



BRITISH
PROPERTY
AWARDS

2024



GOLD WINNER

ESTATE AGENT
IN REDDITCH



Lamberts
SALES & LETTINGS

01527 61222
john-lambert.co.uk

**—
YOU'VE
GOT IT
READY**



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IN REDDITCH**

**LET'S GET
IT SOLD**



Welcome to Lamberts

Moving home is not complicated but it can be a daunting prospect and we recognise that your home is probably the largest single investment you will ever make.

Buying and selling property is a very people orientated business and good communications are essential for a successful move. In recognising this we have employed an experienced sales team.

Our team of property specialists are very knowledgeable and genuinely committed to service with a personal touch.

All our staff are excellent communicators and are focused on providing the highest level of care and attention throughout the entire moving process.

We offer the widest range of property services in the vicinity, all under one roof, and will always strive to achieve the best price for your property without being unrealistic.

Our aim is simple: to provide the best possible service, assist you from start to finish and communicate regularly throughout the whole process - whatever your property matter.



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**DID YOU HEAR...?
WE WON!**





A quick glance at what we can offer

- ✓ Advertising of properties on the major, most visited, property websites
- ✓ Professional photography & high quality property brochures
- ✓ HD video tours & a range of floor plan options
- ✓ Effective viewing feedback & marketing updates
- ✓ Accompanied viewings & hosted open day events
- ✓ Social media & property alerts by SMS & e-mail
- ✓ Longer opening hours to carry out even more viewings
- ✓ Prominent office location with stand out window displays
- ✓ Local conveyancing, mortgage advice
- ✓ Multi device friendly & responsive website

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 our Director, free of charge and with absolutely no obligation. You may want an idea on value without being sure about selling, perhaps as part of an intention to a re-mortgage. We are more than happy to help, our Market & Property Appraisals are genuinely free with no fear of the pressure or constant pursuing often associated with a such appointments.

During the visit we explain how the market is performing, advise you of potential climate 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 continual market research activities.

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.



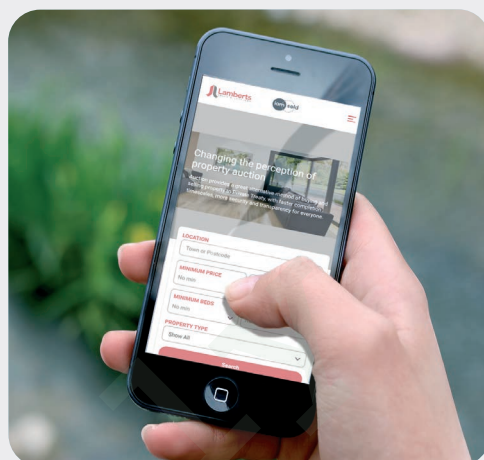
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Effective marketing

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

At Lamberts we use the very latest technology and proven marketing techniques to promote your property. We advertise on all major property websites including *Rightmove*, *Zoopla*, *Prime Location*, *OnTheMarket* and our own website *john-lambert.co.uk* which is fully responsive for compatibility with smart phones and tablets.

Our online marketing activity also includes social media coverage through *facebook* and *Instagram*, which we supplement with email campaigns and of course the option of a For Sale board. The more exposure your property receives the wider audience you can expect to attract.

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 in need of a quick sale in order to facilitate a purchase of your own, 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.

High quality photography, glossy property brochures (physical and digital versions) along with floor plans and an HD property video can help promote your property in the best possible way; however a seller can play their part and later in this guide we offer a selection of property presentation tips.

Professional recognition

We are members of Propertymark for both Sales and Lettings and also The Property Ombudsman. The level of professionalism which is required is the foundation of our business is carried across to all aspects of our business as a whole.



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to find out more and to view all
our available properties please visit
www.john-lambert.co.uk

Our unique service

Free Market Appraisal

If you're thinking of selling or letting your home, this FREE service will help you understand your home's current market position. We provide you with up to date information with regards to recent sales of comparable properties in your area so you can make an informed decision. An accurate market price of your property's worth creates competition and increases buyer interest.

