

# Brightwells

Est. 1846



## Our Guide

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To Selling Your Home

[brightwells.com](https://www.brightwells.com)

# Brightwells Residential

As a firm, Brightwells have been successfully selling rural and period properties throughout Herefordshire since 1846. Our sales team have over 100 years of buying and selling experience between them and are always on hand to assist you in the selling process, each and every step of the way.

We believe that our approach is refreshingly straight forward. We aim to provide a much more personal and bespoke estate agency service than that more commonly found. Our low volume, high sales approach to property,

with no secondary agendas for financial services or mortgages, ensures that we can focus, absolutely, on the job in hand - identifying buyers, communicating with them, following up and securing interest, achieving the best price possible and keeping you fully informed.

In all that we do, our aim is to continue to raise the standard of our service to ensure that we are recommended again and again by sellers and buyers alike.

## Marketing Tools

We offer a superior range of marketing tools and materials to promote your home which include:

- Distinctive sales brochures - tailored exactly to your property's needs
- Professional photography
- Floor plans and land plans, where required
- Clear maps - a must for the 'out of area' buyer
- Prominent high street display within our office
- All our properties are uploaded to the two major search engines of Rightmove.co.uk and Onthemarket.com
- Tailored advertising programmes and specialist advertising, where appropriate
- Distinctive for sale boards
- Advice on conducting viewings and a full accompanied viewing service if required
- Priority mailing system, ensuring swift and effective notification of your property to potential buyers
- Even when closed, our emails and messages are monitored remotely to ensure we never miss an enquiry
- All the latest technology

Further information on our marketing tools are covered in the next few pages, but first things first...

## Brochures

Sales brochures are a vital marketing tool and we pride ourselves on the design, individuality and quality of the production. A narrative of your brochure will be prepared, initially in draft format, and be presented to you for your final approval. Once authorised we will arrange the printing and provide you with copies for your use.



*"Proudly looking after Herefordshire property since 1846"*

**Brightwells**

Est. 1846

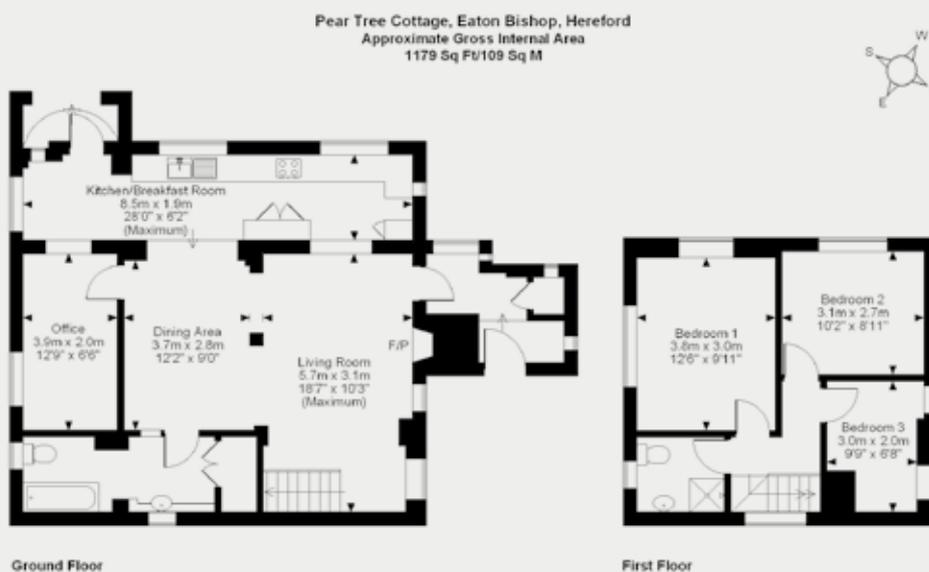
# Photography

An extensive portfolio of professional photographs is crucial to best represent any property; these will include internal, external and where possible, location shots. In certain cases specialist photography may be required, such as aerial or elevated shots, and we are happy to discuss with you.



# Floor Plans

We will arrange for floor plans to be prepared. These are very popular and useful to prospective purchasers. The floor plans will be featured not only on your sales brochure but also on all the major property websites. Below is an example of a typical floor plan.



FOR ILLUSTRATIVE PURPOSES ONLY - NOT TO SCALE  
The position & size of doors, windows, appliances and other features are approximate only.  
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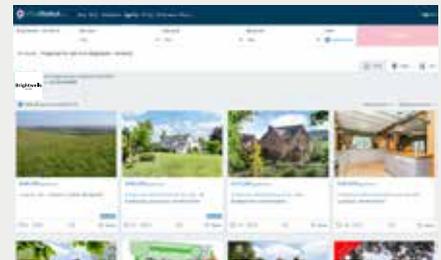


## Advertising

For each of our properties we will prepare a schedule of advertising tailored to get the best response. This includes:

### Internet Advertising

The internet is a strong medium for introducing your property to potential new buyers, which of course supplements our strong existing database of applicants registered with Brightwells. In addition to Brightwells' own well visited website (brightwells.com) we advertise on the major property search engines of 'Rightmove' and 'Onthemarket'. These are supported by subsidiary sites such as The Evening Standard and The Telegraph.



