



## The Internet is the Key

Let's start with a question. When was the last time you walked into an estate agent to look for a house? Bar a few private sales and off plan investment purchases, pretty much all property searches start online. Traditionally the high street and newspaper would play a key part of the marketing process, but now these channels would only limit you to a fraction of the available properties, so the market has naturally moved online as it provides access to the whole market at a convenient time and location to the end user. To get the best possible price, you need to ensure that you use an agent that understands this and provides the right tools for the job.

So, what are these tools?

As your new shop window, you have to ensure that you attract as many viewers to reach as wide a market as possible. Here's the tricks of the trade:

1. **Rightmove, Zoopla and PrimeLocation.** These are the biggest online property portals. Ensure that your agent is using all three, otherwise they're reducing your potential market and sales price. Zoopla is the largest portal in London and we're seeing a lot of purchasers from there, so don't neglect this market!
2. **Professional photographs.** Horsham and the surrounding area is really popular, but potential London buyers are looking at a wide radius around here, so you need to ensure that your advert stands out against the competition. Professional photography is a great way to achieve this, so ensure this is included in the price.
3. **Premium and featured adverts.** Premium adverts ensure your advert is larger and with more photos, so the viewer is more likely to click on your advert. Featured adverts ensure that your property is listed first, so every viewer looking at your type of house will see it. These must be included in the sales fee to get the best price.

Now you've ensured your agent is using the correct tools to market your home, you need to make sure that they have the correct tools to sell it to. We hear a lot about online only agents that are hard to get hold of and don't qualify viewings, so ensure that your agent is also locally based and follows up on enquiries, with a team to support the sale from financially qualifying their position to attending all viewings. It shocks me that some agents ask the client to do their own viewings and don't even check the buyer's ability to proceed!

Finally, consider whether your agent needs a high street branch. After all, you can't see and touch a house in a shop, so why would you pay for the extra cost associated with running a high street shop front?