

# REPUTATION

## THE ESTATE AGENT MAGAZINE

Helping sellers & landlords choose the right estate agent



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& GOODWIN**

THE PROPERTY PEOPLE

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# ABOUT US



## Professionally Trained

At Williams & Goodwin we recognise we are only as good as the people in our team and we dedicate time to ensure they are all trained to our high standards. With the majority of our team having many years of in-depth local knowledge, they are backed by modern technology and connections to over 800 offices throughout the UK.

When it comes to moving home, we are Chartered Surveyors, Auctioneers, Estate & Letting Agents and have been selected as the best local agents by The Guild of Property Professionals who also provide our team with Trading Standards approved training in the Guild Associate Scheme. All our team have passed or working towards the industry qualification The Technical Award in Sales, Lettings or Auctions.

We also have Fellows and Members of trusted professional bodies including the Royal Institution of Chartered Surveyors (RICS), PropertyMark NAEA, ARLA & NAVA (The National Association of Estate Agents; National Association of Letting Agents and National Association of Valuers & Auctioneers).

Having received over 50 Top Industry Awards and cover Anglesey & Gwynedd, North West Wales for residential sale & Lettings and North Wales with our auction team - All Wales Auction.



# SAM WHITEHEAD



## ABOUT ME

*I enjoy being with my friends and family and keeping active with football and bowls. Living in North Wales allows me to spend a lot of time outdoors enjoying the local beaches on Anglesey or exploring the Snowdonia Mountain range.*

*People say business isn't personal but I completely disagree, buying and selling property is a monumental step and being someone who a buyer or seller can communicate with, trust and have a professional yet friendly relationship with is so important.*

- 5 years of estate agency experience
- MNAEA- Level 3 Qualification in the Sale of Residential Property
- Rent Smart Wales Qualified
- The Guild of Property Professionals Affiliate Training



**Bangor WALES**





### ***How did you get into real estate? Do you remember your first day?***

Being a local 'Bangor Lad', I've always been interested in the City and day-to-day city life. A mutual friend introduced me to the current Bangor branch manager and the rest as they say is history. Being given the opportunity to learn and develop in a team that some members that have over 40 years of experience have allowed me to grow as an agent and become an Area Valuer within the company. My first day feels like yesterday, no day is the same and the excitement is still very much there.

### ***What is the best thing about being an Estate Agent?***

Getting the opportunity to meet many different people whilst working in some of the most incredible settings across Gwynedd and the Isle of Anglesey. For me as the valuer, the buzz from agreeing to a sale/let and being instructed on a property is something that's hard to beat.

### ***What is your favourite part about the area/community where you work?***

Working in Bangor and covering Gwynedd and Anglesey gives me the chance to get outdoors, discover new areas & see different types of properties whilst making connections in the local community.

***"People do business with people they can trust"***

### ***What advice would you give to someone thinking of starting a career in real estate?***

The best advice anyone ever gave me in my career was 'a time spent in reconnaissance is time seldom wasted'. Being prepared for each and every appointment is crucial and being able to adapt yourself in different social situations is so important.

### ***What qualities do you need to be a successful estate agent?***

I believe you need to be likeable, trustworthy, determined and patient. Time after time, research says the majority of clients decide on their agent because it's the person they like the most. People do business with people they can trust and feel they are best represented.

### ***How important is having a good reputation in this industry?***

It's very important to have a good reputation locally because the majority of our business comes from referrals. Having local knowledge and expertise allows us to provide clear & best advice for each individual client.

### ***How important are reviews to your business?***

Reviews can be a huge factor when it comes to people selecting hotels, restaurants and estate agents are exactly the same. Many people will read our reviews before selecting us as agents and having real reviews and testimonials can give an insight into the level of service we can provide.

### ***How much emphasis does your agency place on staff training?***

We as agents have regular training in the ever-changing world of estate agency and it's important so our team can deliver the right advice to each of our clients. Having internal and external training can provide the team with further knowledge but also informal coaching within the office with experienced team members can also be as useful.

