

TOGETHER



WE'RE A NETWORK

Winkworth a British icon

Winkworth is truly a British icon. We have been at the heart of the London property market for 176 years and have sold thousands and thousands of beautiful homes throughout the Capital and beyond.

We began selling exclusive London and country property in 1835. Our original Head Office was based in Curzon Street in Mayfair, with a country office in Brighton. Our main business involved selling residential property to an exclusive client list and letting houses in Mayfair to the gentry for 'the season'.

For almost 150 years, Winkworth continued to operate as a small, boutique London agent. Then, in 1981, Winkworth began an expansion programme that resulted in the comprehensive network of offices you can see today.

Winkworth continues to go from strength-to-strength, with an expansive network of 95 independently owned and operated offices. 60 offices are located in London alone and there are established country offices across England.

Expansion into exclusive international markets has moved at pace in recent years



and we now have a presence in France, Portugal, Italy, Switzerland, Hong Kong and China.

Winkworth is an AIM listed company (AIM is the international market for growing companies trading on the London Stock Exchange) and every single Winkworth office is owned by an independent agent/proprietor whose market expertise and understanding of their local area is unsurpassed.

Although many things have changed over the years, we are still very proud of our rich heritage. We still remain at the heart of the London market, and when you work with one of our branches you still get the excellent personal service you would have received from our very first Curzon Street branch. Property is, and will remain to be, in our DNA.



Our far reaching network

We offer a unique service to our clients. Every branch of Winkworth is independently owned, so you get a completely personalised and local service. However, because your local branch is backed by the combined strength of the Winkworth national network, you get the best of both worlds.

Of course, being part of a huge network is pointless unless it's used effectively. The key to our success is that all of our offices work closely together. They share knowledge and have access to a huge database of potential buyers and tenants.

Therefore, when you sell your property through your local Winkworth office, you are only, metaphorically speaking, at the tip of the iceberg. Underneath, your property could be seen by the thousands of people registered around London, throughout the south of England and further afield across the globe.

Because every office is independently owned, it is run by a team of local property experts. Many Winkworth estate agents have been in their area for over 20 years and are active members of their local community.

NORTH SOMERSET

Bath
Canford Cliffs
Highcliffe
Penn Hill
Southbourne
Westbourne

Exeter

Devon

Dorset

WILTSHIRE

Devizes

Hampshire

Basingstoke
Petersfield
Romsey
Winchester

YORKSHIRE

Chapeltown
Hillsborough
Bourne
Grantham
Lincoln
Sleaford

LINCOLNSHIRE

Newark

NOTTINGHAMSHIRE

Northampton

NORTHAMPTONSHIRE

BUCKINGHAMSHIRE

Chalfont & Gerrards Cross

OXFORDSHIRE

Oxford

BERKSHIRE

Newbury

SURREY

Farnham
Weybridge

LONDON SOUTH

Barnes
Battersea
Beckenham
Blackheath
Cheam
Chislehurst
Clapham
Crystal Palace
Dulwich
Forest Hill
Herne Hill
Kennington
New Cross
Putney
Richmond
Southfields
Streatham
Surrey Quays
Tooting
West Norwood
Wimbledon
Worcester Park

LONDON WEST

Chiswick
Ealing & Acton
Fulham
Fulham & Parsons Green
Hammersmith
North Kensington
Shepherd's Bush

LONDON CENTRAL

Clerkenwell & City
Kensington
Knightsbridge
Notting Hill
Paddington & Bayswater
Pimlico & Westminster
South Kensington
St John's Wood
West End

LONDON NORTH

Barnet
Borehamwood & Elstree
Crouch End
Finchley
Golders Green
Harringay
Harrow
Hendon
Highbury
Highgate
Islington
Kentish Town
Palmers Green
Totteridge & Whetstone
Willesden

KENT

Canterbury
Tunbridge Wells

EAST SUSSEX

Brighton & Hove
Lewes

WEST SUSSEX

Worthing

CHINA

HONG KONG

SWITZERLAND

FRANCE

La Garde-Freinet
Loire

ITALY

TYPES OF INSTRUCTIONS

There are four types of instructions or agreements available when selling your home.

■ **SOLE AGENCY** this is when you employ the services of one agent only to act on your behalf, usually for a minimum period of 12 weeks for a set fee. This type of agreement allows for a greater degree of continuity, enabling the estate agent to plan and monitor a complete marketing strategy for your property. Using a sole agent implies also that the property is fresh to the market and therefore a more desirable prospect for potential applicants.

■ **JOINT SOLE AGENCY** this involves two agents selling your property. The agents agree to split the fee on the sale of the property with the agent that ultimately sells the property getting a higher percentage.

■ **SOLE SELLING RIGHTS** this agreement is when an appointed selling agent will be entitled to a fee even if you sell your property privately or through another agent, regardless of how long it takes to sell.

■ **MULTIPLE AGENTS** this is when you employ the services of several agents. The agent that sells the property takes the whole fee.

LEGAL PREPARATIONS FOR SELLING YOUR HOME

CONVEYANCING

We recommend a conveyancing solicitor is instructed to prepare the necessary documentation needed to complete the sale of your property. This will include searches to check the title deeds, any planned works in the area that may impact on your property, boundaries and legal or planned restrictions. If you are selling, your conveyancer will check all the details of the contract and take charge of any negotiations on your behalf.

ENERGY PERFORMANCE CERTIFICATE

Any property that is openly marketed is required by law to have an EPC which provides information on the property's energy efficiency and will calculate ways in which this can be improved upon. The EPC should be commissioned by the vendor before the property is marketed or before entering into a contract to sell and will be valid for 10 years. The cost for producing the EPC is £75 + VAT and can be arranged through one of Winkworth's recommended EPC providers.

