

Selling your property

with Sims Williams



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High quality and accurate professional photographs



Detailed floor plans and measurements, making it easy for potential buyers to understand room sizes and layouts



Bespoke property brochures, with engaging, well-written property details, professionally printed in full colour.



360 degree video walk throughs and virtual viewings



Showing your property at its best

Before we come to take photographs and film videos, here's how you can help us to showcase your property in its very best light.

You only have one chance to make sure your property creates a great first impression.

- Move any vehicles from the outside of the property
- Remove any clutter from outside the property, such as wheely bins
- Any children's toys or piles of magazines, DVDs etc. should be out of sight.
- Moving furniture around may help to make a room look more spacious
- Anything stored under the bed should be completely out of sight
- Clear all work tops and make sure there are no tea towels etc.
- Clear any fridge magnets or children's paintings!
- If you have pets, hide their food bowls and beds

How we market your property

At Sims Williams



Once we've taken photographs and videos, we produce a bespoke sales brochure and it's time to tell potential buyers your home is on the market and available.

We will know your property inside out

A member of our sales team will spend time with you at your property, getting to know you and your property better so that we can market your home with genuine knowledge and enthusiasm. We will make sure we understand your future plans, how you want to be involved with viewings and how you want us to contact you.

Through our database

We get to know exactly what potential buyers on our database are looking for. We often have buyers ready, willing and eager to view suitable properties and we will contact them as we are preparing the sales particulars.

On our website – www.simswilliams.co.uk

Your property will feature on our responsive, mobile-friendly website, where potential buyers can see and download images, floorplans and brochures and request a viewing at the touch of a button.

Online property portals

We advertise all the properties we represent on leading property portals, Rightmove and OnTheMarket.

Rightmove is by far the most widely-used online property website, with over 14 million people visiting the site every month.

Sims Williams has a strong presence on Rightmove because we recognise the vital role it plays in helping us to sell your property.

We update our listings regularly to keep properties looking fresh to potential buyers.

Premium Marketing Services

We offer a number of marketing "extras" to make sure your property really stands out from the crowd.

- Professional photography and editing plus
 - Drone photography
 - Elevated images
 - Twilight photographs
- Deluxe Property Sales Brochure (Six-page A5 or four-page A4)
- Rightmove Premium Display advert
- YouTube Walk Through Video Tour
- Matterport 3D Buyer Walk Through Video
- Bespoke Social Media and Email Campaigns
- Facebook and Instagram "Sneak Preview" posts
- Property video slide show maximised through Facebook 'Boosted' posts

