



WILLIAMS & GOODWIN
THE PROPERTY PEOPLE



ALL WALES
AUCTION

www.tppuk.com



THINKING OF
MARKETING
YOUR PROPERTY?

**THIS GUIDE MAY HELP
YOU IN YOUR DECISION...**



TAKE THE PLUNGE

Selling, buying or renting property is an important journey which requires expert guidance and advice to put you on the right path.

Probably, as one of life's critical financial and emotional decisions, you need to choose the right agent to sell your home. You need someone on your side with your best interest at heart.

At Williams & Goodwin The Property People, we are here to make your estate agency experience enjoyable, stress free and rewarding.

Our sales and lettings teams enjoy dominant local market share across all price ranges, with unsurpassed local knowledge and record breaking results which reflect this. When it comes to property management we have a team of dedicated professionals who are managing a growing portfolio of property in Gwynedd & Anglesey. We utilise the industry's leading technology and systems to help us achieve this goal.

What is important to us, is not only our success on the prices we achieve for our customers, but also the satisfaction of our clients and the quality of our service. Reputation is everything in estate agency and the amount of repeat and referral business we receive is a testament to our team's dedication.

From our prominent offices in prime locations at Holyhead, Llangefni, Bangor and Caernarfon, we proudly serve the local community that we are an integral part of.

www.tppuk.com

HERE IS JUST A BRIEF SUMMARY OF THE 20 YEARS OR SO.

2003

Williams & Goodwin The Property People win the Daily Post Achievement Wales Best use of E-Commerce Award
Our co-founder Melfyn Williams is appointed the youngest ever president of the National Association of Estate Agents for the United Kingdom

2004

Our Holyhead office opens in a prominent position at the end of Stanley Street

2005

Won the Daily Mail/Bentley International Property Award as the Best UK Estate Agency

2006

Won the Daily Mail Property Awards Best UK Marketing Agency
Melfyn Williams presented by Penny Smith of GMTV the award for Outstanding Contribution to the Industry

2007

Opened an office dedicated to Property Management & Lettings located adjacent to our prime Church Street office in Llangefni Won Gold award Best UK Letting Agents
Won Silver award Best Welsh Estate Agents

2008

Won Gold award Best Welsh Estate Agents
Won Silver Award Best Welsh Letting Agents
Won the Best UK Residential Auctioneers Title Negotiator Awards

Our commitment to constant evolution has kept us at the forefront of the market.

EXPERIENCE MATTERS; it is important you know who you are dealing with. After all, we are dealing with probably your most important asset.

WISE EXPERIENCE

AWARD LIST CONTINUED...

2009

Nominated amongst the top 16 Realtors of the World
Won the Best UK Estate Agency Title for the 2nd time
Won Gold award Best Welsh Letting Agents
Our new brand All Wales Auction won the Daily Post Achievement Wales award for best new business

2010

Won Silver Award Best Welsh Estate Agents
Selected as the Best agents in Gwynedd & Anglesey by The Guild Of Professional Estate Agents

2011

Won the Sunday Times Best UK Auction Agency
Award Finalist in the UK Best Estate Agent awards
Network SHE awards finalist

2012

Finalist Daily Post Achievement Wales - Best medium Size business in Wales

2013

Opened a new office at Caernarfon
Won the Best UK Auction Agency for the 3rd time

2014

Won The NAVA Award for Best UK Auction Agency
2017 Won The Guild Of Property Professionals Best Estate Agents in Wales

2015

Won The Guild of Property Professionals Best Estate Agents in Wales

2016

Won The Guild of Property Professionals Best Estate Agents in Wales 3rd year in succession and ranked in Top 20 in UK for Customer Reviews with rateragent.

2017

Won The Guild Of Property Professionals Best Estate Agents in Wales for 4th year in succession.

2018

Melfyn Williams presented with the PropertyMark NAEA Lifelong Achievement Award at the House Of Lords, London for his continued & dedicated service to the property industry.

Williams & Goodwin awarded Bronze with the Estate Agents Masters awards in association with Right Move ranking the company amongst the top 3% in the UK and the highest placed agents in Gwynedd & Anglesey

2019

British Property Awards - Best ANGLESEY Estate Agents
British Property Awards - Best Estate Agents in Wales
The Negotiator Awards - Best Estate Agency in Wales
Property Mark Qualifications Awards - Champion Employer in UK

2020

Williams & Goodwin awarded GOLD with The Guild of Property Professionals for:
Best Estate Agents in Wales and ALSO
Best Letting Agents in Wales

2021/22

View Agent review platform awarded exceptional reputation award & we look forward to continued and improving success.



