

# AlettaShaw

estate agents



BRITISH  
PROPERTY  
AWARDS

2021

★ ★ ★ ★ ★

**GOLD WINNER**

ESTATE AGENT  
IN BEXLEYHEATH



## An Award Winning Agency

BEXLEYHEATH

BLACKHEATH

PETTS WOOD

# Contents



- 3 Thank you for choosing Aletta Shaw
- 4 The market appraisal of your home
- 5 Marketing & exposure
- 6 Preparing your property
- 7 Professional photography
- 8 Floor plans
- 9 Virtual tours
- 10 Buyer qualification / conveyancing
- 11 Legal services

# Thank you for choosing Aletta Shaw



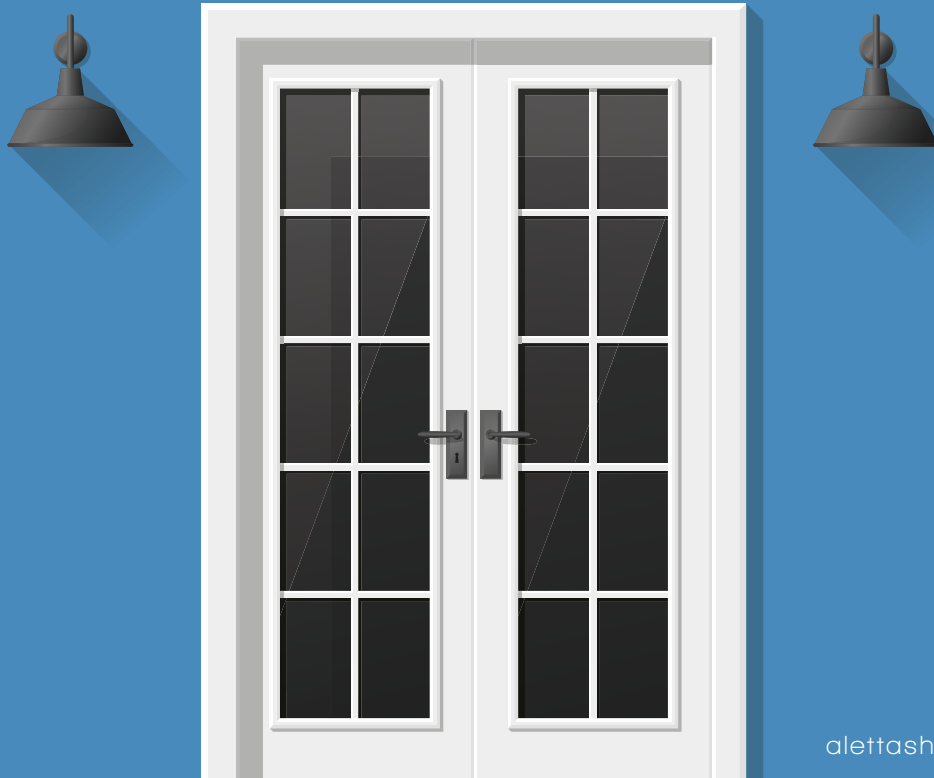
## Opening the door to your property

Aletta Shaw Estate Agency is all about efficiency, friendliness, and simplicity, with a fantastic track record of selling properties quickly and at the right price.

Consequently in 2021, we won "Best Local Agent" at the British Property Awards.

We will assist you throughout the whole process, being transparent about every decision we make, since outstanding client care is one of our key values.

**Aletta Shaw is also an established firm of solicitors and since first opening in 2000, we have received amazing reviews from our clients.**



[alettashaw.com](http://alettashaw.com)



# The market appraisal of your home

Our professional team of property marketing experts will consider several key factors when valuing your home FOR SALE or TO LET:

- Property Type, Features, Location, Size, Land, Condition, Age and Character.
- The current for sale/sold or rental price for comparable properties in a similar location.
- The current market conditions including buyer/tenant demand, competition and trends.
- Your price aspirations.
- Your timeframe including if and when you will be buying a new home.



**Being both an estate agency and a firm of solicitors, Aletta Shaw cuts the middleman out, making the process faster, more efficient, transparent, and cheaper.**



# Marketing & exposure

Aletta Shaw will be clear and transparent about our marketing approach and its success.

## **How we target applicants**

We will list your properties on the main listing websites, such as Rightmove, Zoopla, and Prime Location and we will also leverage our extensive purchaser/tenant database.

