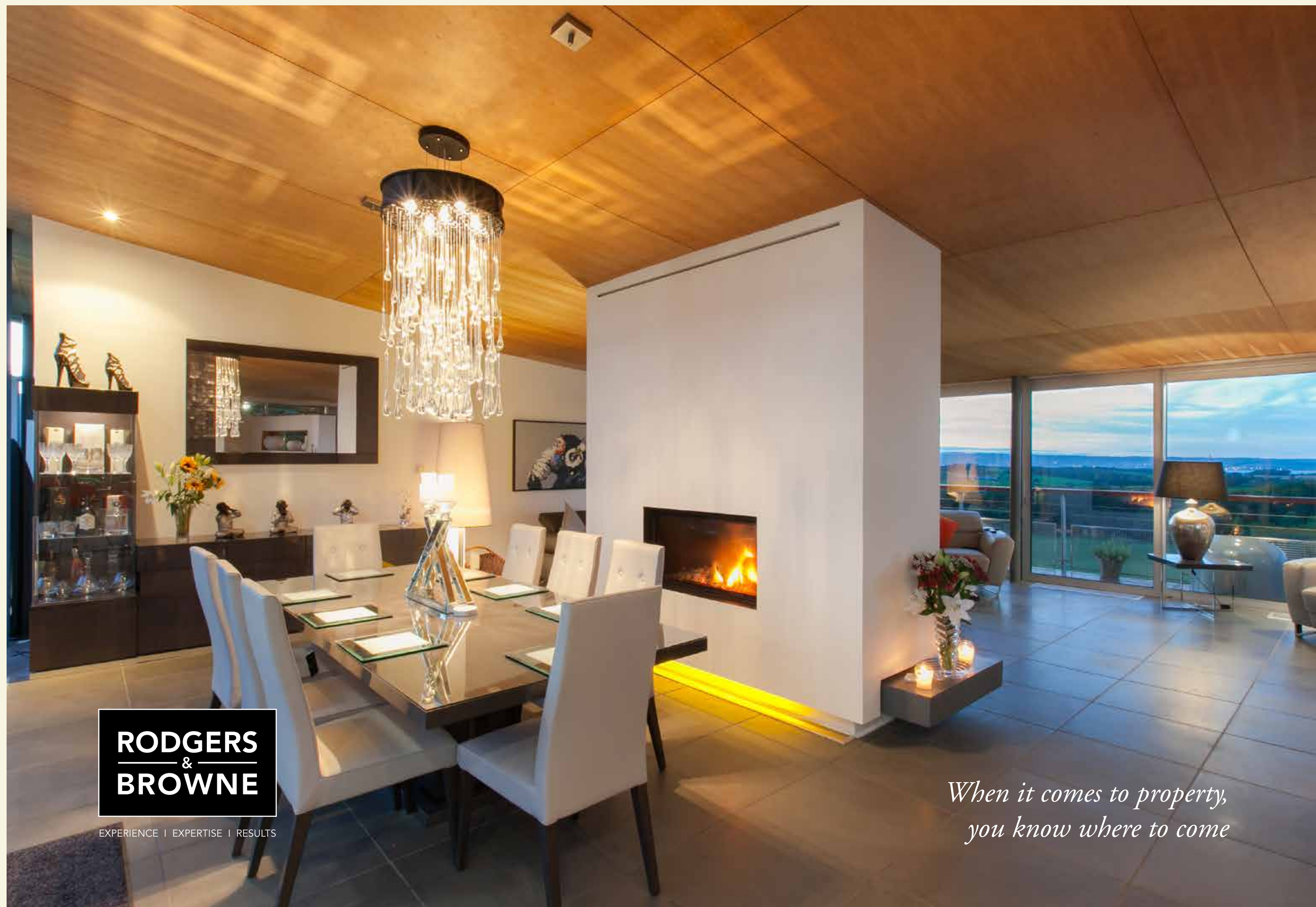




**RODGERS
&
BROWNE**

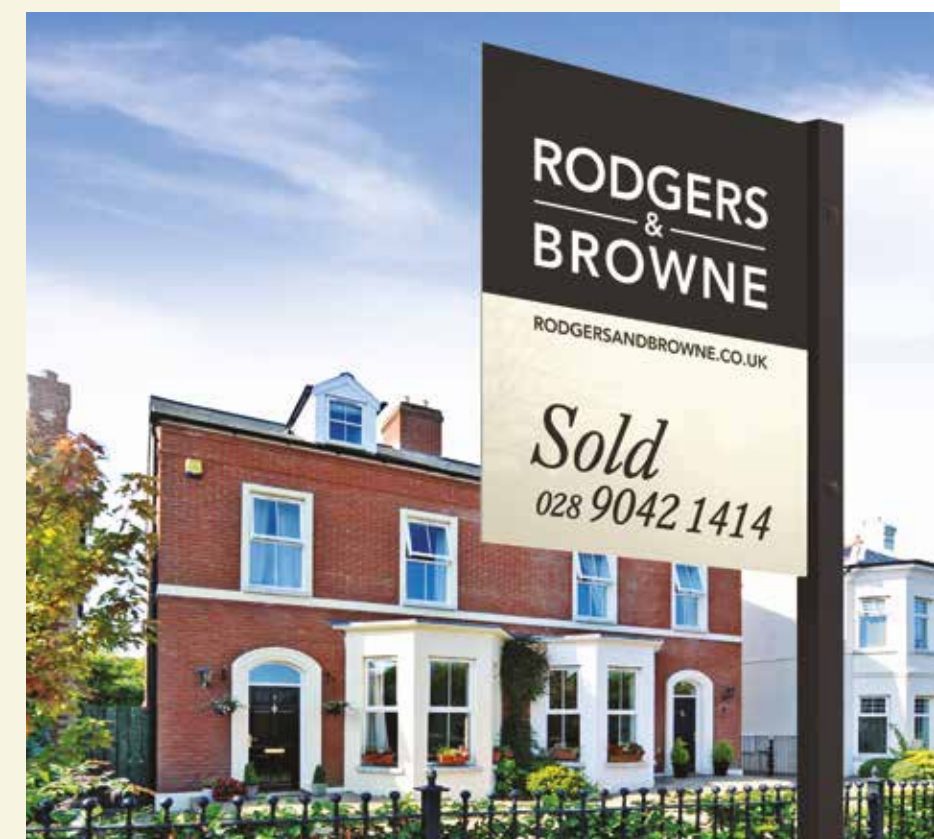
