



A PERSONAL GUIDE TO  
**SELLING**  
YOUR HOME



Homes *of* Choice

# WELCOME

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Homes of Choice is a network of property professionals who specialise in the marketing and sale of prime residential properties both locally and nationally. We put our confidence and trust in carefully selected independent property professionals.

We are known for our unique blend of intelligent and creative lifestyle marketing, utilising leading online technology coupled with a comprehensive offline approach to ensure your home stands out and attracts the right buyer.

Why not arrange a free no obligation appraisal with one of our Agents of Distinction and you can be assured of a professional service, tailored to your individual requirements.

We aim to provide an unrivalled professional service that encompasses all property requirements. The decision you make in selling your home is important due to the high values achieved. It is not a question of just listing your home on a property portal, this is a person-to-person relationship and you deserve the very best working on your behalf and in your best interest.



Homes *of* Choice

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# OUR SALES SERVICE

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- ✓ We will always put you first
- ✓ Spectacular high-end photography
- ✓ Virtual tours
- ✓ Drone video (STC)
- ✓ Detailed floorplans
- ✓ Social media PROFILING
- ✓ Bespoke accompanied viewings service
- ✓ Property listing on both the Homes of Choice website and Rightmove portal as well as our office in Wilmslow
- ✓ Database of buyers
- ✓ Discreet marketing option
- ✓ Property Sourcing Service
- ✓ Concierge Service
- ✓ The Auction Network
- ✓ Mortgage Advice Bureau partners
- ✓ Interactive conveyancing service
- ✓ We are fully regulated and affiliated
- ✓ Corporate members of Propertymark

**Homes of Choice offer a unique service whereby you will have your own Agent of Distinction**



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# YOU ARE IN SAFE HANDS

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## **OUR PEOPLE**

The directors of the business work actively on a daily basis. With their experience and knowledge you are in safe hands. We hold regular morning meetings to ensure we give all clients the very best service. The systems we adopt enable Homes of Choice to focus equally on the expectations of both buyers and sellers. We appreciate moving home can be stressful. Our aim is to where possible provide a platform of professional etiquette and understanding.

## **ACCREDITATIONS**

The very best agents will be members of and/or accredited to professional governing bodies who oversee the respective accountability to an agents clients and the general public. We are members of or accredited to: The Property Ombudsman, The Information Commissioner's Office and Propertymark NAEA. This will give you the peace of mind you are entrusting your sale to a professional agent.

## **YOUR APPRAISAL**

We always recommend visiting your home to prepare an in-depth report on the potential value, proposed launch price, marketing strategy and above all ensure we meet your expectations. We do not advocate an online or desktop appraisal. Homes of Choice properties must be unique and desirable to appeal to a targeted audience. At our meeting, we will discuss our views and experiences to enable you to reach the right decision.

## **BESPOKE VIEWING EXPERIENCE**

Although we utilise the latest technology and marketing tools available it is important to remember that a positive viewing experience is imperative. We want your home to look and feel inviting to prospective buyers. We always recommend one of our Agents of Distinction or Interior Design director carries out the viewing(s) on your behalf. We understand the market, we are mindful of your expectations, we can engage with the buyer(s), provide valuable local knowledge of supply, demand and availability. We want to sit down with the prospective buyer(s) in a relaxed environment. This will enable us to hopefully procure the best price from the most proceedable buyer(s) within your desired time frame.

## **IMPORTANCE OF COMMUNICATION**

We will endeavour to put all offers to you within 24 hours. This will include vetting the validity and position of the buyer(s). Only when presented with the correct information can you make an informed decision. At all times we will remain focussed and ensure we are working on your behalf. In relation to viewings, all feedback will be communicated. This will enable you the seller to gauge how well we are acting on your behalf.

## **COMPLETE THE JIGSAW**

We have a dedicated concierge service available to help you with all your requirements. We can refer interior designers, home stagers, finance and mortgage providers, removal companies, surveyors, architects, home cleaning and solicitors/conveyancers. Our intention is to enable you to enjoy your free time, work commitments or precious family experiences.



# MEET YOUR AGENT OF DISTINCTION

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An "Agent of Distinction" is a term often used to describe a property agent who stands out from the rest due to their exceptional qualities, professionalism and achievements in the property industry. Here are some characteristics and attributes that can define our Agents of Distinction. They will have extensive experience in property. They have a deep understanding of local markets, property values, and trends. They are experts in their field, possessing in-depth knowledge of property laws, regulations, and market dynamics. They stay updated on industry changes and can provide valuable insights to their clients.

Our agents excel in communication, listening to their clients' needs and effectively conveying information. They are responsive, clear and transparent in their interactions. Your Agent of Distinction will maintain the highest level of professionalism. They are punctual, reliable, and will conduct themselves with integrity and ethics. They have a thorough understanding of the local residential market, including property values, neighbourhoods, and demographics. This knowledge helps them guide clients effectively to achieve the best results. All agents are skilled negotiators. They can secure the best deals for their clients, whether they are buying or selling property.

