

you home

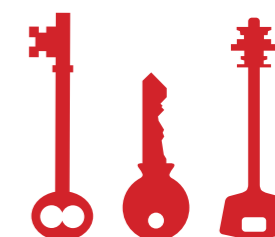
RESIDENTIAL SALES

NOTTING HILL

YOUhome: a better way

We've built an estate agency which is unique in combining local knowledge, marketing talent and clever technology so that you get the best price for your property.

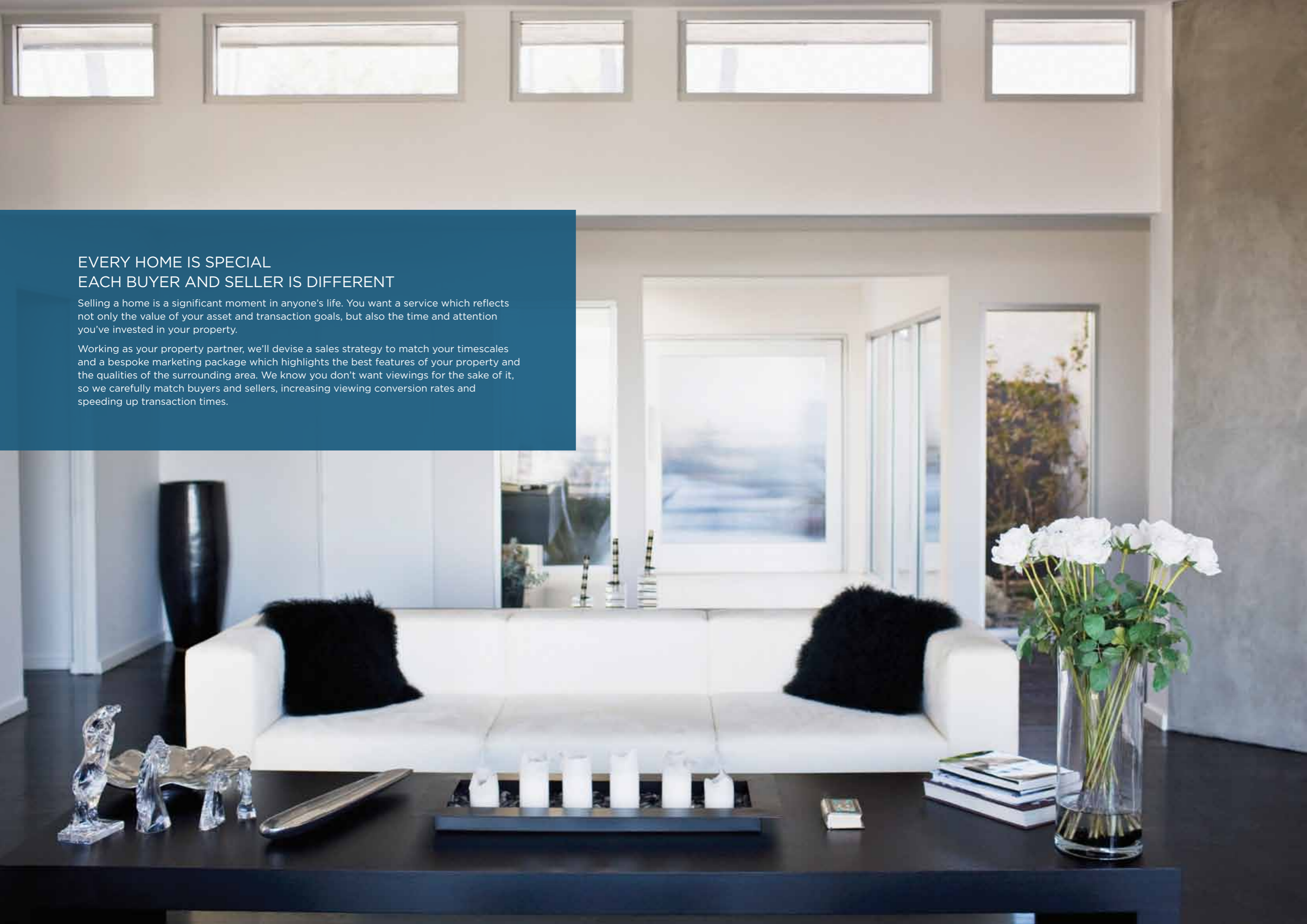
It's a new take on property; exceeding our clients' expectations and building trust through high levels of service and unrivalled transparency.