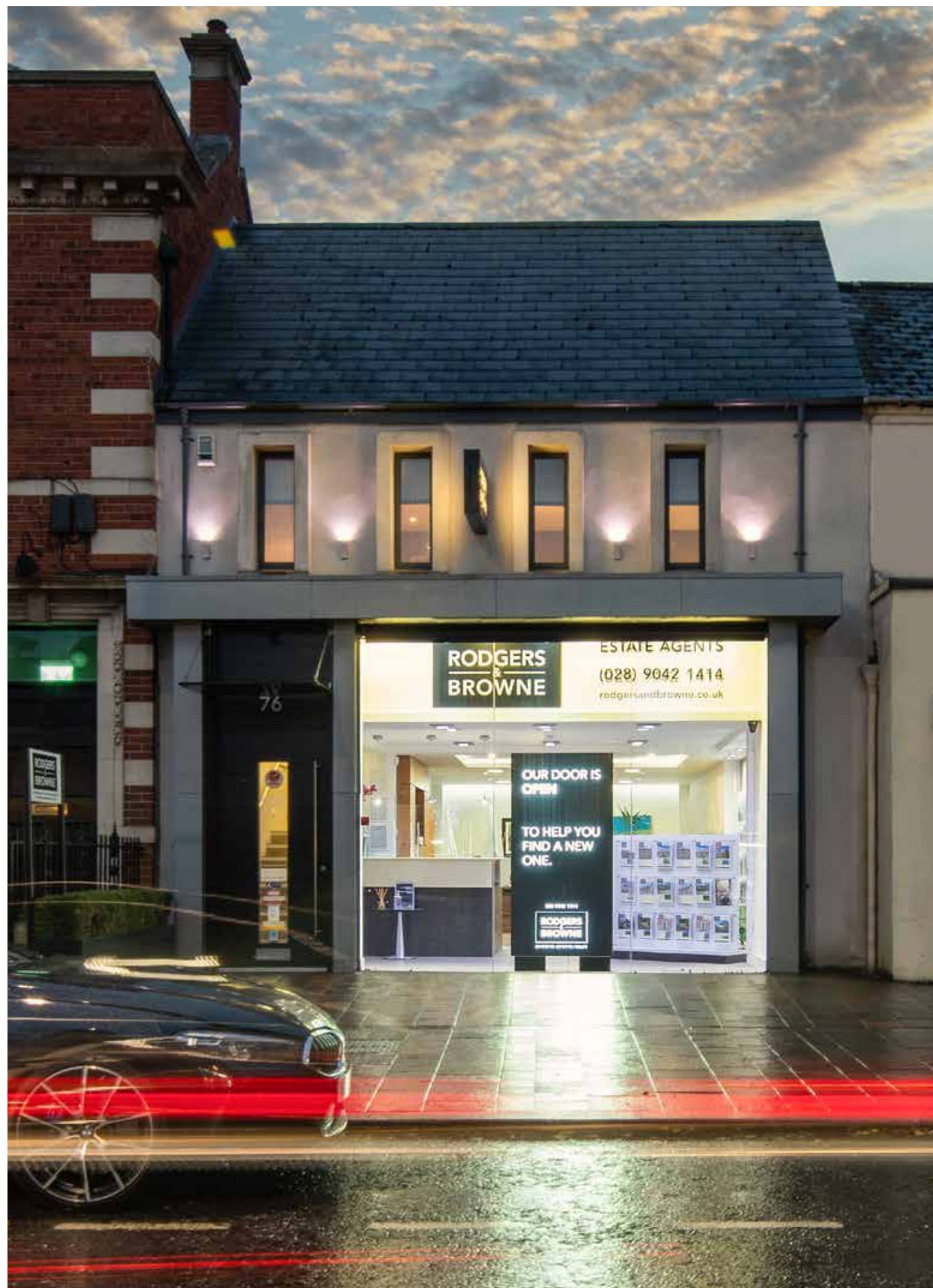
EXPERIENCE | EXPERTISE | RESULTS



