



JACKSON-STOPS

THE NATIONAL
AGENTS LOCALS
RECOMMEND



NATIONAL PROPERTY EXPERTS SINCE 1910



“We were kept well informed throughout the whole process and every member of the team is professional, courteous and knowledgeable. They made selling our house practically pain free. I would definitely use Jackson-Stops again.”

Chris G, Google review

Hundreds of appreciative reviews from clients across the country are posted about us online (average 4.7 stars at the time of writing). Certain descriptions come up repeatedly, regardless of location or service. Some — *supportive, kind, reassuring* — speak volumes about our ethos, whilst others — *professional, astute, brilliant, superb* — reflect our effectiveness. All of the reviews used in this brochure can be seen in full online.



Left: Even far from the capital, London is a significant source of buyers, especially for substantial houses such as this one.

Below: Our PR specialists operate world-wide, securing editorial coverage in overseas newspapers and websites, as well as leading national UK publications.



NATIONAL PROPERTY EXPERTS SINCE 1910

The prominence and reputation of Jackson-Stops for forward-thinking professionalism enables us to attract the best buyers, wherever they are.

That prominence also gives us the strength to secure frequent editorial coverage in the national online and traditional media, to run campaigns across the UK and beyond, and use specialist technology and marketing to get our clients' properties noticed, ahead of the rest — regardless of whether the property concerned is a city apartment, cottage or country estate.

Being part of a larger organisation also gives each local office of Jackson-Stops access to a great fund of shared expertise and real time market data. This is important: up-to-date information on matters such as listed buildings and property taxation often proves central to whether a sale proceeds, and at what price. And when crucial negotiation decisions have to be made, the market knowledge we share across the country helps us to judge trends and advise swiftly and with confidence.

Being national ensures that we can negotiate astutely on your behalf, from an informed position of strength.

“We decided to use Jackson-Stops because of their reputation.”

Liz T, Google review





Left: Waterside and coastal property buyers often have different aspirations and timescales. Our specialist marketing takes this into account.

Below: We make widespread use of drone photography and video, being practical and of obvious value.



A PEOPLE-FIRST VIEW OF MARKETS AND TECHNOLOGIES

Embracing change with measured enthusiasm has been vital to maintaining a national reputation for quality, for over 100 years.

Amongst the first estate agencies online in the 1990s, we now market via hundreds of websites and digital networks and use virtual reality, drone cameras, interactive shop window displays and more, to attract and engage. Today, our use of IT is focussed on individualising our services, using our national resources to make the whole process of moving more convenient for our clients, and more engaging for buyers and tenants.

Never 'starry-eyed', Jackson-Stops has always viewed opportunities such as new centres of overseas demand and new digital marketing techniques, through the lens of our values. Our innovative structure arose out of a desire for greater freedom to practise those values. Today, with the pace of change faster than ever, it fuels our ability to respond to those changes with agility, keeping ahead of the competition.

In this, as in everything else, our actions are guided by a restless determination to provide high value services in ways which demonstrate Jackson-Stops to be exceptionally effective, professional and authentic.

“JS were brilliant from start to finish; their in-depth knowledge of the local market and potential purchasers was vital in helping us sell.”

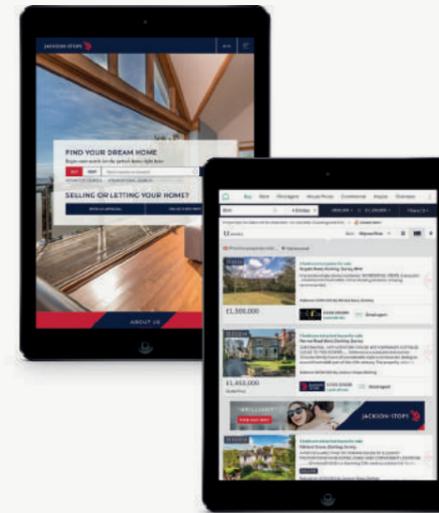
R Chenery,
Google review





Left: Properties with inviting passageways and stairs are ideal for the Virtual Reality technology we use to allow visitors to 'walk around' a property, online.

Below: The Jackson-Stops website feeds data into our automated online and traditional marketing. All properties are featured on our own website, Rightmove and On The Market.



A CONNECTED SERVICE WITH INTERNATIONAL REACH

Websites which are so much more than “brochureware”.

IN-BOUND AND OUT-BOUND

With its easy search facility, beautiful images and thorough information, our website attracts attention and high quality buyer enquiries, from around the world. It also shows us which kinds of properties and features are of greatest interest, to which kinds of buyers. This is valuable information: it can question assumptions about, say, which properties are most suited to promoting overseas, or what families buying after renting long-term, want.

Visitor information also helps us to personalise our online, out-bound marketing. This makes our advertising via hundreds of other websites in the UK and selected overseas markets both relevant and remarkably effective.

PORTAL WEBSITES

As well as our own site, we use *Rightmove* and *On The Market* to promote all properties ('off-market' sales aside). Such general listings do generate good enquiries, though we find that advertising and individual property promotion on Rightmove can make all the difference. This is especially so during the initial marketing 'push', which offers the best chance of generating competition between several buyers and thus of getting the best price.

“Very honest, very knowledgeable and very calm when it came to the nail biting bit before exchange!”

