



GLOBAL HOUSE ESTATES SERVICE SCHEDULE

	BRONZE	SILVER	GOLD
1 Advertisements on all major platforms including Rightmove, Zoopla, OnTheMarket & Prime Location	✓	✓	✓
2 Buyer quality vetting process	✓	✓	✓
3 'For Sale' board	✓	✓	✓
4 Key Security	✓	✓	✓
5 Preparation of a Sales Memorandum	✓	✓	✓
6 Professional photograph, floor plan and EPC	✓	✓	✓
7 Receive and negotiate offers	✓	✓	✓
8 Viewings feedback through email and text / phone	✓	✓	✓
9 Valuation	✓	✓	✓
10 Property brochure	✓	✓	✓
11 Advertising on EZine	✓	✓	✓
12 Marketing nationally	✗	✓	✓
13 Park Lane and Elephant & Castle display	✗	✓	✓
14 Weekly Market Reports	✗	✓	✓
15 File progression	✗	✓	✓
16 Marketing on Social Media	✗	✓	✓
17 Accompanied viewings	✗	✓	✓
18 Video presentation	✗	✓	✓
19 Advertising in Life magazine	✗	✓	✓
20 Park Lane Property Exhibition	✗	✓	✓
21 Sales particulars in Cantonese/Mandarin	✗	✗	✓
22 Event marketing	✗	✗	✓
23 Virtual tour	✗	✗	✓
24 Property staging (Upon agreement)	✗	✗	✓
25 Marketing and distribution across Hong Kong	✗	✗	✓
26 Virtual Staging	✗	✗	✓
	(0.9% inc)	(2.4% inc)	(3.6% inc)

- 1 We want you to sell your property as quickly as possible for the highest price, so we spread the net wide to an audience of millions of potential buyers.
- 2 All potential buyers go through an extensive registration process prior to any viewings to ensure their suitability, seriousness and capacity to buy.
- 3 Only with your permission, we will erect a FOR SALE sign outside your property to attract greater local interest in it.
- 4 Your keys, should you entrust us with them, will be safe and secure. Keys are assigned a code that relates to your property and the address is only accessible via our secure digital systems.
- 5 All the important details of the sale will be set out in a document for the buyer, seller and their respective solicitors, to ensure clarity from the outset.
- 6 We want your property to look its best, so we'll pay for photographs and floor plan.
- 7 Acting as your agents, it is our duty to ensure that you get a fair price for your property. Our negotiators are skilled at brokering a deal that is acceptable for all parties concerned.
- 8 After every viewing we'll provide you with rapid, detailed feedback so you know why people are interested or why they are not.
- 9 We only send our most senior consultants to value properties. They will do a thorough assessment and provide you with a written valuation, all totally free of any charges or obligations.
- 10 When buyers are not able to see your property in person (e.g. an overseas buyer) a brochure is an important marketing tool to use in the sale of your property.
- 11 Advertising in our digital E-zine Magazine which is easily accessible and interactive
- 12 Marketing nationally using the exclusive Guild membership that connects us with over 800 other independent estate agents in the UK.
- 13 Two prime locations with 24/7 showroom and display facilities to ensure continuous showcase of our property portfolio attracting a constant stream of interested buyers.
- 14 We will create and send you comprehensive reports of how your property has performed each week in each of the portals.
- 15 We will manage your sale all the way through to completion, working with buyers, solicitors, lenders, management companies and freeholders to avoid delays and difficulties.
- 16 We will promote your property across our Instagram and Facebook pages to attract a wider range of clientele and generate interest.
- 17 Viewings to showcase your property are conducted by one of our highly trained negotiators each and every time.
- 18 When buyers are not able to personally view your property, a walk-through video can be a very useful sales tool. It's especially good for attracting overseas buyers.
- 19 Advertising in our hardcover Life Magazine along with a digital page-turner version.
- 20 Your property will be a part of our Property Exhibition which we hold at The Guild's showroom in Park Lane. It is a great way to market your property further.
- 21 While many in Hong Kong speak English, it improves your prospects of finding a willing buyer if we also produce your sales particulars in Cantonese and Mandarin.
- 22 If we are selling a number of properties within a single block we might organise an investor event to encourage greater interest, demand and possibly competition for those properties.
- 23 A virtual tour is a tried and tested way of helping would-be buyers see the potential in your property. The technology threads together photographs in a walk-through format, a virtual viewing to help them see your property in greater detail.
- 24 We can offer guidance and support on how to best present your property for sale. Sometimes small changes can make all the difference to both speed of sale and price achieved.
- 25 Working with our Hong Kong office and regional collaborative partners, we'll promote your property to their buyers on top of our UK-based marketing efforts.
- 26 In order to give your property the best chance at being sold, we will use virtual staging for some rooms to make your property look as good as it can be.

