



Hyman

Estate & Letting



Hill

Agent

Residential Sales

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Introducing Hyman Hill

Founded by Andrew Hyman in 2002, Hyman Hill has quickly become the largest independent and most respected estate & letting agent in the local area offering an extensive range of property services.

We have always offered our clients an exceptional service and have consistently improved our reputation year on year by maintaining the integrity and customer value of our work.

Our highly motivated and dedicated staff have a vast local knowledge and are passionate about what they do. We are committed to exceeding your expectations.

At Hyman Hill we do everything we can to make choosing us to sell your home a great move.

“I made a commitment to changing people’s perception about estate agents. We’ve built our reputation on delivering a service that puts customers first. Times have changed and technology now plays a vital role in our marketing, however our good old-fashioned customer service is still the same and always will be”

Andrew Hyman



Why Choose Hyman Hill

As an independent estate agent, we are not restricted by targets or corporate rules. That means we can be flexible and adapt our practices to best match your needs. Also, unlike corporate agents, we have a partner in every branch who has an experienced team that know the market inside out. Our low staff turnover means we can guarantee a consistent approach rather than dealing with an ever changing cast of characters.

We believe your house is unique and we therefore don't apply a 'one size fits all' approach to marketing. Instead, we create a bespoke package tailored to each individual property that matches the appropriate audience.

PROPERTY VALUATION

Your home will be appraised by one of our partners who have a combined experience of over 70 years in residential property and will assess the property's features and saleability accurately. Over the years we've trodden most of the streets and valued all types of property. Whatever is happening in the market you can trust us to have our finger on the pulse and use our vast experience to value your home properly in ever changing market conditions.

We pride ourselves on the prices we achieve by thoroughly and aggressively testing the market to ensure that the maximum price is obtained.



CHRISTIAN DUNFORD

Christian has lived in Shoreham all of his life and has a great love and understanding of the area. Initially working for a large corporate agency since 1996, he left to be able to

help set up our second branch in Shoreham in 2004. Since then, he has built an enviable reputation and has an excellent understanding of the properties in the area.

Christian enjoys watching and playing football, keeping fit at the local gym and spending time with his wife and daughter.



EMMA DOWNES

Having been in the industry since 1996, Emma enjoyed a successful career in London whilst completing a degree in Estate Management in 2002. She has been at the Southwick office since joining Hyman Hill in 2008.

Emma's enthusiasm for estate agency is clear and she adopts a pro-active hard working approach. She enjoys socialising, reading and watching films.



High Street Estate Agent v Online Agent

Valuation / Market Appraisal

Operating from nationwide call centres, online agent representatives have little or no local knowledge so valuing your house is often done using online data. That's fine for a guide but you need a local agent to actually visit the property to take into consideration all the unique features of your home. In addition, there are often examples where a particular road in an area can achieve far more than another just a few streets away – only a good local agent would know that!

Up Front Fees

Online agents will expect you to pay all fees upfront. In our experience, this gives them absolutely no incentive to find a buyer or to help your sale reach an exchange of contracts. In addition, they do not have the same commission based incentive as most high street agents. These incentives ensure you get the highest price possible, using our experience and skill.

Viewings

In most cases, online agents will expect you to carry out your own viewings. Many will pass you the contact details and expect the viewing to be arranged directly between yourself and the viewer. If you work full time, inevitably there will always be missed opportunities. Furthermore, the online agent will not have 'screened' the viewer to establish their motivation and to ensure that the property was suitable for them.

Advertising

Unlike estate agents, online companies have no high street presence to capture the interest of passing footfall.

Our Marketing Gets Results

When we market your property we provide a first rate professional service embracing innovative advertising strategies to make sure we achieve optimum visibility and generate maximum exposure and interest. Here is how we go about it:

Combine our market knowledge with your personal experience

At Hyman Hill, we like to combine our local knowledge and property market expertise with your personal experience of the property and the area. We know the market and have a database full of potential buyers, but no-one knows your house better than you. We take the time to find out what attracted you to the property in the first place and the key features you believe will be attractive to potential buyers.

Multi office marketing

Our offices located in Southwick and Shoreham are situated in prime locations and we therefore ensure that our window displays are eye catching. Our professionally designed LED lit window cards showcase your property to potential buyers even when our offices are closed.

Full colour sales particulars

Our brochures are packed with the information that purchasers are really interested in when buying a home such as a detailed description of each room, information about the local area, the size and aspect of the rear garden, EPC rating and the council tax banding.