EVERY HOME IS SPECIAL EACH BUYER AND SELLER IS DIFFERENT

Selling a home is a significant moment in anyone's life. You want a service which reflects not only the value of your asset and transaction goals, but also the time and attention you've invested in your property.

Working as your property partner, we'll devise a sales strategy to match your timescales and a bespoke marketing package which highlights the best features of your property and the qualities of the surrounding area. We know you don't want viewings for the sake of it, so we carefully match buyers and sellers, increasing viewing conversion rates and speeding up transaction times.



WE EXIST TO ACHIEVE THE BEST POSSIBLE PRICE IN THE SHORTEST POSSIBLE TIME

Our success in selling properties of all sizes and character is driven by three things:

1. Knowledge

As an estate agency, we are unique in our approach to using technology continually to research and deepen our knowledge of the local property market.

2. People

Talent, honesty and a willingness to work hard are not the only qualities we look for in our staff. We're also known for integrating skills and experience from other areas of the business world so that your whole property experience is easier and better.

3. Know-how

Our experience and know-how in presentation, marketing, sales and negotiation will support your transaction from initial listing through to completion, ensuring that the process is smoother for both seller and buyer, and that you get the best price available.

YOUhome property services range from sales, acquisition and investments through to lettings and property management. We are members of the Royal Institute of Chartered Surveyors (RICS) and the Association of Residential Letting Agents (ARLA).



the mark of
property
professionalism
worldwide



“We exist to be better: better people, better tools, better values; all working together with complete integrity and honesty to deliver exceptional results through a dedicated, personal service.”

Adrian Black
YOUhome Founder and Managing Director



UNDERSTANDING THE LOCAL PROPERTY MARKET IS SOMETHING WE DO BETTER THAN ANYONE ELSE

The key to the best price and a successful transaction is knowledge.

Our cutting edge is based on the local knowledge of our Notting Hill team combined with YOUhome's skill in applying technology in new ways to the property market, building research tools for both our clients and staff.

This distinctive approach stems from the deep technology and property expertise of YOUhome's managing directors; Adrian Black spent 10 years leading technology development at Goldman Sachs and Jeremy Priestley FRICS FARLA is a former MD of Hamptons International.

Our proprietary research also works as a marketing tool for our clients, attracting a wide audience of property buyers and industry commentators.