### ***What do you recommend to sellers/landlords in preparing their homes for sale/let prior to marketing?***

First impressions really do count. One of the most important aspects of selling your property is the presentation, whether it is the internet advert or a viewing of the property, your home should be presented in its best light.

### **What are some important questions a seller or a landlord should ask you on a listing presentation?**

It's crucial to know the marketing strategies that the agent will be using and to know where and how the property will be marketed. A seller and landlord will need to know what sort of interest will be received in the property and what we agents expect to happen with the property whilst on the market. Access arrangements will also need to be confirmed ahead of any potential viewing.



### **What constitutes a great property marketing campaign and how do you execute it?**

The key is to be proactive rather than reactive; having the best photos (inside and out) of the house highlighting the main features and the correct details prepared. Then ensure the house is broadcasted over our platforms to the wide audience we have through our affiliation with the Guild Property Network. Quite often, the main front external image of the house might not be used as the main marketing image, each house will have its own unique characteristics and it's important to acknowledge them. Property video tours can provide a prospective purchaser/tenant with the chance to view without making the journey to the property.

### **How much of a team effort is it when selling or letting a home?**

Estate agency is very much a team effort, in many cases, it can take a number of people to secure a market appraisal, instruction, arrange viewings and then take offers. As the valuer, having a motivated, experienced and highly skilled team around me makes each task so much easier.

### **Do you like sellers/landlords (tenants) to be home when viewings are conducted?**

On the whole, most viewers feel more comfortable when properties are empty and it's only accompanied by the agent. Viewers can be most honest when with the agent and quite often yields the best results. There are some properties though that the in-depth knowledge of the seller can help in the viewing process.



### **What are the main differences in a landlord managing a property on their own as compared to using a managing agent?**

Having an agent manage a property allows the landlord to have the comfort that we will keep them up to date with the ever-changing current legislation, we will endeavour to ensure their investment provides the best return for them and monitor the tenancy for the period of the contract. The property manager is the main point of contact throughout the tenancy allowing a landlord to be involved as much or as little to suit them. Being RSW registered property managers, there's no requirement for landlords to go through the training as we as agents are already qualified.

### **After negotiating a sale, how do you deal with the after-sales process?**

A sale needs to be progressed regularly throughout the process, ensuring the sale runs as smoothly as possible between both conveyancers as well as the buyer and seller. To avoid delays and any possible problems, the agent needs to be in contact with all parties, ensuring the sale is seen from accepted offer all the way through to exchange and completion.

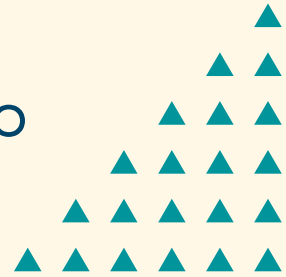




# STEVEN C



Wonderful personal service from Williams and Goodwin. Regular contact with me. Regular updates. And a warm welcome to the property and area on completion.



# I LOVE FEEDBACK

## FFION W

Williams & Goodwin provided excellent service from start to finish. They were so professional throughout the process, they kept me informed regularly and they did everything they could to help move things forward. A huge thanks to the whole team for all your help!



## ROBERT J

## AMAZING

Amazing service with highly motivated & helpful staff.

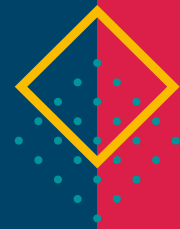




PROUD WINNER OF THE

2023

ESTATE AGENT REPUTATION AWARD



REPUTATION IS EVERYTHING





# ROLE OF A SELLER

IT'S NOT EVERYDAY YOU SELL YOUR HOME. HERE ARE 3 TOP TIPS TO HELP YOU UNDERSTAND YOUR ROLE AS A HOME SELLER

## 1 VIEWING

Most home buyers will look at several homes before buying one. You will have competition. Ask your estate agent what they think you need to do to your home prior to the first viewing.

Keep it clean and tidy. There may be occasions where the agent will call you at the last minute for a viewing, where possible be flexible.

As you will be having potential buyers walking through your home, keep all valuables in a safe place and out of view. If you have pets, it would be advisable to keep them outside as there may be buyers who may not feel comfortable around pets, especially if the potential buyers have children with them. If you have kids toys or obstructions around the house, make sure it is safe to walk around.