Agents of Distinction prioritise their clients' interests and needs. They build strong relationships and provide a personalised service tailored to each client. They are adept at marketing properties effectively. They use innovative strategies and tools to showcase properties and attract potential buyers. Our agents have an extensive network of professional contacts, including solicitors, lenders, contractors, and property specialists. This network benefits clients throughout the property transaction. Typically they have a proven track record of successful property transactions and satisfied clients. They often receive referrals and repeat business based on merit. They can adapt to changing market conditions and adjust their strategies to meet clients' evolving needs. Our agents are actively involved in their local communities. They may sponsor events, support charitable causes and contribute to the betterment of the areas they serve or live local to.

They are committed to ongoing professional development, attending training, workshops, and conferences to stay at the forefront of industry best practices. In the digital age, successful agents embrace technology and utilise it to enhance their services, from online listings, virtual tours and the use of social media and networking. They are dedicated to their profession and their clients. They go the extra mile to ensure a successful transaction. Our carefully chosen Agent of Distinction is highly knowledgeable in the property industry for their excellence and dedication to providing the best service to their clients.

When choosing a property agent, considering these characteristics can help you find a professional who will serve your needs effectively and efficiently. We aim to achieve the best price from the most proceedable buyer and always strive to meet your expectations.



# OUR GUIDE TO SELLING YOUR HOME

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Our strong local knowledge and even stronger customer relationships mean no detail is overlooked. We are proactive throughout the entire sales process from start to finish, working together with our clients to achieve their goals as we aim to exceed your expectations.

## THE APPRAISAL

Your home is important to us. We will visit your property and carry out market research to formulate a realistic marketing price for your home. We will listen to and take in your expectations so that we can market your property at a price that you feel most comfortable with.

## VIRTUAL TOUR

According to property portals, vendors that utilise virtual tours can sell up to 31% faster; up to 9% higher in price, are clicked on up to 40% more and receive up to 95% more phone enquiries. Don't settle for agents that only provide photographs of your property. Increase your chances of selling by creating an immersive and engaging experience for potential buyers.

## OFFERS

Whether the sale of your property is negotiated with a single buyer or it sells at a closing date, we will guide you through every step of the process. When we receive an offer from a potential buyer; we will let you know immediately and will negotiate on your behalf to reach a price that is acceptable to you. We will always give you our honest recommendations on each offer made as well as the buyers status.

## FLOOR PLANS

We create individual floor plans for each property to allow buyers to visualise the layout of your home and envisage how they would live there.

## MARKETING YOUR HOME

How we market your home is essential. A variety of property brochure styles are available if this is something you are interested in and details of your property will be placed on our website.

## PHOTOGRAPHY

The best agents will only use the highest quality images to present your home. First impressions do count, therefore, we want to ensure the photographs leave a lasting impression with potential buyers.

## SALE BOARDS

We understand that the 'For Sale' board still proves itself as a strategic way of advertising your home. It generates interest through word of mouth from neighbours and passers-by to potential buyers.

## FIRST IMPRESSIONS

Creating the right first impression is very important when selling your property. We can give you advice and guidance on how to create the best ambience within your home.

## EMAIL MARKETING

We have a database of clients and are able to match potential buyers with your home. This proactive approach ensures each prospective buyer is contacted by personal call or email to let them know your property is on the market.

## EPC REQUIREMENT

All properties require an EPC (Energy Performance Certificate) by law to be marketed prior to selling. Your property may already have one, or alternatively, our staff members will be able to quickly identify for you whether your property requires one. If you do, we are able to arrange this for you.

## ACCOMPANIED VIEWINGS

We believe that accompanied viewings are the best way to sell your home. Our experienced team understand the skills involved in showcasing your property with maximum effect to a potential buyer. All viewers are screened before they view your property to establish their name, contact details and buying position. Viewings are arranged in advance at a mutually agreed time and will be followed up for feedback.

## ACCEPTING AN OFFER

When an offer is accepted, respective solicitors are then notified and will begin the conveyancing process. If you do not have a solicitor; we will be happy to make recommendations for your consideration.

## COMPLETION DAY

It usually takes several weeks from having your offer accepted to the date of exchange and/or completion. Within this timescale, solicitors perform their searches and then funding requirements can all be put into place, if a mortgage is required.



# PREPARING YOUR HOME FOR SALE

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When buyers look for a new home, you will want to do everything that you can to show them your property's potential. Helping buyers to picture themselves living in your home not only means you receive better offers, but you will help to sell your home quicker. You only get one opportunity to make a first impression.