**RODGERS
&
BROWNE**

EXPERIENCE | EXPERTISE | RESULTS

*When it comes to property,
you know where to come*



What can Rodgers & Browne do for you?

We provide the very best personal service to make the process of selling or renting your home less stressful.

It is quite common to hear people say that selling their home was one of the most stressful things they have ever undertaken. It is our mission to ensure that this is not the case and we have numerous testimonials which endorse our ability in this regard.

See our website www.rodgersandbrowne.co.uk

EXPERIENCE | EXPERTISE | RESULTS



Why Choose Rodgers & Browne?

If you are considering the best agent to act for you, you should find one with experience, knowledge, integrity, track record, contacts, marketing expertise and accuracy of valuation. However, it is often the finer detail and extra care which make the difference.

We get the majority of our business as direct referrals from clients who have first hand experience of our extra level of personal service. Our referrals also come from solicitors, lending institutions and companies who have benefitted from having their matters attended to properly and professionally. Indeed, we regularly receive thank you letters, cards and gifts from those who have found their property experience anything but daunting. A most welcome endorsement of the exceptional service we provide.

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How do we showcase your property?

We have prestigious premises strategically placed in the centre of the High Street, Hollywood, designed specifically to provide an accessible showroom for sellers and purchasers to call, browse and enjoy a coffee and a chat.

We have a large digital screen positioned prominently on the High Street to promote your home in a modern and exciting way, avoiding the traditional dull and dated window cards.

How do we maintain exceptional service?

We ensure that you are assisted in your sale or rental by our team of experts, so you won't be talking to office administrators or juniors.

