional service with a personal touch. Amazingly considerate staff. Cannot thank you all enough. You took the stress out of this experience for us.

Mrs Hoxey, Buyer & Seller



An excellent team, particularly Emma Daly. Knowledgeable marketing and they sold our house quickly even when one buyer pulled out. Flawless.

Ms Shaw & Ms Christensen, Sellers



The market knowledge & professionalism of all Robinson Reade employees meant that I achieved the maximum market value of my property at the current climate.

Mr Swinbourne, Seller

Very grateful to Robinson Reade of Whiteley for professional, friendly service and special thanks to Donetta Holland, great job.

Mr Houlgate, Buyer



We've been delighted with Robinson Reade. They've been very professional throughout the whole selling process.

Mr & Mrs Demuth, Seller



Thanks for the excellent service Megan! You've been very helpful! Really pleased that we've found Robinson Reade and you!

Chris & Nichole Large, Tenant



I purchased through RR. I sold mine with a different agent. Your team were friendlier! You kept me updated with calls & emails. Anita even plotted a cycle route for my son to school.

Mrs Stagg, Buyer

Very happy with service especially with living abroad throughout the process. Seamless and effortless with good simple communication.

Mr Knight, Seller



A truly great team offering excellent services with a friendly and highly professional approach.

Mr & Mrs McCooke, Seller



What a totally fantastic team of people!! You made a difficult decision very easy for me. I felt no pressure during the sale of my much loved family home. You were there from start to finish. Donetta was my

24 hour advice line & made me feel so relaxed, kept me updated at all times & could not do enough to help. Thank you all so much for making this relatively easy for me. I will recommend you to everyone & if I ever move again (I do not intend to!) I will use you again! Thank you from an extremely satisfied customer.

Ms Upton, Seller



The team at Robinson Reade were always on hand to answer questions. Jane runs a fantastic team with Donetta, Emma and Megan being superstars.

Mrs Charman, Seller

We bought our house through you 9 years ago and were really pleased with the service then. Nothing has changed in your service still excellent service with both our sale and purchase. Thank you.

Mr & Mrs Faithful, Buyer & Seller



This is the second time I've used Robinson Reade, and I've been hugely impressed by their professionalism and willingness to support me.

Mr Nicholas, Seller



Thank you for making the experience as pain free as possible. Words cannot describe how amazing Donetta was. I would, without doubt recommend Robinson Reade and cannot think of one negative thing.

Mrs Sodergren, Seller





Pop in to see us at 10 Middle Road, Park Gate, Southampton, SO31 7GH

Email us sales@robinsonreade.co.uk

Visit us www.robinsonreade.co.uk

Call us on 01489 579009



www.robinsonreade.co.uk