## **CHOOSE A PROFESSIONAL AGENT**

The most important decision when considering to sell your home is choosing the right agent. As a national agent with the benefit of local agents, Homes of Choice are perfectly positioned to promote, market and sell your home as well as achieving the best price.

## **FIRST IMPRESSIONS COUNT**

Buyers will often drive past a property to rate its kerb appeal before they express any interest. Tidy up your garden and driveway, give the windows a clean and make sure your front door or garden gates have had the fresh paint treatment. Potted plants are always nice and welcoming.



## **DECLUTTER**

Buyers can often struggle to see past furniture and personal possessions. Certain items can make rooms appear small. Consider renting some external storage space until you move. However, try to strike a balance – remember, people often buy into a lifestyle. Make sure to show your home at its best.



## **REFRESH**

Creating the right first impression is crucial when selling your property. Giving your walls a fresh coat of paint is all it takes to brighten up your rooms and can make all the difference when it comes to creating the wow factor. A small investment now will pay dividends.

## **FIX. FIX. FIX.**

Small outstanding repairs can be easy to ignore when you see them every day. But when a buyer comes to look around your property those tiny problems can make a place look tired. Consider every room in your home, make a list of quick-fixes and implement immediately.

## **APPOINT A SOLICITOR/CONVEYANCER**

It is imperative to appoint a good solicitor/conveyancer to deal with your sale once agreed. An agreed sale can take up to 16 weeks from start to finish, an experienced solicitor will be familiar with the house buying process.

# OUR CONCIERGE SERVICE

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The Homes of Distinction Group want to ensure we can help and assist you, whether buying, selling or renting. Apart from selling your home, our software enables us to identify areas of your choice and on your behalf we will approach home owners to ascertain if they are contemplating selling. Furthermore, if you cannot sell for whatever reason we offer a full lettings and management service. Often overlooked, many homeowners do not realise they can obtain an income and potentially create further equity growth in their property.

When considering a mortgage, we would advise always researching the market to find the best deals for you. It is such an important decision. We can put you in touch with the Mortgage Advice Bureau and specialist lenders, Together Money.

We often find when choosing the wrong solicitor, the whole process can become drawn out and rather stressful sometimes resulting in a sale/purchase falling through. We can put you in touch with specialist solicitors, with dedicated conveyancing departments and local to you for convenience.

Finally, if you need help with removals, storage, maintenance, gardening, plumber, electrician, roofer, handyman, decorator etc. why not use our concierge service on our website or call/email us direct. We are only happy to help!



Homes *of* Choice



# THE SALES PROCESS

## (A SERIOUS BUYER OR JUST WINDOW SHOPPING)

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Following any successful viewings (we would never advise taking an offer if they have not viewed the property), all offers will be submitted to you for your consideration.

**When contemplating an offer, the key considerations are:**

- What is the position of the buyer i.e. first time buyer with agreed mortgage arrangements, cash purchaser; current property has a sale under way and is it progressing?
- Do they have proof of funds or an AIP (agreement in principle for a mortgage) in order to proceed quickly?
- What are their expected time frames to exchange and complete and does this work in with your plans?
- Are they prepared to provide solicitor details as a sign of intent?
- Will the survey take place within 10/14 days? (this is a reasonable request)
- Has your agent confirmed that the buyer has a legitimate offer with the buyers agent?
- Is this the first offer? ... If so, do you want to wait for the potential of a 2nd or 3rd offer?
- Does the offer outline any stipulations? (inclusion of fixtures and fittings such as flooring, appliances etc.)
- Has the offer been made formally in writing / by email / verbally?
- What conversation has your estate agent had with the buyer?
- It goes without saying that it is a good idea not to allow a 'SOLD' board to be erected until at least after the survey.

Once the offer has been accepted, we will confirm all of the above in order for the sale to progress as well as checking the buyer's ID for anti-money laundering regulations, the acceptance of offer by producing a memorandum of sale, request and reaffirm the solicitors details for both parties, confirm proof of funds and/or mortgage offer. We also monitor the survey undertaken and ensure smooth access arrangements, appoint a dedicated team member to administer your sale who will continue to liaise with both sets of solicitors/conveyancers, deal with any buyer requests for EPC, roof, electrics, gas checks etc. Upon an exchange date being agreed we will confirm that the buyer's solicitors have requested funds to exchange contracts.

You should be aware that once you have exchanged on a property, you as the legal owner, are responsible for insuring the building (for your onward purchase).

On the day before completion, we will contact both solicitors to ensure that completion is scheduled (including checking down the chain), contact you to remind you to drop off keys (please be advised that the cut off completion time is usually 4.00pm unless a later time is expressly agreed with the buyer) and ensure that the buyer is also ready to take possession.