Web Advertising & Social Media

Your property will be instantly available on our bang up to date website - www.john-lambert.co.uk - with floor plans, excellent photography and useful location maps. Sales details will also be automatically sent to relevant applicants and immediately loaded onto the leading property portals, together with numerous other sites.

Window Displays

The benefit of good window displays in busy locations should not be underestimated in their ability to catch the eye and draw in potential buyers. Our offices are prominently located in the heart of Redditch and Studley and all generate significant interest in our client's property.

Professional Photography

First impressions count and the first thing potential buyers and tenants see before they even pass the front door are the photographs of your property. We spend time, use professional cameras and skilled photography to capture the best pictures that will make your home sell or let quickly.

Full Colour Details

Your property will have its own sales details, designed to be eye catching and aesthetically pleasing. This comes complete with floor plans and the high quality photography that showcases your property and truly does it justice. An EPC (Energy Performance Certificate) will also be required and we can arrange this for you.

Distinctive 'For Sale' Boards

These are an invaluable marketing tool clearly identifying a property and frequently generating interest from would be buyers that had not previously considered a move. Our distinctive For Sale boards are extremely prominent throughout the region



"Activity and
marketing does not
stop until we sell
your property"

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Feedback & Contact

As a customer focused firm our number one priority is to keep you constantly updated on the marketing progress of your home. We endeavour to give feedback 24 hours after every viewing.

Prominent Office Location

Our well located offices can be found in a prime location in town centres of Redditch and Studley. Visit us today!

Accompanied Viewings

Accompanied viewings are part of our service to all of our clients whether the property is vacant or occupied.

Sales Progression

Once we have Sold your property, our service doesn't stop there. We will regularly progress your sale and keep you informed of events as they occur, thereby eliminating any problems that may arise at an early stage. Our job is not done until the keys are handed over.

rightmove

OnTheMarket

zoopla

PrimeLocation



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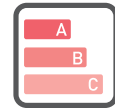
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From Valuation to Completion



3. Prepare your Home for **Photos/Viewings**

We advise you on how to maximise your price by decluttering your home, doing all those little DIY jobs, tidying up the garden, touching up paint, cleaning the carpets.



2. Agree on a **List Price**

Our valuation experts will be able to advise you on the best price to put your property on the market for drawing on their knowledge of the area, including local demand and achieved prices.



1. Instruct **Lamberts**

Every day we are busy helping homeowners on their journey to selling their home, for the best price in the quickest possible time, so your first step is to instruct Lamberts.



5. Choose a **Solicitor**

It is always a good idea to have your solicitor setup before selling as it makes this part of the process quicker, and avoids costly delays.

We can recommend the best local solicitors to help you transfer ownership of your home to your buyer. There is a lot of paperwork to go through and fill in, so make sure you get this done as soon as you can and return to your solicitor.



6. Marketing & Advertising

Once everything is in order, we will advertise your property. This will be across a number of channels, but mostly it will be via the leading online platforms and our database of qualified buyers.

4. Get an **EPC**

An EPC is an Energy Performance Certificate which details the energy efficiency of your home. You need this prior to putting your home on the market. Your property will be inspected by an accredited energy assessor and we can arrange this for you if necessary.



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8. Offers Received, Discussed & Accepted



We'll showcase the value of your home to potential buyers and negotiate on your behalf to secure not just the highest possible price but also a buyer who's dependable – and ready to move quickly.

You will have a sales
progressor to guide
you through to the
end of the process



9. Time to Start Your Search

Now that you have found a buyer for your property, you are in a position to make a solid offer to the vendors of any potential property you may fall in love with, and can proceed with confidence that the foundations of your move are taken care of.



10. Sales Progression

After the euphoria of receiving and accepting an offer on your property there is still some considerable work to do before you 'pop the cork' to celebrate the sale. Our dedicated sales progression team liaise with all the estate agents and solicitors in your chain to ensure the sale keeps moving forward at a good pace, and as a result our property deals rarely fall through.