Ask the estate agent whether it's best you remain in the home whilst they conduct the viewing. If you do remain home, allow the agent to do their job, they are the experts. Unless the agent asks you to, don't walk around on the viewing with them, it may make buyers uncomfortable.

## 2 NEGOTIATING

Most home sellers have an emotional attachment to their homes. Potential buyers won't have that attachment, to them, your property is seen as a piece of real estate.

Therefore, if the agent submits a low offer, don't take it personally. The negotiation for your home can vary widely. In some cases the negotiation is straight forward or takes weeks of back and forth negotiations. Always keep an open mind and remember that an experienced agent will know how to negotiate for you.

The key to any successful sale is open communication



## 3 COMMUNICATION

PRO TIP

Always keep the agent up to date on any changes. For example, if you go away for the weekend or you go away on a vacation. This will help the agent if there is a last-minute viewing and they're trying to get a hold of you. In this situation, it may be advisable to leave a spare key with the agent.

If you are planning a family event and you do not want the agent to conduct a viewing, try and give the agent plenty of notice.

If you make any changes to the property let your agent know. For example, if you install a new boiler or you fix a leaking roof. This will help the agent when asked specific questions by a buyer. The key to any successful sale is open communication.



# 8 Top tips

## to prepare your home for selling or letting

Your home needs to be well presented, ideally, look better than the competition and have a neutral theme to appeal to more buyers/tenants tastes.

You don't need to spend loads of money. Some simple changes can make a big difference between your home sitting unsold until you eventually reduce the asking price or your home selling almost immediately for the full asking price.

**Think of it as a business transaction, where you are making business decisions.**

### 1 DEEP CLEAN THE HOUSE

Make sure it's done properly, if you do, then you are already a step ahead of your competition. Include dusting, carpets & garden if you can afford it. Do your best to keep it clean & tidy until sold or let!

### 2 DE-CLUTTER

Have a clear-out. This will make your home look larger & a place that buyers or tenants can imagine themselves living in. Make sure there is a clear flow when walking around your home. Do a walk-through, as though you were on the viewing.

### 3 COMPLETE OUTSTANDING DIY

Small jobs left undone make a huge difference to the potential buyers/ tenants. When they can see you care and look after your home they may offer you more as they can see additional value.

### 4 FIRST IMPRESSIONS DO COUNT!

Potential buyers/tenants will be judging your house even before they knock on your door! Make sure that the external appearance is well-maintained and cared for; the outside needs to look as great as the inside. This includes the garden, driveway etc - a tidy, lawns mowed, litter removed and so on. Walk up & down your street and compare it to your neighbours.

### 5 SMELLS SELLS!

Research suggests that smells influence buyers, therefore use this to your advantage. Placing fresh flowers in the kitchen and/or scented candles such as vanilla or cinnamon and even 'cake baking' smells have an impact. However strong or over-powering smells will put off potential buyers such as: pets, bins, cooking & smoking. Remember to air the house before each viewing.

### 6 BACK TO BASICS

**PRO TIP**

Buyers want to visualise your home as their home. The function of some rooms can change; a spare room used for storage can become the office or a second TV room. Certain rooms hold a greater perceived value, think about converting rooms back to their original use. Remove furniture that looks too big for the room; clutter that isn't essential to the function of the room will free up valuable space and help make your house looks bigger. Consistent light fittings, flooring and curtains also help.



### 7 DEPERSONALISE YOUR HOME

Think of your home as a show home. These are effective sales tools as they are always anonymous. Buyers/ tenants want to imagine themselves living there, creating their own story. This can be difficult if overwhelming evidence of you or family are everywhere. Remove some family pictures, trophies, children's artwork. Your house needs to look lived-in without looking like anyone actually lives there.

### 8 NEUTRAL TONES

Natural light is great, bright rooms appear more spacious than dim/ dark ones. If necessary, use table lamps in rooms that need a little lift. Colour is personal, it's best to go with neutral colours instead of highly individualised interiors. Creating a blank canvas helps buyers imagine how they would live in it and it will appeal to more tastes.





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and  
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