### THE BIG DAY

We will confirm with both solicitors that funds have transferred and that the property has officially completed, we will call directly to yourself that the property has now completed and arrange with both parties for keys to be handed over, request any alarm numbers, specific access arrangements and gather any useful information regarding the property that may be required by buyers. We will then alter the status of the property from 'Sold Subject to Contract' to 'Sold'.



# CONSIDERING AND ACCEPTING AN OFFER

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There is no need to accept or reject an offer straight away. It is perfectly normal to consider your options for a day or two. It is a good idea to find out from your estate agent the buyers position first before making any decisions, as there are other important factors to keep in mind when deciding who to sell your property to.



## **What is the financial position of the potential buyer?**

Do they have a home to sell in order to move? Are they purchasing with cleared funds?  
Do they have a mortgage approved in principle?

## **Also consider your own position...**

Do you have to move quickly in order to secure your next home? If so, then you may be more interested in accepting an offer from buyers who are not part of a chain or are buying with cleared funds.

## **What are your buyers timescales?**

Do they need to move quickly? Are they part of a chain? Are they flexible on a move date?

A buyer who is not part of a chain and who already has a mortgage approved or buying with clear funds is a more favourable purchaser to someone who needs to sell their home in order to fund the purchase, and who has not yet got a mortgage approved.

If you do accept an offer, it is usually 'subject to survey or engineers report', which means as long as the survey does not reveal any surprises, the buyer will honour their offer. Remember, the accepted offer is not legally binding until contracts are exchanged.

# DISCREET & ASSURED

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**Discreet Property Sales:** Often referred to as "off-market" sales, are property transactions where a property is sold privately without being openly listed online or publicly advertised. These transactions are characterised by a high level of privacy and exclusivity. Let us take a closer look at discreet property sales to enable you to make an informed decision.

**Reasons for Discreet Sales:** There are several reasons why property owners may choose to sell discreetly. These reasons include a desire for privacy, security, and exclusivity understanding. Some property owners may want to avoid public attention, while others may wish to target a specific group of buyers or genuinely interested parties.

**Exclusive Marketing:** Discreet property sales are often marketed through a select agent who has access to high-net-worth clients or potential buyers. The property is not widely advertised to the general public thereby enabling you the owner more security and privacy.

**Confidentiality:** Confidentiality is a key aspect of discreet property sales. Buyers and sellers may agree to non-disclosure agreements (NDAs) to protect sensitive information about the property, including its exact location, interior photos, or other identifying details.

**Word of Mouth and Networking:** Information about discreet properties is often spread through word of mouth and private networks. High-end estate agents, solicitors, and other professionals may be aware of such opportunities and share them with qualified clients.

**Pre-Screening:** Sellers and their agents may carefully pre-screen potential buyers to ensure they are genuinely interested and financially qualified to purchase the property. This pre-screening helps maintain the confidentiality of the sale.

**High-Value Properties:** Discreet property sales are frequently associated with luxury and high-value properties, such as luxury estates, high-end penthouses, historic homes, bespoke homes or other unique and exclusive offerings.

**Off-Market Transactions:** These transactions typically occur "off-market," meaning they do not appear in public property listings, and the general public is not aware of the property's availability.

**Flexible Negotiations:** Discreet sales can offer more flexibility in negotiations, as there may be fewer competing offers and a higher degree of customisation.

If you are interested in selling a property discreetly, you need to work with a specialised agent who has access to discreet buyers. These agents often have a strong network and can help you identify potential off-market opportunities that match your criteria while also selling yours.

For property owners looking to sell discreetly, it's essential to consult with an agent experienced in discreet sales, as they can help you navigate the process and maintain confidentiality while reaching the right target buyers.

“ Our discretion is assured to  
allow you peace of mind ”

Homes *of* Choice

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# OUR MARKETING



## Videography

We use videography to present your property to prospective buyers alongside professional photographs to enhance your properties features and give buyers a more real feel of being inside your property. Optional - extra cost.



## Board

Our instantly recognisable 'For Sale' boards will be found up and down the country. As part of our selling package, we will erect a 'For Sale' board outside your home to further showcase your property to a wider market.



## Bespoke Viewing's

We always recommend one of our Agents of Distinction conduct out the viewings so we can engage with the buyer and hopefully procure the best price from the most proceedable buyer within your preferred time frame.



## Communication

A key component in the process of selling your home. We endeavour to update you every step of the way from the initial market appraisal to the completion of your sale, offering guidance and assistance throughout.



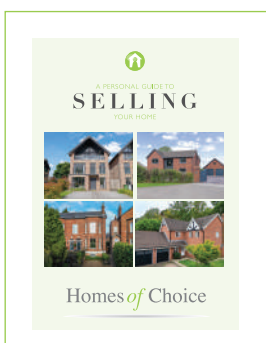
## Floorplan

A crucial part of marketing, Homes of Choice will list your home with an informative floorplan highlighting all fitted fixtures and dimensions of rooms. Our stylish 2D designs will ensure prospective purchasers are informed of that all important information.