12. Completion - Move in Day!

Congratulations! After 3 to 4 long months, you've finally made it! The great news is that you'll soon be getting the keys to your lovely new property. On completion day, all remaining funds for the house purchase are received by the solicitor and distributed accordingly.



7. Viewings & Feedback

At Lamberts, we offer accompanied property viewings, working around your schedule. Our skilled and experienced professionals know the best way to market different properties to a range of buyers, to secure an offer quickly for the best possible price. Viewings will be followed up with quick & honest feedback.

We'll help
prospective purchasers
see the value of your
home and negotiate
on your behalf to
ensure you achieve the
maximum price



11. Exchange of Contracts

The moment you've been waiting for since you first started your journey is finally here! The paperwork is completed, and the process is now legally binding. Sit back and relax for a moment, but don't get too comfortable – it's time to start packing, as completion is just around the corner!



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Preparing your home for photographs

Potential buyers will make a decision on your house within the first few seconds, so the way you present your home is crucial.

Well maintained lawns and weeded borders together with clean exterior paintwork and tidy entrances will give potential buyers a positive start. The front door should be cleaned and clear from prams and wellies whilst front gardens should be clear from garden tools, litter and unsightly bins.

Light and space

Clean all windows and keep the curtains well drawn back to allow as much light in as possible. If you have blinds in the kitchen pull them up as much as possible.

Clear Away Clutter

Tackle the hall first, putting away all coats, hats and dog leads. Tidy up boots and shoes, putting them away neatly in a downstairs cupboard or shoe storage unit. A bunch of lilies or brightly coloured Gerberas will look good in the hall. Store away piles of books, papers, clothes, toys etc

Please ensure that all lights are working, and any blown bulbs replaced. If you need somewhere to put things, generally the smallest bedroom (3 bedroom house or larger) or the inside of the garage will not be photographed.

Kitchen

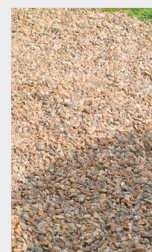
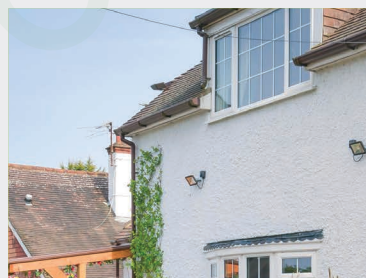
Firstly de-clutter and then give your kitchen a good clean. If fridges and cookers are part of the sale then make sure that they are well cleaned. Anything displayed on the fridge must go, along with any works of art the children have brought home and you have displayed. Avoid bags/boxes on top of cupboards.

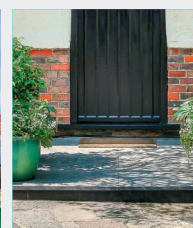
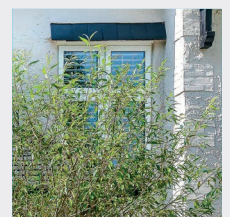
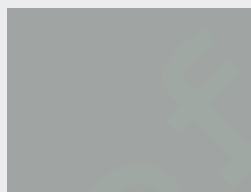
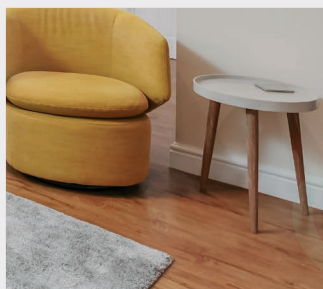
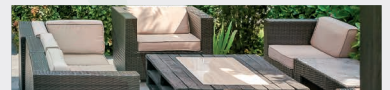
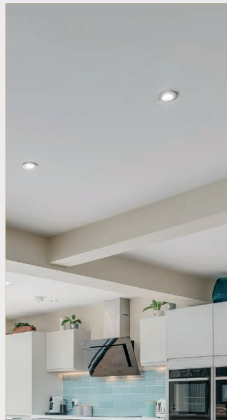
Bathrooms

