

WHY SELL YOUR PROPERTY WITH CRICKETTS?

Choosing the right estate agent when selling your home can be challenging with the extensive range of options available. Cricketts is your dedicated partner throughout the entire process, from initial valuation to post-sale, offering a suite of advantages specifically designed to ensure your property is sold at the best price and within a reasonable timeframe.

Here are 10 reasons why Cricketts make the perfect estate agent to sell your property.



1. ACCURATE MARKET VALUATIONS

We start by providing precise market valuations that include full details and comparables. This information ensures that you have a clear understanding of the current market conditions and the value of your property.



2. PROACTIVE SALES TEAM

Our front-line sales team is proactive and dedicated to matching properties with potential buyers even before they are listed online. This approach often leads to faster sales as we tap into our extensive network of motivated buyers.



3. AWARD-WINNING SERVICE

We take pride in our award-winning service and effective communication. Our commitment to excellence is recognised in the industry, and we prioritise clear and regular communication with our clients.



4. EXCLUSIVE ONLINE PORTAL

Exclusive Online Portal: We offer an exclusive online portal that allows you to easily track the progress of your property sale. This portal provides transparency and ensures that you are informed at every step of the process.



5. CHAIN LINK CHECKS

To facilitate smooth proceedings, we conduct thorough checks of chain links. This diligence helps identify and address any potential issues that could affect the sale, ensuring a seamless transaction.



6. FLEXIBLE VIEWING SCHEDULE

We understand that potential buyers may have varying schedules, so we offer evening and weekend accompanied viewings to accommodate as many interested parties as possible.



7. TRANSPARENT PRICING

With Cricketts, you won't encounter hidden fees or additional marketing costs. We believe in transparent pricing and strive to make the selling process straightforward.



8. EXPERIENCED AND INDEPENDENT

As an independent, family-run business with over 27 years of experience, Cricketts brings a wealth of local knowledge and expertise. Our roots in the community make us well-equipped to handle the unique challenges of the local property market.



9. DEDICATED COMPLETION MANAGER

We provide a dedicated completion manager who oversees the final stages of the sale, ensuring that all details are taken care of to guarantee a successful closing.



10. POST-SALES SUPPORT

Our commitment doesn't end with the sale. We offer excellent post-sales support, providing assistance and guidance even after the deal is completed.



WHAT IS THE PROCESS OF SELLING MY PROPERTY?

Thinking of selling your property?

We've put together this handy guide to help you to understand the process better...



1. INSTRUCTION

When you have decided to sell your property with Cricketts, we will ask you to sign our terms of business.



2. LISTING INFORMATION & CERTIFICATES

Cricketts will arrange for photography and videos to be taken, floorplans to be created, and produce energy performance certificates.



3. ADVERTISING

Once all imagery and certificates are completed, we'll commence the marketing stage to showcase the property to buyers. Visit our 'How Cricketts Markets Your Property' page for more information on how we do this.



4. VIEWINGS

We'll arrange viewings at times that suit you, including weekends and evenings. We'll also try to book viewing in back-to-back blocks to be as convenient as possible for you.



5. FEEDBACK

Once the viewing is complete, we'll be in touch with feedback within 24hrs.



6. OFFERS

Once an offer has been received, we will financially qualify the prospective buyer and each other person within the chain if there is one. This allows us to manage expectations on timescales and know that the buyer of your property can afford the agreed price.



7. SALES PROGRESSION

We will provide you with a dedicated completions manager who ensures every stage of the process runs smoothly and on time. From arranging surveys, to chasing reports, and keeping every party involved up to date, this service makes sure the sale successfully exchanges and completes.



HOW DO WE MARKET YOUR PROPERTY?

Cricketts employs a comprehensive and multifaceted approach to market your property, ensuring that we promote it effectively and sell it within the shortest possible time frame. We integrate the best features of local estate agencies with the reach of online platforms to connect with a wide array of potential buyers. Here are some of the key strategies we employ to market your property:



1. ONLINE LISTINGS

We leverage multiple online platforms to increase the visibility of your property. This includes listing your property on our own website, as well as popular real estate portals such as Rightmove, Zoopla, Primelocation, and The Guild Website. This extensive online presence ensures that your property is seen by a vast audience of potential buyers.



2. HIGH-QUALITY IMAGERY AND VIDEOS

We understand the importance of first impressions. To showcase your property in the best light, we create high-quality images and videos that highlight its unique features and qualities. Stunning visuals can make a significant impact on potential buyers.



3. WEEKLY ADVERTISING

We believe in a balanced marketing approach, which includes traditional methods. We advertise your property in reputable local publications such as the Newbury Weekly News, The Advertiser, and Out & About magazine on a weekly basis. This exposure helps us tap into the local market effectively.



4. TAILORED BROCHURES

To provide potential buyers with comprehensive information about your property, we produce detailed and tailored brochures. These brochures are designed to capture the essence of your property, its key selling points and any unique features that set it apart.



5. EMAIL CAMPAIGNS AND MAILSHOTS

We reach out to a targeted audience through email campaigns and mailshots. These marketing efforts are designed to keep potential buyers informed about your property, ensuring that it remains on their radar.



6. SOCIAL MEDIA PRESENCE

Our online presence extends to various social media channels. We share posts and updates about your property on our social media accounts, engaging with a broader audience and leveraging the power of social networks to generate interest.



7. PROMINENT WINDOW DISPLAYS & FOR SALE BOARDS

We maintain prominent window displays in our office and utilise eye-catching "For Sale" boards on your property. These physical marketing tools serve as local reminders and generate curiosity among passers by.