## Homes of Choice Website

Stylishly designed, the Homes of Choice website, found at: [homesofchoice.co.uk](http://homesofchoice.co.uk) showcasing national properties marketed throughout the UK as well as social media, blogs and client testimonials.



## Bespoke Brochure

Our industry leading brochures come highly manufactured and completely tailored to your home. Whether they are downloaded or presented on your coffee table, buyers will be excited by the presentation of your home including photographs and detailed information.

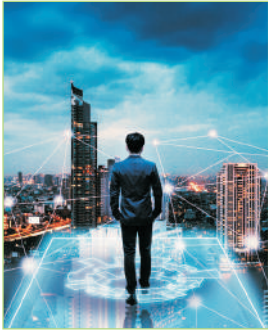


## Rightmove

The UK's number one property portal, Rightmove is instrumental in this day and age for marketing property. At Homes of Choice, we advertise your home from here and include premium listing on many of our prestigious properties.

# Homes of Choice

# OUR MARKETING



## **Network**

As our network grows and evolves, our priority is to ensure we use all the latest technology, marketing tools and contacts to promote and sell your property.



## **Dedicated Agents of Distinction**

We understand that communication is important to our clients, therefore the marketing and successful sale of your home will be handled by one of our premium property marketing consultants.



## **Auto-prospecting**

If your buyer is out there, we will endeavour to find them, through our use of smart technology and well trained staff. Homes of Choice directors have a proven track record of meeting both buyer and seller expectations.



## **Interior Design**

Interior design and home staging plays a significant role in property marketing by enhancing the visual appeal and the presentation of the property. This is why we would recommend an interior designer to come and work with you to achieve the highest price and the best result.



## **Concierge Service**

We have a dedicated concierge service available to help with all your requirements. Our intention is to enable you to enjoy your free time, work commitments or precious family experiences.



## **Social Media**

The importance of social media is paramount to help finding your buyer and giving your property maximum exposure on the market. It will feature on all our property platforms using professional photography and videography.



## **Morning Meetings**

At Homes of Choice, we are very thorough. Our dedicated staff have meetings every morning to ensure all your requirements are being met. If we have registered a prospective buyer(s) they will be matched up to your property and contacted.



## **Property Sourcing**

A bespoke service provided by our Agents of Distinction. It will provide you with a selection of exclusive properties that won't be on the marketing portals or available to the general public. Contact us today for a private 1:1 consultation.

Homes *of* Choice

# THE IMPORTANCE OF EXPOSURE

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The widespread exposure of prime residential properties is crucial. The more prestigious a property, the smaller the number of potential buyers. Buyers of exclusive properties are generally not constrained by such influences as specific location, proximity to public transportation or local amenities. In today's market, the mobility of buyers is also greater than ever and they could come from quite literally anywhere, through local and regional marketing, national newspapers and magazines or increasingly using interactive technologies.

With this in mind, we have created a marketing strategy to target a suitable geodemographic profile of potential buyers around the world supported by our determination to succeed.

Once your property has been launched and the video, floorplans and brochure are complete we may create various social media posts which can be boosted to specific regions and to the correct targeted audiences. In addition to the active buyers searching the online portals, we can target potential buyers who would be interested in your home and not be actively looking at portals. Similar and more in-depth audience profiling techniques as used in the local direct mail campaign will be utilised to help us maximise the value of your home. To ensure the best engagement, we recommend your social media campaign is run with videography. Additional fees may apply. Your Agent of Distinction will use all methods available to give you the complete service.



Homes *of* Choice



# TOP TIPS FOR SELLING

## FIRST IMPRESSIONS ARE EVERYTHING



Choose a modern day agent with the latest technology as well as local knowledge and experience. The agent of today works for you and to meet your expectations.

If like us, you love and own pets, then maybe take them for a walk prior to all viewings. Buyers rely on first impressions and want to view without the pressure of distraction.



Time allotted block viewings will save you time. Create a competitive market place with multiple viewings where possible. This will encourage offers and focus from interested parties.



90% of property searches start online with property portals. We advertise 24/7 on Rightmove and Homes of Choice. Quality photos, floorplans and a video tour is a must to attract the modern day buyer.



Quality digital photography will enhance the marketability of your home. Lighting and appearance as well as ambience and presentation can make all the difference.



Allow your experienced professional agent to conduct the viewing experience. This will help with negotiation and attracting the right price. Buyers are there to view, not to make friends.



Before marketing please consider the agents recommendations. The agent will provide comparable evidence of current and similar properties in your location.



Where possible show every room in your property in its best state. Define all rooms. The pictures and floorplan will enable potential buyers to evaluate your property immediately.