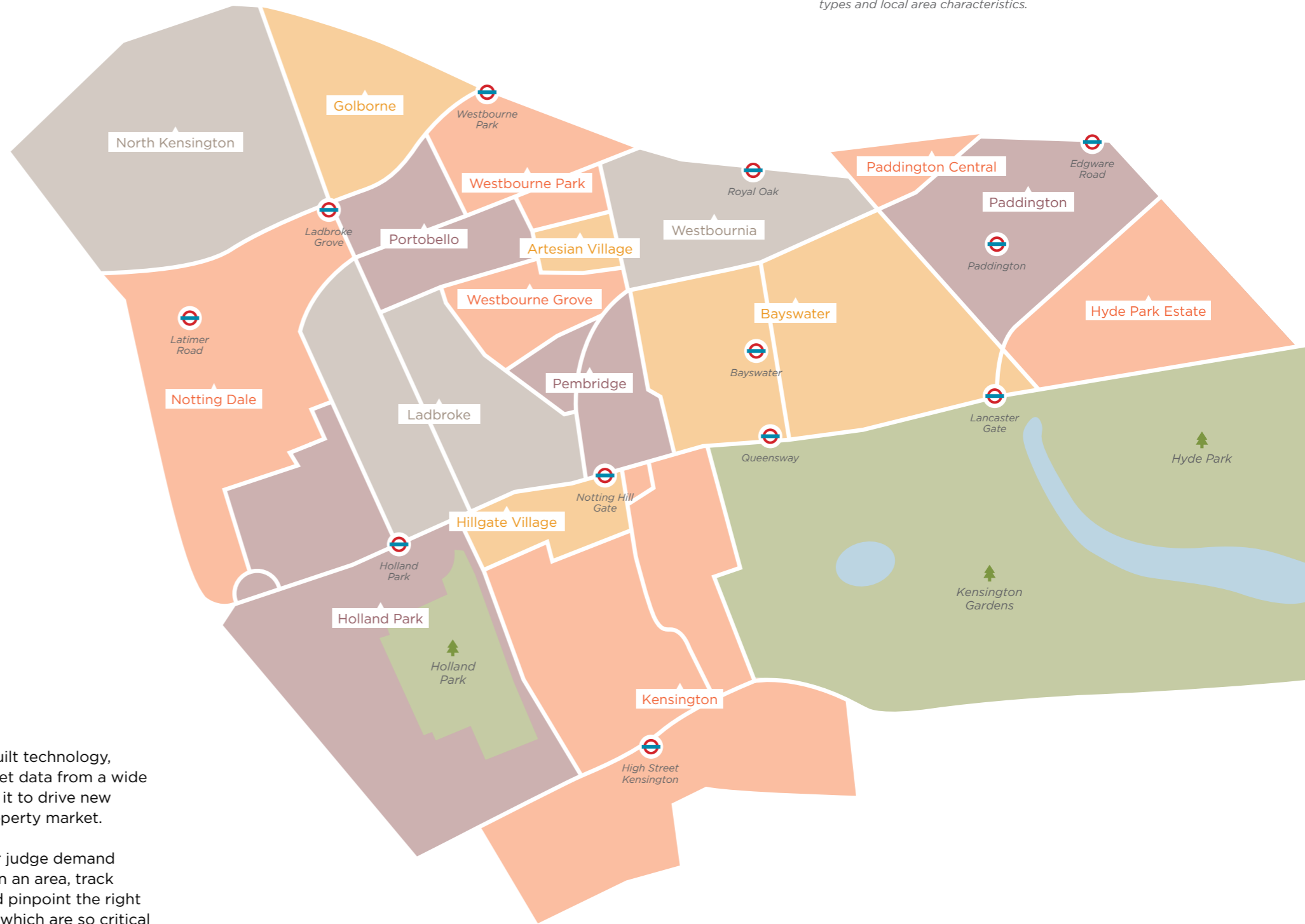
Property Market Insights

Using our own custom-built technology, we collect property market data from a wide range of sources and use it to drive new insights into the local property market.

As a result, we can better judge demand and supply for property in an area, track local valuation trends and pinpoint the right comparable transactions which are so critical to achieving the best price for you.

We also share these insights with customers through tailored property reports and our intuitive YOUeye website tool (www.youeye.co.uk).

To give buyers a fuller picture of a property, we have divided the area surrounding our Notting Hill office into a series of villages, each one reflecting distinct property types and local area characteristics.



Local Precision

Comparable valuations can vary considerably within a hundred yards. When marketing properties to buyers, it's critical to be aware of these local differences and make the best of those which appeal.

Therefore as well as marketing the special features of your home, we also promote the particular flavour and features of its local area. Indeed, we pioneered the idea of defined 'villages' within an area, allowing buyers to really explore all that's good about the area surrounding your property.

PERSONAL AND OUTSTANDING CLIENT SERVICE

At YOUhome, you'll be advised and supported by hard-working, experienced property professionals who are regulated by RICS and ARLA.

They know Notting Hill and its surrounding area like the back of their hands, as well as having our proprietary property research tools at their disposal.

