

lomond

*Delivering Results
in Ayrshire and beyond*



Guide To Selling

Why Lomond?

Founded in 2005, Lomond Property are a leading, independent Estate Agent and Ayrshire's largest Letting Agent. Our marketplace spans rural, town, suburban and city properties, and with our collective 50-plus years of staff experience we take pride in providing the right service for every client and every customer. We deliver value throughout the West of Scotland and beyond, allowing people and businesses to make more informed property decisions in sales, purchases, lettings or investments.

Having invested time, money and love in your home, choosing Lomond brings our knowledge of what buyers in your area and market want and expect to see. We take pride in attention to detail, delivering a comprehensive, end-to-end service designed to achieve your sale with a minimum of fuss.

Along with our established Main Street presence and online expertise, our local knowledge, market experience and negotiating skills ensure a seamless, professional sales' service delivering the best price to a timescale that suits you.

Our Offices

Lomond offices are easily accessible, and have parking nearby. They are finished to high standards with strong branding, and we welcome all potential, new and current clients and customers to visit us.

Your Fees

Lomond fees are transparent and flexible. We prefer to keep matters simple, and you can be sure that our fees will be tailored to your needs: we don't have a one-size-fits-all approach.

The Property Ombudsman

Lomond are members of The Property Ombudsman scheme, providing our clients with the assurance they will receive excellent, comprehensive service at all times.

<https://www.tpos.co.uk/>

The Lomond Sales' Strategy

The Detail

Market Knowledge

Lomond understand the importance of targeting what appeals to buyers' hearts and minds. These details are important when we start to build your tailored marketing plan. Our staff consider every property, every seller individually, and promote your house as a unique proposition. Along with Lomond's recognised brand, it's all designed to achieve the best price in a timescale that suits you.

Valuation

Each year Lomond successfully complete hundreds of valuations and sales. These, combined with our keen understanding of each local market, each property, local amenities, transport networks, and other important lifestyle ingredients, ensure the best valuation for your property.



Marketing Your Home

The Lomond Database

Prior to launching your home on the market, Lomond contact all registered buyers on our database whose requirements match your property and location. Potential Lomond buyers are spread throughout Scotland, the rest of the UK, and Overseas.

This comprehensive database allows us to match your property with buyers – singles, couples, families, investors – in your marketplace. This increases the opportunities for quick, painless selling at the best price.

Your Listing and Your Lomond Brochure

Property presentation and your listing are key elements when it comes to your sale. Available in hard and soft copies, Lomond's high-quality brochure benefits from our local area and lifestyle knowledge. This is backed-up with professional photos, floor plans, feature information on your property, as well as detailing the likes of local amenities, leisure pursuits, schooling information, transport and commuting options.

Increasingly, Lomond are asked and happy to arrange drone footage or elevated photography as part of the marketing plan - they are a great way to showcase stunning, unique and otherwise desirable homes and property.

Online Platforms

Brochures are important, but almost all buyers now start their search for a new home online, and listing your property on market-leading estate agent platforms is essential. Lomond will market your property on

Our excellent, user-friendly site:

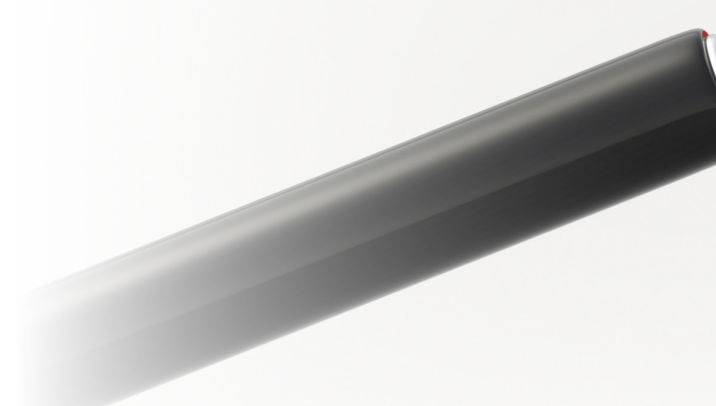
lomond

The UK's No.1 property portal:

rightmove

The next generation property site:

Boomin



Social Media

Many homebuyers now look to social media to search for properties. Lomond use Facebook, Instagram and Twitter, and produce two videos for each property – the traditional walkthrough style, as well as a short, snappy video which regularly catches buyers' attention.