Ask us why we've been selected as the Best Independent Estate agent in this area by The Guild of Property Professionals.

www.tppuk.com

The Initial process of placing your property on the market is an important one and whilst we appreciate you have many choices when selecting your estate agent, this is an important decision to get right the first time to ensure your property does not stagnate through lack of interest. Our vast experience demonstrates that the pricing and marketing need to work effectively to achieve your goals.

Estate agents know that some sellers will only look at which estate agent values their property the highest, and many will vastly inflate the price of the property and tie you into a long term contract knowing you will thereafter reduce your price but eventually sell for less than what you would have if it had been priced correctly to start with.

Our rule is simple.

To achieve the best price possible in the timescale desired.

To provide the best marketing to ensure that we reach out to the buyers that other agents cannot reach.

And offer a service that is unmatched on a like for like basis and that is second to none.



DO YOU YIELD TO

▶ **TEMPTATION**

HOLDING ON TO **OUR BELIEFS**

**There is no secret to our success.
Experience, insight and innovation are the
drivers of our business and we are fuelled by
a passion for connecting property & people
and doing what we do.**

www.tppuk.com



GET NOTICED

Relying on us to recommend the best sales method (private treaty, auction or tender); to achieve that premium price for your property and to provide accurate, honest advice that you can truly depend on.

We never offer a one size fits all approach to selling or letting your home – it's all about customising and recommending what's best for you and your property.

We are auction specialists too, with the results to prove it. Our sister brand All Wales Auction is sometimes recommended as the best way to achieve the highest price. However, we are also experts in utilising the private treaty and tender sales methods in the right situations.

When it comes to setting a price for your property, it's crucial that we get it right from the outset. With our years of experience, the benefit of qualified valuers on our team and access to the most comprehensive market data, we are ahead of the game when it comes to accurately accessing prices. We then do everything in our power to exceed our mutual expectations, with the advantage of our expert marketing and extensive database network of buyers across the Guild of Professional estate agents providing coverage and approaching 750 offices throughout the UK.

Your property needs to stand out.

www.allwalesauction.com

A hand holding a set of keys against a sunset background. The keys are in the foreground, and the background is a warm, golden sunset over a body of water.

CONNECTING PROPERTY & PEOPLE

We believe it's our people who set us apart, upholding a culture of excellence where clients always come first.

Every successful sale or let is a direct result of our vast experience, hands on leadership and sheer hard work. These are the fundamentals which drive us. Our committed longstanding team provides strength in a highly competitive market and our traditional values are enhanced by youthful enthusiasm. We are progressive and innovative yet always remain true to our roots, providing the personal care and service which is critical to achieving exceptional results.

Guided by directors and co-founders Melfyn Williams and Tim Goodwin who are extremely active in the marketplace, our agents share a passion for property and North Wales. We are proud locals who are community minded and love to get involved. As an integral part of the neighbourhood, we lend support in many ways and are always here when you need us.

Word of mouth...

Don't just take our word for it; around 40% of our business comes by recommendation and repeat business. Although we don't necessarily like to brag, we have won our fair share of awards over many years which is proving a consistent signal of our success and determination to succeed for you.

Social media - the technology revolution, it's happening now.

The dramatic and fast growth of social media is simply astonishing and, as a leading agent, we ensure that we reap the benefits of social media for our sellers and landlords. We have embraced Facebook by showcasing selected properties on the site in much the same way as we do on some of the portals. Please like our page on Facebook at: Facebook/tppuk. The same goes for Twitter with our All Wales Auction tweeting auction results and messages throughout the month.

Linkedin also provides great ways to open conversation with buyers and sellers and fellow property professionals. Why not connect with a member of our team in your area. We have also used YouTube to post videos of property and auction results together with information on local areas and sponsorship dvd's that we have provided for local teams within the community.

▶ LET'S PUT ON A SHOW

When you have something to say, we believe you should say it properly, the first time and to the right audience.

Advertising

When it comes to our marketing we are experts in creating high impact, cost effective campaigns with maximum market penetration, tailored specifically for your property.

We utilise a clever combination of online and database marketing combined with signage, print and newspaper advertising. Importantly, our campaigns are designed to achieve a premium price for your property.

With the internet now one of the premium marketing tools for property searches, we maintain a significant presence on some of the leading portals and, perhaps more importantly our own website at tppuk.com which is often the first port of call for people searching for property in Gwynedd and Anglesey.

Given that we probably sell more local property than the average agent, it stands to reason that we have the area's most relevant and largest database of genuine buyers. Our database provides a highly targeted tool which often finds a buyer without the need for a mainstream marketing campaign.