Powerful photography

Unquestionably, well taken photography goes a long way in helping to sell a property. Our team have been professionally trained to photograph your property in the best way possible using the latest equipment. We will take time at your home to ensure the photography is to a high standard as it is vitally important this process is correct. Attention to detail is essential with prospective purchasers who now make decisions as to which properties to view via the internet.

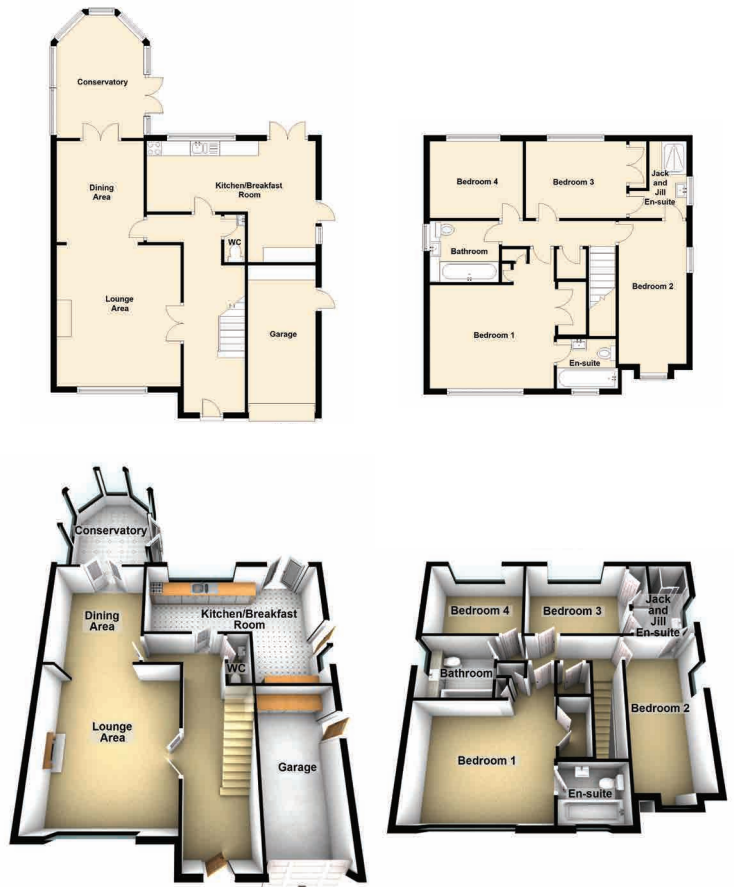


Floor plans

“When a property is deceptively spacious, these really work well!”

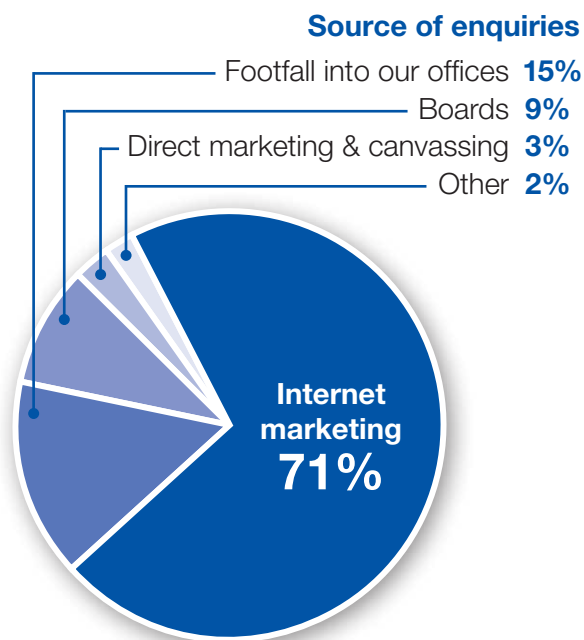
Our research has shown that buyers overwhelmingly prefer them to the usual sales particulars. Only floor plans accurately relay how the accommodation “works” in practice and gives a feeling of spatial awareness. Conversely, in instances where a floorplan alerts a purchaser to a blatantly unsuitable property, fruitless unnecessary viewings can be avoided.

Our floor plans display fixtures and fittings as well as approximate square footage.



Leading property portals

Research shows that over 70% of successful home movers use the internet to search for property. Rightmove is the top property portal in the country and attracts thousands of prospective buyers on a daily basis.