Jessica M, Google review





Left: High specification new homes often attract both owner occupiers and ex-pats who, initially, want to let.

Below: At a growing number of Jackson-Stops offices, out-of-office hours passers-by can now browse through all available properties via through-window, touch-screen displays.



AGILE RESPONSES TO CHANGING MARKETS

Regional flexibility helps services to evolve with local demand.

LAND & NEW HOMES

Adapting to a sea-change in demand for high quality new homes, our Land & New Homes services have, in little more than a decade, grown to account for over 30% of business in some areas. Our local roots help here, giving us the expertise and relationships to know what is feasible in a given location. Coupled with our awareness of national trends, this enables us to identify the true potential of any given asset – and the best buyers for its homes.

We work with a wide range of professionals, from the most innovative local specialists, to the very best national housebuilders.

LETTINGS & MANAGEMENT

Always central to our London operation, the once rare market for country house lettings has become, in many areas, important to both the housing economy, and our business. To that market we bring the same commitment to use our national reputation and resources to the advantage of our local clients. A relatively fast and multi-faceted process, our lettings teams attend to all matters including regulatory compliance, references and negotiations.

“We loved how kind, flexible, helpful and professional the whole lettings team was.”

Ginevra C, Google review





Left: A fashion for radically modernising period buildings and outbuildings has increased demand for our expertise on Listed Building and Conservation Area legislation.

Below: Market intelligence from our professional services has helped to make our twice-yearly publication, UK Market Review, essential reading amongst our industry contacts.



PROFESSIONAL SERVICES: DILIGENCE AND EXPERTISE

Justly renowned for expertise in our built heritage, Jackson-Stops applies the same high standards to all specialist services.

LISTED BUILDINGS AND ARCHITECTURAL MERIT

Our specialist expertise and research in historic buildings often proves central to maximising the price achieved and avoiding problems once a sale has been agreed. It guarantees a smoother, more successful sales process. Thoroughly knowledgeable on the latest relevant legislation, we check all historic and regulatory matters.

FORMAL VALUATIONS

Fully qualified Jackson-Stops Chartered Surveyors are available to provide written valuations for probate and other formal matters, on properties and land across England and Wales.

MORTGAGE ADVICE

Our partnership with independent mortgage brokers Private Finance, now running for nearly two decades, has lasted because it has been so successful for clients and buyers. Private Finance share our commitment to giving best advice and are refreshingly straight-talking. Where a chain of sales is involved, they can be vital allies in resolving the cause of delay.



“Helpful, knowledgeable, astute and realistic.”

JY, Google review



Right: The 'bigger picture'. Thanks to the sharing of information and responsibilities, local Jackson-Stops teams understand both regional and national trends.

Below: Our Curzon Street, London W1 office, circa 1938.

THE NATIONAL AGENTS LOCALS RECOMMEND

Like all Jackson-Stops offices, those nearest you are part of a structure which gives our clients the benefits of a top-flight national brand and the total attention of their local office.

Uniquely, our national ownership and responsibilities are shared across the regions. Free of the need to please distant shareholders and CEOs (there are none), local directors and their teams can focus on you, their client, and your priorities — not corporate ones. Sharing national responsibilities ensures that local Jackson-Stops teams have a broader understanding of the overall market than rivals who can leave 'big picture' matters to their head office. It also generates a deep, long-term commitment from owner/directors and staff, to the communities of which they are a part.

And a frequent consequence of *that*, is that when buyers moving into an area call a local friend for advice, the national agent they recommend, is Jackson-Stops.



**“Professional yet open,
honest and supportive.”**

Grant A, Google review



THE NATIONAL AGENTS LOCALS RECOMMEND

Like all Jackson-Stops offices, those nearest you are part of a unique structure which combines local commitment and authority, with great national strength.



Country Houses 020 7664 6646
New Homes 020 7664 6649

London

Holland Park 020 7727 5111
Mayfair 020 7664 6644
Pimlico 020 7828 4050
Richmond 020 8940 6789
Teddington 020 8943 9777
Weybridge 01932 821160
Wimbledon 020 8879 6699

Central

Northampton 01604 632991
Woburn 01525 290641

West Country

Barnstaple 01271 325153
Blandford 01258 423002
Bridport 01308 433133
Exeter 01392 214222
Shaftesbury 01747 850858
Sherborne 01935 810141
Taunton 01823 325144
Truro 01872 261160

North West & North Wales

Chester 01244 328361
Hale 0161 9288 881
Alderley Edge 01625 540340

South

Arundel 01903 885886
Chichester 01243 786316
Midhurst 01730 812357
Mid Sussex 01444 484400
Winchester 01962 844299

Cotswolds, Hereford & Worcs

Burford 01993 822661
Chipping Campden 01386 840224
Cirencester 01285 653334

Yorkshire & North East

York 01904 625033

East Anglia

Burnham Market 01328 801333
Bury St Edmunds 01284 700535
Chelmsford 01245 806101
Ipswich 01473 218218
Newmarket 01638 662231
Norwich 01603 612333

South East

Canterbury 01227 781600
Cranbrook 01580 720000
Dorking 01306 887560
Oxted 01883 712375
Reigate 01737 222027
Sevenoaks 01732 740600
Tunbridge Wells 01892 521700



 OnTheMarket.com

 rightmove 