



Robert Williams

SALES | LETTINGS | AUCTIONS

Your Property, Our Passion.

www.robertwilliams.co.uk



“The fact that Robert Williams are a smaller agent is their biggest asset...”



Our Passion...

We have a simple philosophy at Robert Williams. Keep it focused, and do it well.

We don't pile on instruction after instruction hoping some will sell, but instead prefer being a little more selective about what we take on.

This allows us to give each property – and its owners – the attention they deserve. Like making sure that it's marketed with as much vigour as possible, and that the photography really shows it at its best.

It means we can all fully familiarise ourselves with a property before we start showing it. Nobody likes a negotiator trying to bluff about a property they don't know.

Finally, it allows us to give buyers the time they need to fully appreciate a property and to keep you properly updated.

We make the time to do things properly.

It's about time to instruct Robert Williams.

You'll see plenty of testimonials throughout this brochure and, like us, they're completely genuine!



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Our Passion... to show your property at its best

Eye-catching photos are incredibly important for generating interest in a property. We pay attention to the details, taking the time to get the best angles and use the best light, in order to present your property at its best.

For example, if we need to visit more than once to photograph each side of your property in the sunlight, that's what we'll do.

We'll also create a detailed floorplan which, together with our great photography, is the best way of really showing what a property has to offer, along with the description aimed at giving buyers a feel for your property to inspire them to want to find out more (descriptions of each room's radiators and power points really do little to inspire buyers!).

Then we will create a printed and digital brochure ready to email or hand out to buyers at each viewing, as well as displaying the full details online along with a 360 degree virtual tour enabling potential buyers to view your property from their desktop or mobile.



Southtown,
Dartmouth

Tillage Way,
Clyst St Mary



Our Passion... to tell the world

We make sure we take the time to market your property widely.

Naturally we'll promote your property through the UK's biggest property websites, Rightmove, Zoopla and On The Market, as well as our own website www.robertwilliams.co.uk.

We will call and email out your property details to our sizeable database of active buyers, promote it through all of our social media channels, and can arrange to feature it in the Express & Echo, Western Morning News, or in other publications such as Devon Life or The Sunday Times.

What is more, as a member of the 'Experts in Property', your property will be promoted through around 80 other member offices across the South West - and through the Distinctly West Country London office near Marble Arch.

DISTINCTLY
WESTCOUNTRY



“We have looked at many houses recently and over half the agents weren’t familiar with the house or made any attempt to sell it. They turned up late then rushed us round to go to other appointments. When Robert Williams sold our house, they knew all about our property and buyers were able to take as long as they needed!”





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Our Passion... to give buyers the attention they deserve

It seems that at some point every potential buyer has been hurried through a viewing by a negotiator who's never even visited that property before!

But with Robert Williams, buyers have a rather different experience.

First, we accompany absolutely every viewing possible – and always with our experienced negotiators who've thoroughly familiarised themselves with your property first (no ill-informed 'Saturday staff' for us!).

Not only does this mean we can get to know a buyer and their needs better, it also means we can give them a thorough guided tour, drawing out those important

little details that make a property special, and help inspire people to want to live there.

It means we can answer buyers' questions authoritatively, counter any concerns they may have and pass on their thoughts to you first-hand.

Crucially, we also make sure we give buyers the time they deserve to fully appreciate your property, letting them take it in for as long as they want.



Ebrington Road,
Exeter

Our Passion... to keep in touch just the right amount

A lack of communication is sellers' no.1 complaint about their agent.

That is why we will give you a dedicated point of contact and their mobile number, so you always know who to talk to. Mind you, our small team work closely together, and all updates are logged on our CRM system, so we will all know the latest news on your property.

What is more, because we are selective about the properties we take on, we're able to devote more time speaking to buyers about what they really thought, and then to pass that feedback back to you.

You will also find that we will contact you just the right amount. Too frequently is just as annoying as never hearing from us - and we will do our best to contact you at appropriate intervals.

It does not end at the sale either. To us a sale is not a sale until completion day - which is why our negotiators also take the time to chase all the solicitors, surveyors, lenders and others in the chain to ensure that your property goes all the way to completion... and on time.



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Our Passion... **to treat you with respect**

**If there's one thing we don't have
time for, it's tie-in periods.**

Many agents will tie you to them for 12, 16, sometimes 24 weeks: meaning you are powerless to switch agents until that period is over, no matter what you think of their service.

At Robert Williams we think you should want to stay with an agent because you love their service, not because you fear their lawyers!

Therefore, we ask for only two weeks' notice if you want to leave – something that keeps us on our toes until your property sale is complete!

You will also find that unlike some of the corporate agents who seem keener to sell mortgages than property, selling your property is our top priority, and we'll be on the case until completion day.



The Cliffs,
Dawlish



“Their service did not end with the offer. They went above and beyond on so many issues, smoothing a very bumpy process between us and our buyer.”

“Do not underestimate the importance of having a good estate agent. Robert Williams will not disappoint, and you will not begrudge their fee, which they truly earned.”



**Robert
Williams**

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Time to talk more...?

Whenever you're ready,
please get in touch...

Where we are...

2 Southernhay West
Exeter
Devon
EX1 1JC

How to contact us

01392 204 800
sales@robertwilliams.co.uk
www.robertwilliams.co.uk

When we're open

Mon - Fri 9.00 - 5.30
Saturday 9.00 - 12.30
Other times by arrangement



RICS membership is a mark of the highest professional standards and the highest level of qualification.

**DISTINCTLY
WESTCOUNTRY**



A member of the Experts in Property
and Distinctly West Country.