Because the staff of each YOUhome branch are empowered at the local level, they're free to provide a very *you*-centric service. This means service and marketing initiatives that are tailored specifically to your property and to the characteristics of your local area.

Add to this the fact that our Notting Hill staff work as a team, not as individuals, and you can be reassured that we will *all* be working in your best interests, every step of the way.



We know that the reputation of estate agents is not what it could be. So, it's very important to us that, as well as being pleasant to deal with, our staff demonstrate knowledge, responsiveness and values you can trust.



REACHING BUYERS AND NEGOTIATING SMOOTH, SUCCESSFUL TRANSACTIONS

Marketing

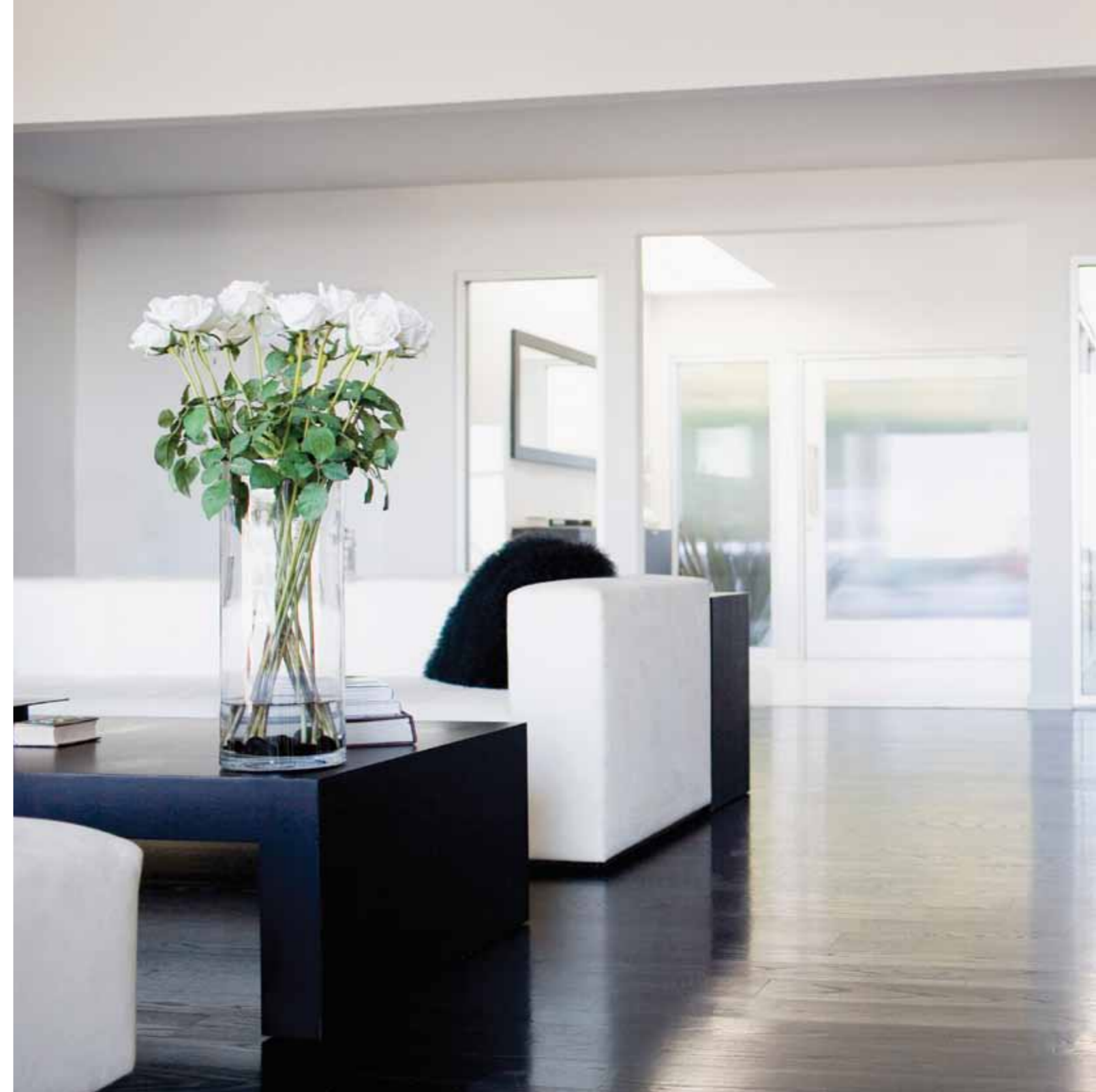
Our cross-business culture means we understand better than most the high demands and expectations of prime London buyers. We'll present your property professionally and attractively, putting it in front of the right audience with maximum exposure:

- professionally designed property brochures featuring photography, floorplans and written descriptions of the highest quality
- editorial detail and colour about the attractions of living in prime London, including lifestyle and local heritage
- targeted, proactive PR and press activity to reach key domestic and international audiences
- a full and engaging listing of your property on our website which, with its YOUeye property research tool, draws traffic from buyers around the world
- creative, effective digital marketing initiatives, including across social media
- full presence on the UK's top property portals
- all viewings are accompanied with feedback within 24 hours.



Through our PR efforts your property will be listed in targeted broad circulation print and online publications.

Properties listed on our website display agent comments and vendor stories so that potential buyers can really appreciate the attractions of your property and its surrounding area.



Our property brochures include clear, well-written descriptions and professional photography that draws the eye.

Smooth Transaction Management

We'll be working not only to get you the best price but to ensure your property transaction is carried out in a stress-free, seamless and timely manner. Therefore, one of the first things we'll do when devising a marketing strategy for your property is to make sure we understand why you are selling and the timescale that suits your plans.



“After more than 40 years working for some of property’s most prestigious brands, I’m proud to be part of the change that YOUhome is bringing to the residential property market. We offer a unique confluence of approach: rigorous property market analysis, exceptional local knowledge and a real technological advantage - all combined with the art of selling property.”

Jeremy Priestley FRICS FARLA
YOUhome Managing Director

SOME GOOD NEWS ABOUT COMMISSIONS AND FEES...

High estate agency commissions and fees are something that many people rightly complain about. But nothing ever seems to change. Until now.

Here are three reasons why our commissions and fees are lower:

1. We've put a lot of time and experience into building an estate agency where technology is doing more. As a result, our business is more streamlined and we can pass on efficiencies through lower commissions and fees.
2. The current estate agency commission and fee model is no longer justified given the transformational power of the internet: people now have more control and can research properties and historic prices online, without relying on agents to do it for them. Portals have also lowered the cost for estate agents to market properties and reach a wider audience.
3. Agency commission rates have remained the same despite the dramatic increase in property prices over the last 10 years. As a result, the commissions paid for each property sold have more than doubled.

We believe lower commissions and fees are a better reflection of where pricing should be in a competitive, properly functioning real estate market.

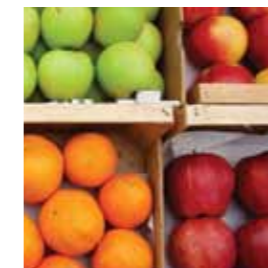


We focus on making it happen. In a highly networked, technology-enabled world, we are experts in connecting people with property and achieving exceptional results. Our clients agree:

"I have no hesitation in recommending YOUhome. Positive attitude and hard work get results. Ready to go that extra mile - and at a fair price. Different."

"Thank you for an exceptional service. We were really pleased with the brochure and received all we could ask for in terms of updates as the sales and marketing of the flat progressed. I have happily recommended YOUhome to a number of the potential buyers who hadn't yet decided on an agent to market their own property."

"Invaluable advice and support. I particularly commend the housing data and property market insights you provided; they gave us an extra level of reassurance that the sales strategy for our house was based on something realistic, credible and thought through."



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