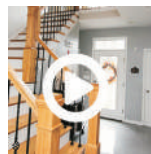
Never accept the first offer or false promises. A property should be marketed for at least 4 weeks to achieve the highest offer from the person in the best position to match your needs and plans.



Buyers are attracted to outdoor areas and amenity spaces. Where possible, gardens, patio areas, garages, BBQ terrace, driveway, shrubbery and landscaping should be clearly identifiable and well maintained.



Online agents only...why?  
Your local Agent of Distinction will provide a face to face service using the benefit of their local knowledge and experience.



We believe video tours in todays market are the best form of marketing. It shows your property in real time and ensures no time wasters, just interested and excited buyers.



Floor plans are crucial to enable potential buyers to appreciate the accommodation on offer. Analysis proves more people look at online properties that have a floor plan.



Kerb appeal. Many potential buyers drive past a property before viewing. Keep your gardens and driveway clear of weeds, rubbish, bins, leaves, toys, tools, pet droppings etc.



Declutter where possible. Remove excess furniture, toys, clothes, storage boxes, personal possessions, food, pet baskets, hobby items, outdoor objects or anything unsightly.



Seasonal trends are important considerations. Update your photos regularly. Snow, leaves, weather conditions, daylight, clarity of room pictures may create a negative effect on buyers.



Open day block viewings are a great way to attract buyers and thereby receive multiple offers from interested parties. Excited buyers will not want to miss out due to competition.



Sweet smell of success. Before viewings why not create a nice ambient experience for potential buyers. The unmistakable scent of coffee aromas and pleasant odours add to the experience.



Flexible viewings are imperative to enable more people to view your home. Due to work and family demands many buyers can only view at weekends or evenings.



Where possible depersonalise your property. Jewellery, laptops, money, photographs, items of value or personal interest should be stored away for security and from temptation.



Do not put a 'SOLD' board on your property too soon. You will lose many potential buyers and restrict your options. The property should remain marketed until after survey.

## It is all about appearances!

# Homes of Choice

# HAVE YOU CONSIDERED LETTING YOUR PROPERTY?

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- ✓ Full Management or Let Only Tenant Find
- ✓ Tenant Referencing and Credit Check Reports
- ✓ Right to Rent Requirements Checked
- ✓ Free Rental Appraisal and Safety Assessment
- ✓ Monthly Rent Collection and Online Payment to you
- ✓ Full Video Inventory and Utility Liaison
- ✓ Periodic Inspections and Reports (optional)
- ✓ In House Maintenance Manager
- ✓ Tenancy Preparation and Serving of Notices
- ✓ Extensive Database of Vetted Contractors
- ✓ Rent Guarantee Insurance Available (extra cost)
- ✓ Investor Seminars and Letting Presentations
- ✓ Deposit Protection with My Deposits
- ✓ Competitive Fees, For a Professional Service
- ✓ Fully Regulated & Affiliated Professional Agent
- ✓ Landlords Portal for Ease of Access
- ✓ National Network
- ✓ Corporate Members of the NAEA and NRLA



**Develop an income and potentially positive equity!**



Homes *of* Choice

# OUR UNIQUE PROPERTY SOURCING SERVICE

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Homes of Choice provide a bespoke and discreet service that enables our clients to utilise our knowledge, experience and negotiation skills, with total discretion assured. If you are looking for a dream home, development project, overseas property or investment portfolio building then our Agents of Distinction will personally oversee your requirements.

Initially and without obligation a 1:1 meeting, discussion or video call will allow us to understand what you are looking for and your anticipated time frames. We aim to take away stress, concerns, wasted viewings, lengthy negotiations or time wasting thereby allowing you to focus on family, friends and business.

We will strongly focus on you and develop a clear brief and understanding. We can deal with estate agents, surveyors, finance or mortgage lenders, contractors, interior designers, architects, utility providers and all matters property related. Our aim is to streamline the whole process in your best interest and achieve a positive outcome. Our agents will have the experience and confidence to represent you while maintaining professionalism, clarity and integrity.

## **BENEFITS OF USING AN AGENT OF DISTINCTION**

### **We save you time and money**

An Agent of Distinction is an expert. Their role in finding you a property, combined with their understanding of the market will save you considerable time and expense.

### **Find a property before putting yours on the market**

Your personal agent can present you with a selection of property options before putting yours on the market, in particular if you are cautious about selling too quickly, thereby putting you in control.

### **We are your eyes and ears**

Our agent is working on your behalf. Their devotion to securing you your dream home means you have a significant advantage within the market place.

### **Access to off-market and discreetly marketed properties**

Our agent has excellent market access, meaning they can present you with exclusive properties that are not on the portals or available to the general public.