CHOOSING AN **ESTATE** **AGENT**

Choosing an agent can be daunting. Local agents charging different rates whilst all claiming that their offering is the best and online agents offering (what seems like) the full service for bargain fees can make it a difficult decision.

You are hiring the services of an individual and their team to manage the sale of what is likely to be your most valuable asset.

Like any 'new hire' you are looking to recruit an agent who can offer the right set of skills to get the job done properly. In this case they must be both a marketer and a negotiator. Therefore your 'interview' should be conducted with this in mind.



MELFYN WILLIAMS & TIM GOODWIN

active agents in this area since the early 1980's



TOP TPP TIPS ON SELECTING AN AGENT:

Research online

Start by looking into each agent's website, remembering that this is an example of how your property would be advertised. Is it mobile-friendly? Yes - it does matter! Check that they have an active Facebook page and that they have good quality photos and floor-plans on every property listing. Check if they are open on Saturdays and don't forget to read their customer reviews on google and industry review platforms like The Estas and View Agent.

Call them

Call around the agents who made it past your 'research' stage and ask them where they advertise. Call in to see their offices and meet the people who will be looking after you and your property. If they don't do video tours, move on.

Invite them for an interview and marketing valuation. That's right, it's as much an interview for the role of your trusted agent as it is a valuation.

If you want the best for your property, ask the agent if they are qualified.

Avoid cheap fees

The cheapest agent WILL end up being the most expensive agent. They may charge you less than others in terms of their bill, but they will probably cost you more in your ultimate sale price. What matters most is what you walk away with and you must choose an agent who you think is going to achieve the very best price through presentation, exposure and negotiation.

Avoid long contracts

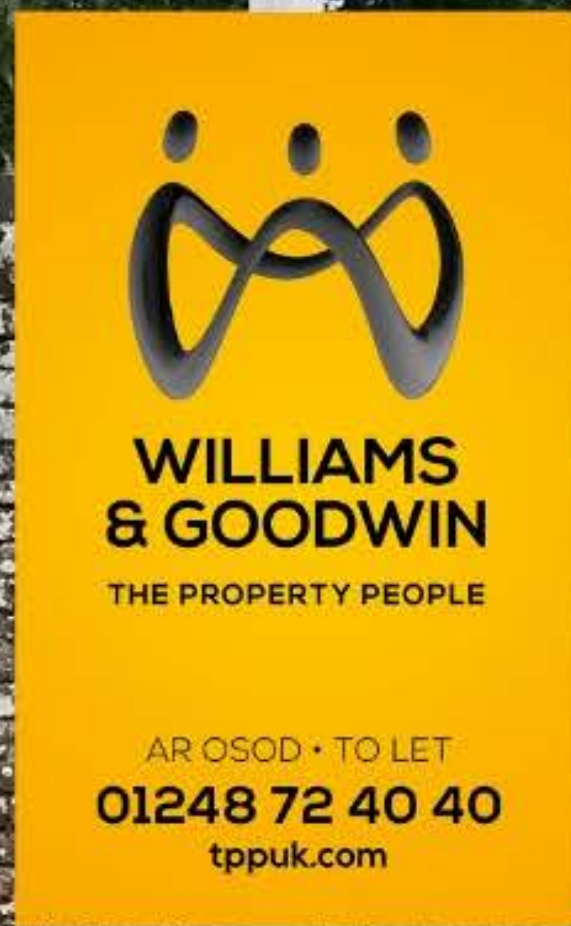
Some agents will want to tie you in for 16, 18 or even 20 weeks. If you are not happy, you need to be able to walk away. Ask them for a 4, 2 or even 0 week contract. If they are confident in their ability - they will agree.

Be comfortable

You may be working with your chosen agent for some time. Whilst you're not recruiting for a new Best Friend, it certainly helps if you like them!