Premium listing & featured property

At no extra charge, we will enhance your property’s marketing on Rightmove.co.uk, the UK’s biggest property portal. Rightmove suggests that you only have 2.7 seconds to grab someone’s attention before they will move onto the next property and therefore a Premium Listing will really make your property stand out. As part of your marketing package, we will provide you with a Premium Listing on both their desktop site and their mobile app.

Your property will have a larger listing box attracting more interest and therefore enquiries. The desktop site will also contain four photographs rather than two which ensures your property stands out whilst the advertisement on the mobile app will have a distinctive green band. Rightmove data demonstrates that thousands more home hunters click on a Premium Listing than a standard one, therefore your property will stand out from the crowd!

“Emma was a pleasure to deal with from the valuation and marketing through to completion. She kept things moving and provided more updates than the solicitor”

Mrs Turley, Portslade



Hyman Hill website – hymanhill.co.uk

Our website is packed full of useful features to make it even easier for prospective buyers to search and find your home, print a copy of your sales brochure and arrange a viewing – all with just a couple of clicks. House hunters can view a slideshow of your property, look at the floor plan and click on Google maps to see its location.

Social media

We enjoy being part of the digital age and actively promote properties and updates on Facebook and Twitter. With thousands of house hunters using social media in their daily lives, we have found these platforms to be a strong method of advertising with the number of users constantly increasing and joining our pages.



Video tours

To complement our on-line advertising we employ a professional company to create a HD video tour of your property. This is an exciting way to boost interest and generate extra viewings as it combines moving images and a professional voiceover. According to Rightmove.co.uk, property tours increases enquiries by 61% and it allows buyers to view your property 24 hours a day, 7 days a week.

Boards

Seen at all the best places, our smartly designed, brightly coloured boards makes your property stand out from the crowd. Buyers often begin their search by driving around the area they are looking to move to. Acting as a '24 hour sales person' they make an immediate source of good quality enquiries.

Email marketing

As one of the largest estate agents in the area, we are a natural choice for prospective buyers to contact when they are looking for a property, either because they have seen something that interests them, or they want to be kept informed of new properties that may come onto the market. We retain buyer's information so that we can proactively use our sophisticated property software to introduce your property to them. It's personal, immediate and effective.

We thoroughly check a buyers requirements when they register with us, ensuring that we only let them know about properties that are suitable for them, rather than send information en masse. As a result we receive a far better response from our database communications.

Proactive telephone marketing

We believe in selling properties and not waiting for them to sell themselves. Once emailed to suitable applicants, we take a proactive approach by telephoning them in order to answer any questions about your property and encourage an internal viewing.

Open day marketing

These do not work for every property but for many it can be an effective way of getting the premium amount of viewings and offers at an early stage. Our open days work extremely well and it gives your property a launch to the market rather than having viewings every other day. Through grouping the viewings together, it creates a competitive market between interested parties and increases the chances of obtaining an offer over the asking price. In addition, it means that the property has only got to be cleaned once!



Accompanied viewings

We accompany all viewings and host open day events which enable us to interact with viewers. This enables us to overcome any objections as well as receive immediate and honest feedback. In addition, it also prevents you being asked awkward questions such as “how much do you want for the house?”, “Why don’t you want to live here anymore?” If viewers knock on your door simply tell them to speak with us, - it’s what you are employing us to do and will help protect you from over-keen property dealers or people trying to buy your property on the cheap.

Keeping you informed

How many viewings have I had? What did people say about my property? When is my buyer having their survey? Our philosophy is to provide answers before you need to ask the questions. We endeavour to provide constructive feedback within 24 hours of the appointment and market updates weekly in order to adapt our marketing strategy if required. Feedback is emailed so that you can keep a record.

Your ongoing property search

Should you be wishing to purchase a property in our area, we will always prioritise our vendors giving you the first opportunity to view new properties joining the market. This way, with us having more control over the chain, we have the ability to speak to more parties and it gives the transaction a greater chance of success as we can help progress the sale to a satisfactory conclusion. Should you like any particular roads, with your permission, we will canvass them on your behalf in order to generate a particular property for you to view.

Buyer check

Once an applicant has made an offer, we will thoroughly check your purchaser’s ability to proceed obtaining full details of any ‘chain’ involved and providing an ‘offer check’ service whereby our in-house mortgage advisor ensures their financial ability to proceed with the purchase. If a purchaser suggests they are purchasing with cash, we seek proof of funds by way of a bank statement etc.