MONEY LAUNDERING REGULATIONS

In order to comply with the money laundering Regulations 2003, we are legally obliged to ensure that all of our clients provide us with two forms of identity. Corporate bodies and Trustees are also obliged to provide us with this information.

The Winkworth Academy

Winkworth proprietors and their staff have unlimited access to our comprehensive in-house training courses. This ensures they are supported in meeting the very high standards expected from all those who represent Winkworth.

The Winkworth Training Academy offers a variety of industry-specific courses that cater for all levels of expertise, from basic foundations skills, to essential law and compliance, to how to manage a team of

people. These bespoke courses have been developed by industry experts for the Winkworth Training Academy and they are delivered by independent trainers with decades of hands-on experience, within the property sector.

What does this mean for you? You can rest assured that you are dealing with experienced and skilled professionals who are at the cutting edge of all the latest developments in the property industry.

Our services

Winkworth offer a diverse range of property services to its clients. These vary from buying, acquisition, letting, lettings management and property management. Our international and country properties departments have also gone from strength to strength.

Since 2001, Winkworth has been facilitating the sale and purchase of exclusive homes across the continent and beyond. Our comprehensive service

includes helping UK buyers to find homes abroad, marketing international properties, international property search, providing guidance on the nuances of the international market, managing the negotiation and sales process between the buyer and international agents and coordinating viewings for international buyers (accompanied when required).

We have, of course been selling fine



What you can expect from Winkworth

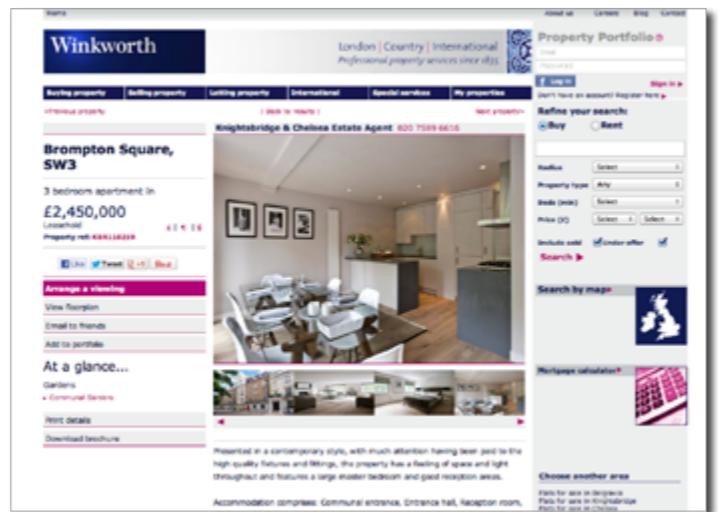
The Winkworth service is personalised to your needs. Your Winkworth estate agent will do their best to fit in with your timescales and tailor-make a unique marketing package for your property.

Every Winkworth office advertises in key local publications and advertising opportunities exist in some of the most high-profile publications in the UK for suitable properties, including Country Life, the Sunday Times and the Financial Times.

PR is a very important part of any marketing plan and our centralised PR department works hard to achieve high-profile coverage for the properties we are marketing across a broad range of media such as television, radio, print and online.

Launched in 1998, winkworth.co.uk was one of the first property websites. Over the last decade the website has continually evolved and become a valuable resource for anyone looking to buy or rent property. Every property has a page on our website, which can include detailed property descriptions, multiple photographs, location maps, video tours and floor plans.

When you have signed the agreement with your Winkworth agent, the marketing campaign for your property starts almost immediately, and most properties are usually online within 24 hours once photographs have been taken.



The Winkworth guide to selling your property

We know that many of our clients have bought and sold several properties. However, for those that haven't, we've put together a quick guide to selling your property.

Selling can be very stressful. The best way to reduce the pressure is to use an experienced and professional local estate agent who can provide you with an excellent service across a range of areas. Here are some of the key things to look out for when choosing your estate agent...

A COMPREHENSIVE MARKETING PLAN

- **A GOOD WEBSITE**
consistently receives a high volume of visits.
- **EXPOSURE ON THE TOP PROPERTY WEB PORTALS**
- **NATIONAL AND LOCAL ADVERTISING**
- **HIGH QUALITY PROPERTY DETAILS**
including multiple photographs and floor plans and a wide network of offices, generating fresh property enquiries daily.

The costs to consider when selling your home

The costs involved in selling your property depend on many factors, such as the value of the property and the complexity of the transaction. However, here is a quick check-list of the costs involved in selling your home:

- **ESTATE AGENTS FEES**
- **CONVEYANCING FEES**
- **EPC COSTS**
- **REMOVAL COSTS**

A WELCOME ENVIRONMENT

- **IS THERE A BUZZ AMONGST THE STAFF?**
- **IS THE OFFICE WELCOMING?**
- **ARE YOU GREETED WHEN YOU WALK IN?**
- **HOW WELL ARE PROPERTIES DISPLAYED?**

A REALISTIC AND PROFESSIONAL EVALUATION

- **DON'T AUTOMATICALLY GO FOR THE ESTATE AGENT THAT GIVES YOU THE HIGHEST EVALUATION**
this may just be a tactic to get your business.
- **ALWAYS ASK FOR EVIDENCE OF SIMILAR PROPERTIES AN AGENT HAS SOLD.**
- **DON'T USE FEES AS DECIDING FACTOR**
the agent's fee will be a percentage of the actual selling price, so it is in their interest to get the best price they can for you. However, fees vary widely. Just because an agent offers a low fee, you won't necessarily be getting good value – it depends what they do for you.



Winkworth