All our staff are fastidious about returning calls, emails and responding to your requests. They empathise with your needs and aspirations and all sales we undertake receive Partner representation. Even though we are open longer hours than most Agents, if you do call when we are closed, the telephone will still be answered by a Rodgers & Browne representative, a message can be left and we will come back to you as soon as we can.



The devil is in the detail!

It may surprise you the lengths we go to, not only in marketing your home for sale, but also the process and legalities undertaken once agreement is reached including liaison with surveyors, your own solicitor and the purchaser's solicitor.

Our comprehensive Marketing Package has been designed to ensure that your home is effectively promoted not only locally, but to a potentially global audience.

Each component has been carefully considered to maximise impact and drive enquiries to your home.

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Presentation

The striking and reflective Rodgers & Browne for sale sign is like no other. Through research and investment in design, we have painstakingly evolved a sharp, concise, easily read and impactful board which is consistently remarked upon.

Continuing our passion for stand-out presentation, our smart stationery and the layout of our brochures have been carefully considered with legibility and clarity of information central to our thinking. We go the extra mile with logical and easy to follow details including floor plans, locations, energy performance and rates information. Unlimited brochures are included in the marketing package to cover the life of the sale of your home. For convenience and to reduce paper consumption our brochures can be instantly downloaded in our office or at a property viewing using the camera on your smart phone by capturing the unique QR code displayed.



Photography

We all know that a picture tells a thousand words, so when highlighting the attributes of your home, we only use our professional photographer who has many years of experience in capturing the best aspects of clients' homes. These high quality photographs are also used in press advertising (if instructed), on our digital screens and on the internet. We can arrange high vantage point and drone photography to highlight additional features. (Pre-agreed additional charges will apply).

Floor Plans

Research confirms that the inclusion of floor plans in brochures increases the possibility of repeat viewing visits to your home. We reproduce large scale, easy to read plans and include them on our website for ease of download, saving, sharing or printing. Plans are not designed to be used for ordering carpets, blinds or curtains but are an invaluable aid for purchasers to evaluate the relationship between rooms in your home as they consider where they might wish to make alterations or accommodate children or dependents.

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The High Street

22,500 people pass our High Street window every week. That equates to 1.2 million per annum!* Our feature digital screen constantly attracts attention and through moving images, communicates your property's selling points in a very dynamic way even when the office is closed.

*(Stats from TCM)



Online Presence

The power and reach of the internet is now universally recognised. No other advertising method can offer easy global access 24 / 7 every day of the year.

It also provides a valuable resource for home-hunters to view, print or store property details, photographs, floor plans, room sizes and even EPC specs instantly for reference. Although we believe that there is no substitute for personal contact and attention, this technology is a very powerful aid. Social Media is also a valuable tool in accessing those who may not necessarily be in the market to buy – until the right house becomes available. Exposure to this resource is an important one and this 'soft sell' is excellent for spreading the information to a wide and varied audience through Facebook, LinkedIn and Instagram.

Energy Compliance

To comply with legislation from European Performance of Buildings Directive, any home being marketed for sale or rent must have an Energy Performance Certificate (EPC). Therefore, homes must have their energy rating assessed and make this available to prospective purchasers or tenants before they decide to view. This is not a 'pass or fail' test but merely an indication of the level of efficiency of your home. Recommendations are included but are not obligatory.

An EPC currently lasts for 10 years. Owners leave themselves exposed to the possibility of a fine if this information is not available at the outset.

Residential Rentals & Management

As bank and building society interest rates have fallen, many have turned to purchasing property to rent out as a more attractive form of investment. However, this is something that requires careful management in order to comply with a raft of rules and regulations and also to protect your investment.

We offer a specialised service designed to offer accurate advice in this notoriously difficult area of estate agency. Our mission is to provide personal, professional and trustworthy advice, backed up by a high level of expertise to our high standards.