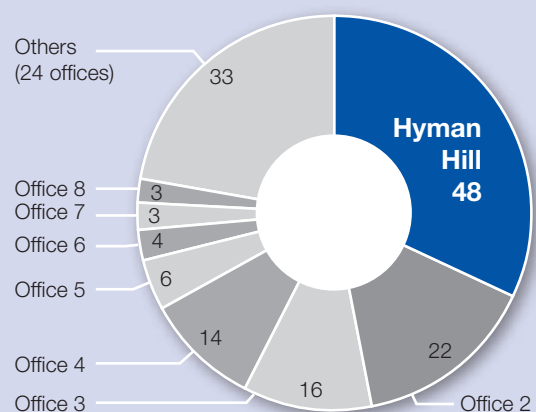
Market Presence

According to the Home Owners’ Alliance (HOA), sellers should try to instruct estate agents with the largest local share of the market, even if it means ignoring well-known corporate firms.


Analysis of sales patterns suggest when choosing a company to get the best price in a sale, the agents with a larger share of the local housing market are more likely to sell a property, and closer to the asking price, than those with a smaller market share.

The overall data shows local market share is a better indicator of success than a well-known brand and there is no evidence to suggest that national chains perform better than local agents.

With data provided by Rightmove, the pie chart below reveals the dominance that Hyman Hill has of the local market.



Source Rightmove. Data period from 1/1/16 to 31/12/16



“Whichever office we called, the service was friendly and helpful. We are very pleased with a very smooth and trouble free sale. It was important that we used a local company and you have made it a wise decision.”

Mrs Pratt, Southwick

Sales Progression

With a sale price agreed, both you and your buyer will need to employ a conveyancing solicitor. Their expertise will help guide you through the process, taking care of all aspects of the transaction. Throughout the process we are in communication with various parties such as the buyers solicitor, their mortgage broker, surveyors, the buyer themselves and of course you and your solicitor. We are therefore the central point to all those involved.

When part of a chain, the number of ‘involved’ parties can rise significantly. More buyers, more sellers, solicitors etc., all seeking the best outcome for themselves or their client. We are here to monitor all developments, to keep you fully updated and to chase third parties. In the event of a complication resulting in possible re-negotiation talks, perhaps following the results of a survey, we will handle these for you.

To the eyes of a buyer, especially a first time buyer, a detailed survey, such as a

homebuyers report, can make for a worrying read. Time and understanding along with past case study examples will help us quantify such findings and point out the various minor defects one should expect when buying a pre-owned property - especially if it was built over 100 years ago. Likewise, local searches often reveal the presence of radon gas which most buyers have never heard of. Handled with care, most problems can be overcome ending in a fair and satisfactory conclusion.

Our close relationships with Solicitors, Surveyors and Financial Consultants allow us to liaise with all parties involved in the transaction to ensure that, whatever information is required, it can be obtained at the right time. Where possible, we are able to hand deliver to local client’s urgent correspondence to aid a speedier and less stressful sale.

Managing both the sale and people’s expectations with the ability to solve problems are necessary skills for the modern day estate agent and in our experience finding the buyer is simply the first part of the process.



“We were very supported throughout the entire process the staff were highly professional and understanding of the stress involved – everyone did their upmost to help move things to a conclusion. Thank you all so much!”

Mr & Mrs Stokes – Southwick

Additional Services

Mortgage & financial advice

There are in excess of 150 lenders in the market place offering many different schemes. Obviously to look at every scheme and speak to every lender would not only cost a small fortune but take up a considerable amount of time. We can arrange on your behalf, a free, no obligation consultation with a qualified independent mortgage advisor who has the expertise and knowledge to advise and recommend a mortgage suited to your particular and individual requirements to ensure you obtain the best mortgage within an ever increasing competitive market place.

Residential Letting

As an established Letting Agent with a dedicated branch in Shoreham, we have a number of buy-to-let investors permanently on our books who buy regularly. Chain free, they often make quick decisions, good offers and will be committed to the transaction. They prefer to buy through us as we add their property to their portfolio which we manage on their behalf.

Supporting our local community

As a leading company and local employer, our culture and values go beyond operating an estate agency to embrace a wider sense of our place in the community. We are committed to giving back to those around us by supporting worthy causes. We annually support local school's summer and Christmas fetes, firework events and the Adur Fun Day.