## **Latest technology**

We are constantly keeping up to date with the latest technologies, methods of communications and trends.

## **Accompanied viewings**

We tailor our viewings to your preferences, then carry them out either with or without you in the house. The choice is yours.

## **Open house viewings**

If it is in your best interests and you are happy with it, we can arrange open house viewings to show people around and generate interest.

## **Communication promise**

We will always keep you in the loop about viewings and how your property is performing.

**We advertise your property on all major property portals including Rightmove, Zoopla and PrimeLocation.**





## Preparing your property

We will review your property and let you know what minor changes would enhance its performance on the market.

## Why choose Aletta Shaw

1

We work closely with the solicitors at Aletta Shaw to make sure your transaction will run smoothly from the start to finish.

2

Outstanding client care. We go above and beyond for you.

3

Did you hear? We won Estate Agent of the Year at the British Property Awards for your local area.

4

We have an excellent record in selling swiftly and close to, if not above the asking price.

5

We have the contacts. If any issue arises, we can help. Whether that be probate, house clearance, or the need for a recommendation to fix a leaky tap, please do let us know and we can assist.

6

You can find us both online and in our high street offices in Bexleyheath, Blackheath and Petts Wood.

7

Due to our collaboration with Aletta Shaw Solicitors, we have lower overheads and we pass these savings on to you. This means that our fees are lower compared to the other agents in your area.





# Professional photography

High quality pictures and videos are key to showcase the best features of your property to potential buyers.

We will therefore use our best cameras, and when applicable, we will also shoot engaging videos and aerial views that will enable potential buyers to visualise the potential of your property.



**We will take high-quality photographs, videos and virtual tours of your property.**

# Floor plans

We usually ask one of our third-party contacts to prepare a floorplan, or a 3D floorplan of your property, which will help potential buyers to understand the layout and size of the property.

At the same time, if necessary we can take care of the EPC (Energy Performance Certificate) and the virtual tour, thus making the process seamless and stress-free.



**A floorplan will help potential buyers to appreciate the potential of your property.**

**By taking care of the EPC, virtual tour, and floorplan at the same time, we will save you stress and time.**



# Virtual tours

Since special equipment and extensive expertise are needed, we outsource our virtual tours to a specialist company, to guarantee the highest quality for you. Virtual tours can help in the selection of serious buyers.

**Depending on the size of the property, in up to an hour we can take care of the virtual tour, floorplan, pictures and EPC at the same time.**



# Buyer qualification

Before any viewing, we will check that the interested party is in the position to proceed. We do this through checking their mortgage capacity, proof of funds and a chain check.

This is to filter out people that are not able to proceed, so that you can move forward without issues once a formal offer has been made. This will make the process much smoother.

With rentals, we will make sure that the tenant has had a thorough 3rd party reference check before moving in.

Although it comes at an additional cost for the landlord, it ensures that the prospective tenant does not hold any criminal record and can pay the rent. If necessary, after undertaking relevant background checks, we can also obtain guarantors.

## Conveyancing



Once we have agreed a sale or your property, our service doesn't stop there. We will proactively progress your sale and keep you informed of every event as it happens. This will help to reduce potential problems that may arise throughout the transaction.

Aletta Shaw's dedicated Property Law team has expertise in residential and commercial conveyancing. They provide a highly professional service and a personal and tailored approach to client care.

At Aletta Shaw, our estate agents work closely with the solicitors and licensed conveyancers. Clients of some firms are told that their work is being carried out by a 'lawyer', but the general term 'lawyer' does not necessarily mean that the person holds any legal qualifications.

- **Freehold and Leasehold residential property sales and purchases**
- **Transfers of equity**
- **Remortgages**
- **Lease extensions**
- **Commercial property**
- **Fixed Fees for all residential property**

# Legal services

**AlettaShaw**  
solicitors

Since 2000, Aletta Shaw Solicitors has successfully helped their clients in a wide range of legal matters.



# AlettaShaw

---

estate agents

**BEXLEYHEATH**

**Tel: 020 8301 4884**

**BLACKHEATH**

**Tel: 020 3872 6666**

**PETTS WOOD**

**Tel: 01689 422 420**

Our offices are located in prominent High Street positions in Bexleyheath, Blackheath and Petts Wood, allowing us maximum exposure to potential buyers within South East London, Kent and beyond.

[alettashaw.com](http://alettashaw.com)

---