Bathrooms must be clutter-free and really clean. Throw away empty shampoo bottles, and clear window ledges from shower gels, body lotions and deodorants. If the whole family use the bathroom, ensure that the children's toys are out of sight. Ensure all surfaces, particularly any showers, are dry (the camera flash will reflect off every water droplet)

The Outside

Remove cars off the driveway and park them away from the front of the property. If there is any likelihood of rain please do this well before his visit so there isn't a dry patch evident where the car has been. Remove wheelie bins, recycling boxes etc. Ensure the garden looks tidy. It will look better if the lawn is mowed and hedges trimmed.





Remove the clothesline if practical. Ensure any planted pots look garden centre fresh. Roll away the hose pipe and put away garden tools. Put away or store in a corner where they can be omitted from shot, if possible, children's equipment. Obviously not larger items such as swings, slides, trampolines etc but smaller items like balls, racquets, bikes etc

Sell That House!

It goes without saying that your house should be spotlessly clean whilst it's on the market. However, if the thought of housework distresses you, then there are cleaning agencies who will work miracles in a couple of hours.

Expert Property Advice... Always Lamberts



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Very helpful and great with communication, informed us of each stage and always answer any questions we have promptly. 100% recommend. **Ms Grantham**

The staff at Lamberts have been great in assisting us with purchasing our house. They were able to accommodate us for a Sunday viewing due to our work commitments. The staff have been very friendly and helpful in organising surveys and certificates with the seller for us and have always responded to any queries we have sent to them.

Ms Thompson

Lamberts have been extremely helpful in selling my property. The people there are very easy to talk to, and sympathetic to any difficulties. I am glad to say, that I have now moved to a new house and am settling in there well. Thank you Lamberts. **Ms Garfield**

Excellent service. Always kept up to date with developments. A very professional company would highly recommend. **Mr Daniel**

Excellent service. Kept us informed all the way through. Craig and Pauline have been fantastic. Katie lovely too. Would definitely recommend **Ms Barlow**

Excellent service from all staff. My first time selling a property so unsure of procedure. Katie and Craig took all the pressure off me every step of the way. Would highly recommend Lamberts. **Ms Huntley**

A very professional service when selling our property. Friendly staff, good communications and prompt actions. I would certainly recommend Lamberts if you are considering selling. Excellent all round. **Mr De Say**

Lamberts are excellent when it comes to selling your property, they keep you informed every step of the way, nothing is too much trouble, they help you all the way. Thank you Craig, Katie and Amy. **Ms Finney**



Our clients

are our best advertisement

Putting customers first is what we do best - but don't take our word for it: read what our customers say.

All our staff undergo professional training courses and we regularly reward evidence of 'excellent' customer service. We ask every single one of our customers to provide feedback and rate our service performance.



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Have you seen the signs?

Following our unrivalled success in Redditch and Studley and we have sold and let a significant amount of property in recent months and have buyers and tenants waiting to move into your area.

Our reputation as one of the areas leading estate agents is still growing due to three things: Unrivalled marketing, professional & experienced staff and superb local knowledge.

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



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Other useful tips

When selecting your estate agent there are various points to consider.

Where is their focus?

Make sure the estate agent valuing your property is focusing on what they can do for you, not telling you what another estate agent can or cannot do. It could be a sign of bully-boy tactics or simply a general lack of experience in the area. It is certainly not very professional. There's little doubt the long established estate agents in your area can all do a job for you, otherwise they wouldn't still be here. Just make sure the person seeking your business knows what they are talking about and doesn't run out of ideas or information about their own services. Their focus should be on you and your property.

Sole agent, multiple agent or sole selling rights?

There are several types of estate agency agreements/ contracts. The most common being the sole agency agreement whereby you appoint one agent to act in the sale of your property. Multiple agency is usually more expensive and many sellers make the mistake in thinking it will help their chances of achieving a better result. In fact to a buyer it can give the impression of a property that is having, or has previously had, problems selling, perhaps due to hidden problems.