An agent you can trust

As members of the Ombudsman scheme, Hyman Hill comply with the code of practice which lays down the standard of business conduct. The public should ensure they are dealing with a member of the scheme so that they can be confident about the firms approach and where, if they feel disadvantaged, they have access to independent review of their complaint.



Our Clients and What They Have to Say About Our Service

With 96% of our customers recommending us to friends and family, we understand that our effort and dedication put into each and every sale is worthwhile. We take feedback seriously as we are always looking at ways of improving our service.

We have included a selection of genuine comments from our customer satisfaction questionnaires. (Originals available on request)

*“Ben is an excellent ambassador for your company.
He is polite, attentive, knowledgeable and keeps in touch”*

Ms Hart, Shoreham

“Katie and Emma have been very helpful, friendly and professional throughout the whole sale. Very proactive! I wouldn't go with any other estate agent to sell my property in the future – excellent job – thank you!”

Miss Garstang – Southwick

“Christian dealt with all matters personally. He has a pleasant manner – professional but not pushy like some of your competitors. I am grateful for all his help in arranging such a quick sale”

Mr Jacobs, Shoreham

“Treated as a friend rather than a customer”

Mrs Richardson, Shoreham

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SHOREHAM OFFICE:

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LETTINGS OFFICE:

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lettings@hymanhill.co.uk

Moving House Checklist

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Moving house can be extremely stressful. From the moment you make the decision to move until moving day itself, there are so many things to do and decisions to make that being organised and getting good advice is essential.

Here are a few ideas designed to help:

PRIOR TO PLACING YOUR PROPERTY ON THE MARKET

- If you are looking to buy another property and you haven't yet spoken to a financial advisor, speak to an independent broker who has access to the whole market place and can place you with a lender best suited to you and your circumstances. Hyman Hill can arrange for you to see a local independent financial advisor if necessary.
- Start to obtain quotes from a solicitor so that you know which firm to engage once you have accepted an offer. Hyman Hill would be happy to organise a quote on your behalf.

ONE MONTH BEFORE MOVING

- Ring a few removal firms for quotes. Check them carefully to see what is included in the total cost. Some firms can pack all your items and store them if necessary.
- Start planning your packing, collect cardboard boxes, newspapers and heavy duty bin liners ready for your move.
- Start clearing out the shed, garage, loft etc.

ONCE YOU HAVE EXCHANGED CONTRACTS

- Notify the gas, electricity and water companies of your move date and ask for meters to be read. Don't forget your TV provider such as Sky or Virgin.
- Contact the telephone company to close or transfer your account on your move day.
- Arrange for your post to be redirected to your new home.

ONE WEEK BEFORE MOVING

- Organise the last of the packing and labelling.
- Check with your removal firm to confirm the date and time of the move.
- Send your change of address cards.
- If you have young children or pets, ask a friend or family member to look after them during removal day.
- Pay any outstanding paper or milk accounts.
- Find the manuals and check moving instructions for washing machines and other domestic equipment.

- Make up an emergency tool kit for jobs in the new property such as screwdrivers, fuses, hooks, hammer, light bulbs and torch.
- Make up a survival kit to take with you. This should contain meals and drinks for the day, a kettle, mugs, milk, tea, coffee etc.
- Pack any overnight bags if required.

MOVING DAY

- Once the van has been loaded, walk around with the foreman to ensure that nothing has been left behind (including the loft!)
- Take meter readings to pass on to any utility suppliers that do not take their own readings.
- Check that all services are on/off (as agreed with your purchaser).
- Drop off the keys to the estate agent or directly to your purchaser (as agreed).
- Once everything has been unloaded and unpacked in your new home, check that everything has arrived safely.
- After moving in, you should consider changing the external door locks to improve the security of your new home.

RESIDENTIAL CONVEYANCING



Why choose MW?

- Over 20 local and convenient offices for advice and the drop off of legal papers
- Legal 500, Chambers, Superlawyers rated Solicitors
- Lexcel accredited (Legal practice quality mark for excellence in legal practice management and client care)
- Multiple branches across London, South, South East and South West of England
- Member of CQS (Conveyancing Quality Scheme)

Experts in Residential Conveyancing

- Leasehold / freehold transactions
- Transfer of equity
- Re-mortgage
- Purchase
- Sale

For more information call **Liz Veness** on **01273 447 887** and find out how we can help you with all your legal needs.

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