On-Street Presence

Lomond office window displays are highly visible and in prominent retail locations with excellent footfall, and we encourage buyers to visit. On request, a Lomond Property For Sale board will be erected at your property at the appropriate time.

However, we respect that sometimes sellers prefer not to advertise on-street. Lomond will also sell properties off-market and privately, where our fees will be tailored to each, individual deal.

Press Advertising

Depending on your home's location, desired price or potential buyer demographic, placing your property in the right press or local freesheet will boost the chances of that sale at the right price. We will consult with you, and you can rely on us to ensure your property reaches the right audience. However, due to market changes and the rise of social and other online media (portals etc.), press advertising is no longer a core offering.



Presenting Your Home

Presentation

Most properties require little effort prior to listing. However, Lomond can provide guidance on small changes that can have a big impact, as well as advising on more detailed changes and their benefit to market value, listing price, and 'sellability'. Typically, this all leads to the best prices in the quickest time. Lomond's top tips are

- » **Think like a buyer** - cast a critical eye over your property, identify areas that require improvement
- » **Reduce clutter** - keep rooms clean and tidy, allowing buyers to fully visualise the space
- » **Keep it light** - clean windows, open blinds and curtains encourage as much natural light as possible into your home
- » **Keep it fresh** – prior to viewings, open windows and doors allow fresh air to circulate throughout
- » **Kerb Appeal** - a well-kept exterior creates a great first impression. The likes of fresh paint, polished brass, and a neat and tidy garden, with strategically placed furniture, all really showcase your home.

Lomond will advise on the above during initial meetings, allowing all features to be presented well in the brochure, too.

Viewings

These can be scheduled for specific days, by appointment, after hours, on weekends, or at any level of flexibility to suit you, the client, and your target market. Increased flexibility and our professional viewing service mean Lomond experts will actively sell your home to the right buyers.

Virtual Viewings

To provide total availability, and in times when viewing schedules cannot be guaranteed, Lomond offer virtual viewings via our own website, other property platforms and social media. These options, in conjunction with e-brochures and floor plans, are great ways to sell a property, even when buyers cannot attend in person.

Viewer Feedback

Lomond take all viewing feedback as positive, taking the opportunity to answer any questions, address possible buyer concerns or to optimise any listing or service offering.

The Lomond Service

- 1** Congratulations, you've appointed Lomond as your Agent!

- 2** Lomond arrange a knowledgeable, local surveyor to produce your Home Report. We'll also advise on those important small improvements that help sell your home.

- 3** Lomond visit your home to draw up floor plans, take photographs, and draft property descriptions.

- 4** Once you've approved the Home Report, we'll agree a marketing price with you.

- 5** Your Lomond sales negotiator will contact you to discuss the options for marketing, including any specific preferences for your property.

- 6** Whilst your brochure is being produced, Lomond will commence marketing by contacting likely buyers on our database.

- 7** With your listing you'll receive a minimum of ten sales brochures and Lomond retain copies for office enquiries. Floor plans and e-brochures are available to download from the website. As required, a For Sale board will be installed at your property.

- 8** Your Lomond office window display will be in place and your home listing launched on the web, including the brochure and Home Report available for download.

- 9** Lomond will facilitate viewings, liaise with buyers and you, the vendor. We'll negotiate offers and set a competitive closing date, if necessary. Best and final offers will then be discussed with you.

- 10** Once Lomond have the best and final offers, we'll work with your solicitor, keeping you informed of progress as you move towards the settlement date.

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Office Hours

Monday – Friday: 9am – 5pm

Saturday – Sunday: Contact for Appointments