### Local Advertising

We regularly advertise our properties in the property section of the Hereford Times and continually strive to ensure the quality and presentation. Other publications used are the Brecon and Radnor Post, Monmouthshire Beacon, Ledbury Reporter, The Malvern and Ross Gazettes and Ludlow Advertiser.



### Press Releases and Editorial

Our established contacts, with both local and regional press, can often gain further media coverage of an editorial nature. These editorials have proven most effective in the successful marketing of properties, but can be at the discretion of the publication involved.

### National and Specialist Advertising

In addition to our local advertising programme, we are able to offer national exposure in a broad range of publications to reach the widest audience of potential buyers. However, this supplementary national advertising would be at an additional cost, which we are happy to discuss with you.



## Viewing and Security

All appointments to view will be made through ourselves at a time convenient to you. We will qualify the applicants to ensure that they are serious buyers, so as not to waste your time. Feedback from all viewings, whether it be positive or negative will be reported to you as soon as possible. We can also accompany viewings where necessary.

## Energy Performance Certificates

In some cases an energy performance certificate (EPC) is required. We can let you know if your property will require an EPC and, if so, it is essential that this has at least been applied for prior to marketing your property. For your information, an EPC is valid for a 10 year period.

# The Office Of Fair Trading

The Office of Fair Trading requests that we verify all facts communicated to potential customers are accurate. Before circulating any details of your property we must obtain your confirmation that all information provides a true representation of the property.

## Legal Process

Once your sale has been agreed, we will monitor the progress carefully and try to be one step ahead to ensure that there are no delays along the way. The process these days does take longer than it used to and if you haven't moved for some time you may be surprised how much it has changed and how much more you will need to provide for your buyers' solicitor.

We are always here at the end of the phone or on email to help guide you through the process and we understand that this can be a very stressful time. We will do all we can to ease any issues which may arise.

We have prepared an information sheet, to help you to understand what might be required of you, this will be sent out with our contract should we be instructed to act on your behalf.

## Solicitors

Needless to say we work closely with a number of local solicitors and are happy to make recommendations to you so that you are able to make an informed decision.

## Lastly

Our aim is to provide a first class service and achieve for our clients the very best price possible. Your instruction will always be valued. Thank you.

## Now, Most Importantly, Meet The Team



### **Jonathan Bliss - Head of Residential Sales**

Jonathan has lived and worked in Herefordshire for most of his life and, although he wouldn't like to admit it, he has been successfully selling houses for over 30 years! During this time he has built up a vast amount of knowledge of all types of property and considers himself to be very lucky to be working in one of the country's most beautiful counties. Always approachable and guaranteed to provide sensible and straight forward advice.

07748 113 830 | [jonathan.bliss@brightwells.com](mailto:jonathan.bliss@brightwells.com)



### **Judith Golby - Senior Negotiator**

Caring too much can sometimes be seen by some as a weakness, but in Judith's case it is an outstanding asset which brings clients back and back to Brightwells. Not only an experienced property negotiator, with over 25 years experience, Judith is an excellent problem solver and monitors all of our property sales to a smooth exchange and completion. Although often stressful Judith enjoys her work enormously but, on behalf of our clients, can show a steely nerve when required.

07970 461 493 | [judith.golby@brightwells.com](mailto:judith.golby@brightwells.com)



### **Rhodri Mence - Valuer**

Rhodri has been successfully valuing and selling houses in Herefordshire for over 25 years. Not only brought up and educated in Herefordshire, but over the course of his career he has built up a wealth of knowledge and experience regarding the surrounding villages and the many different properties within this picturesque county. Away from the office Rhodri has two small children who most definitely keep him out of mischief.

07771 675 725 | [rhodri.mence@brightwells.com](mailto:rhodri.mence@brightwells.com)



### **Linda Ketcher - Office Co-ordinator**

Linda always makes an impact, with not only a wicked sense of humour but also outstanding organisational skills. Incredibly positive and with an ability to 'make things happen', Linda is the 'engine room' of the business, but we don't like to tell her! For many clients Linda is the most regular voice on the end of the telephone and she ensures everything always runs as smoothly as possible.

01432 343800 | [linda.ketcher@brightwells.com](mailto:linda.ketcher@brightwells.com)

SOLD



Longtown

£595,000

SOLD



Mordiford

£695,000

SOLD



Dorstone

£545,000

SOLD



Three Elms Road

£475,000

SOLD



Bodenham

£575,000

SOLD



St Ethelbert Street

£475,000

SOLD



Newton St Margarets

£620,000

SOLD



Winforton

£795,000

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