### **Remove the stress**

Not only will the process find a short-list of properties for you, we will also handle the negotiation and attempt to secure the right one, saving you time and all the hard work.

**WHY NOT CONTACT US TODAY TO DISCUSS YOUR REQUIREMENTS, TOTAL DISCRETION ASSURED**

Homes *of* Choice



# Searching 1,000s of mortgages

We have over **2,000 advisers**  
across the UK, who can search  
the latest deals from **90+ lenders**.



HSBC UK



BARCLAYS



Contact your local  
**expert** adviser today

**01625 573124**

**mabmacclesfield@mab.org.uk**

MAB 9433 09.22

Award-winning mortgage advice



**Mortgage  
Advice Bureau**

Your home may be repossessed if you do not keep up repayments on your mortgage.  
There may be a fee for mortgage advice. The actual amount you pay will depend upon your circumstances.  
The fee is up to 1% but a typical fee is 0.3% of the amount borrowed.

Whilst we move through a time of uncertainty, we know that speed and security remain of significant importance to property owners. Giving you an alternative solution, which enhances these elements of the process is a unique and valuable offering.

Farmhouses, barns, land (with or without planning), refurb opportunities, property with structural issues, property portfolios, unique homes, properties requiring a quick sale.



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# OVERSEAS HOMES OF DISTINCTION

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**Buying a luxury property overseas is an exciting experience, however it comes with unique challenges and considerations. Here's our guide to help you navigate the process:**

Define your objectives. Are you buying the property for personal use, as an investment, or a combination of both? Consider the location and type of property that aligns with your lifestyle and preferences. Research the property market in the country you're interested in. Understand local laws, regulations, and market conditions. Examine property values, trends, and factors that can affect the market, such as political stability, currency exchange rates, economic conditions and desirability factor. Establish a clear budget that includes the cost of the property, closing costs, taxes, and any additional expenses (explore financing options). International property transactions can involve complex financial arrangements. Consider consulting with a local financial advisor or bank to understand your options.

Be aware of legal and regulatory requirements in the country where you plan to buy. You may need to obtain legal documentation, permits, or visas. Consult with a local attorney who specialises in international real estate transactions to ensure you comply with all regulations. Currency exchange rates can significantly impact your purchasing power and the cost of the property. Consider working with a currency exchange specialist to get the best rates. Engage local real estate agents, attorneys, and financial experts who are experienced in international real estate transactions. These professionals can help you navigate the local market, understand regulations, and ensure a smooth transaction.

Inspect the property thoroughly to ensure it meets your expectations and is in good condition. Research the property's history, including any past issues or disputes, and verify its ownership and title. Negotiate the terms of the sale with the seller or their representative. Once an agreement is reached, have a purchase agreement drafted. This agreement should outline all terms and conditions of the sale. Prepare for the closing process, which may include the transfer of funds, legal documentation, and property title transfer. Be aware of any applicable taxes or fees. If you plan to use the property as an investment or vacation home, consider property management services to handle maintenance, rentals, and other responsibilities.

Be aware of tax obligations in both your home country and the country where you're buying the property. Tax laws can vary, and it's important to understand your liabilities. If you plan to spend a significant amount of time in the foreign country, investigate residency options and their legal and financial implications. Buying luxury property overseas can be a complex process, but with careful planning and the assistance of local experts, you can make a successful investment. It's crucial to perform due diligence, seek professional guidance, and thoroughly understand all aspects of the transaction to ensure a smooth and satisfying experience.

**“ Why not allow our Agent of Distinction  
to act on your behalf in sourcing that  
dream home or investment ”**

Homes *of* Choice



# INTRODUCING

## Homes of Distinction

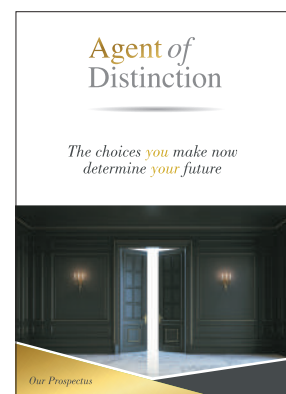
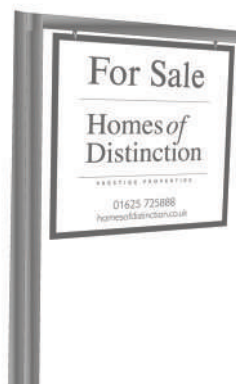
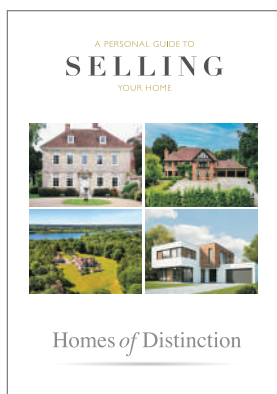
We would like to introduce you to our exclusive brand “Homes of Distinction”. If you, family, friends or associates are looking to sell or rent out a bespoke property we are ideally placed to provide the ultimate professional service. Apart from incredible marketing, the directors of the business will personally be your Agents of Distinction.