Realistic asking price?

Whilst every seller wants to achieve the best possible price, care should be taken to ensure the agent is not overstating the price in order to gain your instruction, especially if they also seek a long tie in period. Check on-line to see if the

agent has a reputation for lowering their asking prices.

The easiest way for an estate agent to win business is by giving an overinflated valuation. They may then seek a price reduction midway into a lengthy agency agreement. At best you sell after the price reduction kicks in; at worst you may end up selling for less having lost the impact a property has when it first comes to the market. Undervaluing can also be a problem so make sure you deal with experienced professionals with good local knowledge.

Know who you are dealing with

Putting your property on the market is the first step of what can be a lengthy process, ranging from several weeks to several months. Be sure to establish your main point of contact and understand who else will be involved in the various stages of the selling process. It's important you feel comfortable with the person looking after you later in the process.

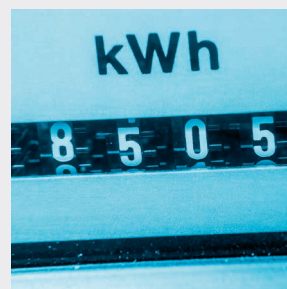
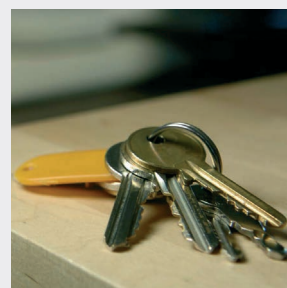




Seller's checklist

Selling your property is a big step and, as with anything else, it's better to be prepared. Here is a short checklist to help you with this.

- ☐ Choose a reputable agent with a track record for success, don't feel pressurised
- ☐ If you are moving home, research the area you are moving to, ask your selling agent to help with this
- ☐ Think carefully before signing an agency agreement and make sure you are comfortable with the terms
- ☐ Prepare your property for marketing to ensure it is viewed in the best possible light by your buying audience
- ☐ Secure the services of a local solicitor. It's advisable to do this early on as they cannot act for both you and your buyer (so get in there first)
- ☐ Check your documents are in order, such as your lease, and make sure any ground rent and service charges are paid up to date
- ☐ Speak to your bank to make sure your mortgage is portable and whether there are any charges, e.g. early redemption penalties
- ☐ Commission your Energy Performance Certificate before you market your property
- ☐ Check the property details making sure they are correct as items listed will be perceived as being included in the sale price
- ☐ Don't leave your removal arrangements until the last minute. Do your homework, obtain quotes
- ☐ Once you have a completion date, make arrangements to transfer your utilities and take meter readings on the day
- ☐ Ensure all keys are ready to be handed over to the new owners, including window keys





Why Choose Lamberts?

- ✓ Successfully marketing since 1989
- ✓ Highly skilled team of professionals with in-depth local market knowledge
- ✓ Members of the Property Ombudsman Scheme
- ✓ Proven track record of selling and letting success
- ✓ Specialist advice in selling and letting of all types of property
- ✓ Global exposure of properties through our cutting edge website www.john-lambert.co.uk and major national portals including Rightmove, Zoopla and OnTheMarket.com
- ✓ Free, no obligation pre-market appraisals
- ✓ Quality colour printed sales particulars with bespoke options and floor plans
- ✓ Comprehensive database of applicants matching quality buyers and tenants to our clients properties

No Sale – No Fee

Redditch

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Redditch
Worcestershire
B98 8AE

T: 01527 61222

sales@john-lambert.co.uk

Studley

4a High Street
Studley
Warwickshire
B80 7HJ

T: 01527 854276

sales@john-lambert.co.uk

Residential Lettings

4a High Street
Studley
Warwickshire
B80 7HJ

T: 01527 853952

lettings@john-lambert.co.uk

Mortgages

11 Alcester Street
Redditch
Worcestershire
B98 8AE

T: 01527 61400

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