If managed we will:

- Provide you with a realistic open market rental valuation
- Discuss and highlight all compliance & legislative requirements (Rodgers & Browne stay up to date with the fast changing and exhaustive rental laws)
- Advertise your property through the following mediums to maximise property exposure: R&B Website, R&B digital screen in our central Hollywood office, listing on PropertyPal.com & Propertynews.com, R&B recognisable & reflective Letting board erected outside your property, and our mailing list to registered prospective tenants
- Arrange and accompany all viewings of the property
- Put forward the most appropriate tenant and negotiate the best deal for your property
- 'Vet' prospective tenants and obtain references
- Prepare a bespoke tenancy agreement in accordance with current legislation
- Collect deposits and lodge in a client money account with TDS (NI)
- Set up standing order with Tenant for rent collection
- Ensure the rent is paid promptly, processed and sent to Landlords electronically
- Send monthly statements to Landlords, showing income and expenditure details
- Carry out full Inventory of the property, documenting with photographic evidence
- Provide a property induction for Tenants
- Carry out six monthly checks on the property and Tenant
- Deal with all Tenant queries on a 24/7 basis
- Organise all maintenance and repairs
- Check the property against the inventory at the end of the tenancy term, make deductions from the deposit, and provide advice for work that needs completed before re-letting



We also provide a 'Let Only' service to the same high standard

Details and terms of all our services are available on request to 028 9042 1414 or email: rentals@rodgersandbrowne.co.uk

New Developments & Land Sales

With an in-depth knowledge of the market and housing trends, we are perfectly placed to provide advice on sites for individual homes or sites for multiples.

Land sales can include agricultural land, small portions of land for access or neighbour acquisitions, land with potential for development and sites with established development potential. In all cases, careful consideration needs to be given to values and the impact on adjoining property if appropriate. We are very experienced to offer opinion on all land matters including recommendations as to appropriate use to establish maximum return.

We are regularly consulted by developers to give advice on relative values, housing 'mix' and design. All factors which have a direct impact on sales and viability.

Getting the best advice at the outset with a new residential development project is vital to the success of such schemes. Whether it is a development for one home or multiple homes, gaining expert advice is crucial. Making recommendations and correcting mistakes on paper is far less expensive than to do so once a development is under way!

We will assess the market in line with any existing planning permission and make recommendations regarding house types, pricing and marketing to ensure maximum return. We will also provide accurate advice on phasing of a scheme to match the current market climate.



The Courtyard, Hollywood



Denorrton Manor, East Belfast



Denorrton Manor, East Belfast



Hadlow, Donaghadee





Michael Rodgers & Connor Browne

An expert and honest appraisal

At Rodgers & Browne we are happy to be judged on the integrity of our valuations.

We are confident of our experience, expertise and local knowledge. Included, you will find our signed Marketing Appraisal of your property as a clear declaration of our commitment to providing you with the very best advice and service.

EXPERIENCE | EXPERTISE | RESULTS



Marketing Appraisal

NAME _____ DATE _____

ADDRESS _____

POSTCODE _____

OWNER(S) _____

ADDRESS _____ POSTCODE _____

In making this assessment I have considered the general condition, accommodation, location and facilities available. I have also taken into account recent comparable sales, my knowledge and expertise of the area together with current demand for property of this type.

All things considered, I would recommend an asking price of £ _____

(_____)

REPEAT IN WORDS

...to achieve the best possible outcome.

I trust this is of assistance to you, and I look forward to representing your best interests in the sale.

NAME _____ RODGERS & BROWNE

SIGNATURE _____

EMAIL _____ @rodgersandbrowne.co.uk

The Small Print

This appraisal assumes vacant possession and that there are no onerous conditions attached to Title.
This is not a structural survey of any kind and should not be considered in any way as a comment on the structural integrity of the property.
This assessment must not be used to obtain finance, a mortgage or a loan of any kind.
Finally, this appraisal is offered in line with current market factors only as at the date specified.



RESIDENTIAL SALES AND LETTINGS
PROPERTY MANAGEMENT
PROBATE AND MATRIMONIAL VALUATIONS
LAND SALES
NEW DEVELOPMENT CONSULTANTS

**RODGERS
&
BROWNE**

EXPERIENCE | EXPERTISE | RESULTS

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HOLYWOOD
CO. DOWN
BT18 9AE

028 9042 1414

Email: info@rodgersandbrowne.co.uk

www.rodgersandbrowne.co.uk