### What are we looking for:

- ✓ Bespoke Homes
- ✓ Prestige or Luxury
- ✓ Leisure & Media
- ✓ Developments
- ✓ Equestrian
- ✓ Penthouse Apartments
- ✓ Waterside Living
- ✓ Country Homes
- ✓ Farms & Barns
- ✓ Eco Living
- ✓ Cottages & Rural
- ✓ Land with Planning

### We offer as standard:

- ✓ Premier Listings
- ✓ Videography
- ✓ Professional Brochures
- ✓ Property Sourcing
- ✓ Bespoke Viewing Service
- ✓ Overseen by our Directors
- ✓ Discreet & Assured
- ✓ No upfront or withdrawal fees
- ✓ Rightmove
- ✓ Free market appraisal
- ✓ Social Media
- ✓ Drone footage (STC)



Contact us directly:

T: 01625 725 888

E: [enquiries@homesofdistinction.co.uk](mailto:enquiries@homesofdistinction.co.uk) • W: [homesofdistinction.co.uk](http://homesofdistinction.co.uk)

## Homes of Choice

## Helping You **Maximise The Legacy** You Leave To Your Family.



**Inheritance Tax (IHT)** is charged at **40%** on most assets, including the family home. Whilst each individual has a Nil Rate Band to reduce IHT exposure, this is currently set at just **£325,000**.

As a result, many families are faced with **unexpected IHT bills** following the death of a loved one.

### What we do:

Every family's situation is unique, so we'll work closely with you to understand your IHT exposure, financial needs, and personal wishes.

Together, we'll create a plan that allows you to fully enjoy life while minimizing your IHT liability.

### Meet our specialist:

Alison is a Chartered Tax Advisor and a member of the Society of Tax and Estate Practitioners, with over 25 years of experience advising clients on all aspects of tax planning and compliance.

More recently specialising in inheritance tax, trust & estates and property taxes. Alison will work with you to find a bespoke solution.



**For more services:**  
Scan the QR code

**Enquiries:**  
Enquiries@ascendis.co.uk



**Alison Ward**  
Tax Specialist

**Contact:**  
Alison.ward@ascendis.co.uk

# MOVING HOME CHECKLIST



Use this checklist to ensure you have everything prepared for your move in plenty of time.

## Six weeks ahead

- ☐ Obtain removal estimates and book your chosen firm
  - ☐ Order packing cases and wrapping materials
  - ☐ Order new curtains/carpets for the new property
  - ☐ Plan where furniture will go and dispose of unwanted items
  - ☐ Book your moving day in to your diary
  - ☐ Declutter and throw out what you don't need
- 

## Four weeks to go

- ☐ Inform utility companies that you're moving (after exchanging contracts)
  - ☐ Complete the Post Office mail redirection form
  - ☐ Inform telephone/broadband supplier and TV licence supplier
  - ☐ Begin packing non-essentials - start outside or at the top of the house
  - ☐ Run down the freezer
  - ☐ Transfer your phone number and broadband to your new address
- 

## Two weeks to go

- ☐ Inform the people on your finance and medical lists
  - ☐ Inform your council and ask for a statement of your council tax
  - ☐ Inform your vehicle and household insurance companies
  - ☐ Send out change of address cards to friends and family
  - ☐ Organise who will look after pets or children during the move
  - ☐ Transfer into pots any plants you've said you will be taking
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## Three days to go

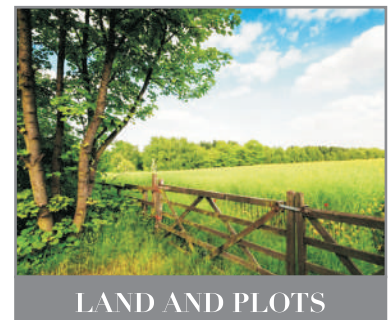
- ☐ Defrost the freezer
  - ☐ Prepare a box of moving day essentials
  - ☐ Set aside things you will be transporting to your new home
  - ☐ Disconnect dishwasher
  - ☐ Empty shed and garage
  - ☐ Label items and keys for the new owner
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## The big day

- ☐ Dispose of all rubbish in bins
- ☐ Leave your property nice and clean for the new owner
- ☐ Label where boxes and furniture should go in your new home
- ☐ Contact your solicitor to confirm completion
- ☐ Provide alarm code/fob to new owners/agent
- ☐ Hand over keys to your Estate Agent
- ☐ Take meter readings, keep records and contact utility companies
- ☐ Say goodbye to your old home



# Homes *of* Choice



## Homes *of* Distinction



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