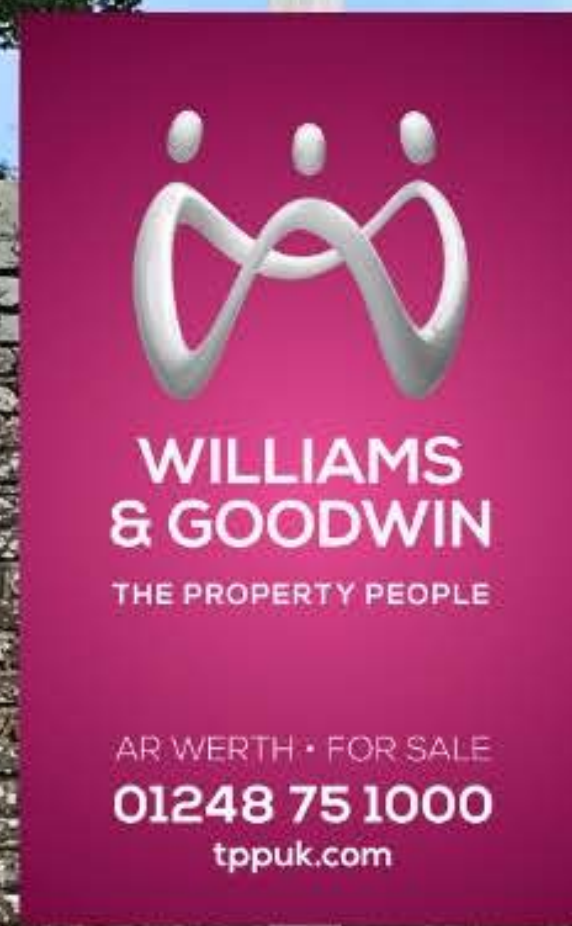
www.tppuk.com

Remember - the purpose of the marketing price is to attract the maximum interest. Selling a property may look easy..... selling a property for the best price isn't. At Williams & Goodwin we pride ourselves on acting for you and your best interest - please consider some of these points and hopefully you'll agree, if property is important in your life then sooner or later you'll instruct Williams & Goodwin.



WILLIAMS & GOODWIN
THE PROPERTY PEOPLE

AR OSOD • TO LET
01248 72 40 40
tppuk.com



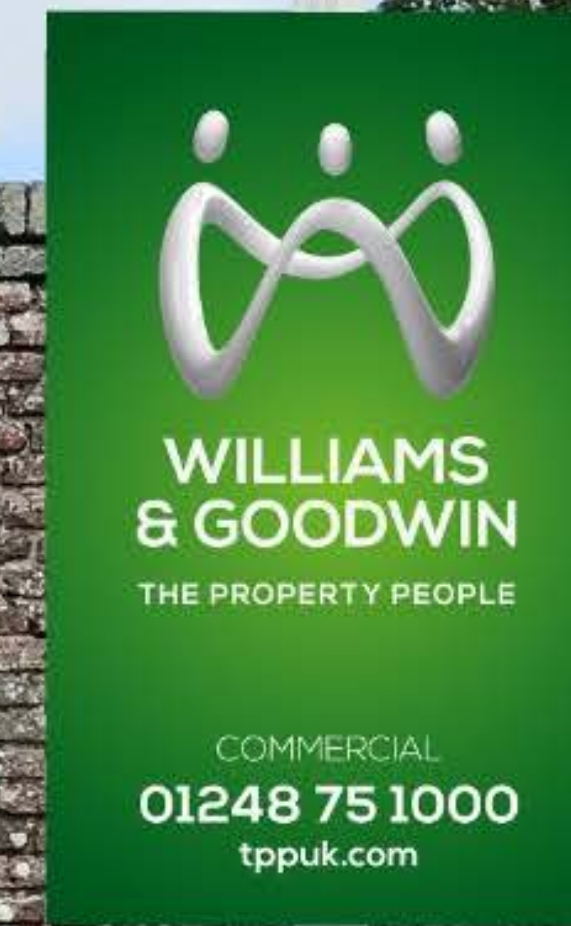
WILLIAMS & GOODWIN
THE PROPERTY PEOPLE

AR WERTH • FOR SALE
01248 75 1000
tppuk.com



ALL WALES AUCTION

FOR SALE
0845 087 1111
www.allwalesauction.com



WILLIAMS & GOODWIN
THE PROPERTY PEOPLE

COMMERCIAL
01248 75 1000
tppuk.com

IT'S TIME TO
MOVE ON...

www.tppuk.com



WILLIAMS & GOODWIN
THE PROPERTY PEOPLE



ALL WALES AUCTION

CAERNARFON 1-3 Stryd Bangor | Caernarfon | Gwynedd | LL55 1AT
T: 01286 677 775 | E. caernarfon@tppuk.com

BANGOR 313 High Street | Bangor | Gwynedd | LL57 1UL
T: 01248 355 333 | E. bangor@tppuk.com

LLANGEFNI 23 Church Street | Llangefni | Anglesey | LL77 7DU
T: 01248 75 1000 | E. llangefni@tppuk.com

HOLYHEAD 1 & 2 Market Buildings | Holyhead | Anglesey | LL65 1HH
T: 01407 760 500 | E: holyhead@tppuk.com

PROPERTY MANAGEMENT 21 Church Street | Llangefni | Anglesey | LL77 7DU
T: 01248 72 40 40 | E. lettings@tppuk.com

ALL WALES AUCTION 23a Church Street | Llangefni | Anglesey | LL77 7DU
T: 01248 75 39 39 | E. northwales@allwalesauction.com