

Balmforth

Estate Agents, Valuers & Letting Agents



Summary of Sales Services 2024

Town Centre office – Open 7 days a week



A: 22-26 High Street, Mildenhall,
Suffolk IP28 7EQ
T: 01638 711171
E: mildenhall@balmforth.co.uk
W: www.balmforth.co.uk

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Valuation

Value:

Property Value: £ _____
Marketing Figure: £ _____
Forced sale Figure: £ _____

Fees:

Sales Fee: _____ %

1. Sales Cost*:	£ _____	Exc. VAT	£ _____	Inc. VAT
2a. Solicitor Cost Team/Balm:	£ _____	Exc. VAT	£ _____	Inc. VAT
2b. Solicitor Variable Costs:	£ _____	Exc. VAT	£ _____	Inc. VAT
2c. Solicitor Optional Costs:	£ _____	Exc. VAT	£ _____	Inc. VAT
3a. EPC: Existing:	Nil	OR	£ _____	Inc. VAT
3b. EPC: Team/Balm:	F.O.C	OR	£ _____	Inc. VAT
3c. EPC:	£75+VAT (£90	Inc. VAT)	£ _____	Inc. VAT

Total: £ _____ Inc. VAT

* Based on valuation but on completion is based on actual sales price

Notes:

Our standard agreement is a 16 Week Sole Selling Agent Agreement with two Weeks' Notice (at end of agreement)

We will confirm the above terms in writing

“Other Agents may match our fee but no one matches our Services!”

Key Features:

- * No Sale – No Fee
- * No Hidden Charges
- * No Cancellation Charges
- * Comprehensive Service
- * Open 7 days a week
- * All Clearly Explained ‘Up Front’



Robert Lewis
Managing Partner
BSc CEng MNAEA MARLA



Megan Norton
Senior Sales Negotiator & Valuer
MNAEA



Matt Barton
Sales Negotiator



Gavin Cox
Sales Negotiator

Sales Admin
Susanne Lewis Teresa Chambers
Emma Bassam Charlotte White
Polly Patterson Lorna Colman
Angela Hunt

Rightmove

Optimiser Package

All the Mildenhall Estate Agents use Rightmove but we are the **ONLY AGENT** in the area who takes up most Rightmove marketing options with the highest level and exclusive **RIGHTMOVE OPTIMISER PACKAGE**.

- Advertising on Local Home Page
- Featured Agents in most Villages and IP28
- Brand plus logo on search screen, sales and lettings
- Banner plus branding around properties and link to our website
- Microsite listings and information
- Brochure plus header and footer on property detail pages
- Full downloadable colour pdf brochure



This is over five times the basic level of Marketing services

Premium Display

All our resale properties are listed with a **PREMIUM LISTING** at **NO EXTRA COST** to give considerably enhanced internet hits. Rightmove analytical statistics confirm that there are over **30% MORE VIEWS** on a property that has Premium display, rather than a basic display.



Featured Property

We also include 'Featured Properties' gives your property extra coverage, putting your property at the 'top of the page'

For the first two weeks of listing and for Rightmove price changes

www.onthemarket.com



- Advertising on National TV
- Properties listed at OnTheMarket are automatically uploaded on to Facebook Marketplace
- No adverts – Uncluttered - No spam mail
- Clearer – Faster - Modern
- Just pure focus on properties

www.Balmforth.co.uk

We, like most Agents, have a website which looks great on a PC and in recent years, on a "smart" mobile phone. This is not enough any longer. Not only are smart phones available in a variety of sizes, there is also now a multitude of tablets and iPads again, in a range of sizes. The only way in which you can give the user the optimum "experience", is via a **RESPONSIVE WEBSITE** which will rearrange the screen in an optimal layout to match the screen size. Without a responsive website, an agent will not be on page one of google search results.



- High Google rankings
- Better 'user experience'
- Recognised local brand

Branding is crucial for a successful business

Rightmove specifically complimented Balmforth on their eye-catching image

Social Media

This is one of the key aspects in the sales and marketing of your property and Balmforth have one of the most extensive packages of any Agent in the area. Whilst the internet and associated technology play an important role in sales enquiries, both the **TRADITIONAL METHODS** and **CURRENT SOCIAL MEDIA METHODS** are equally important.



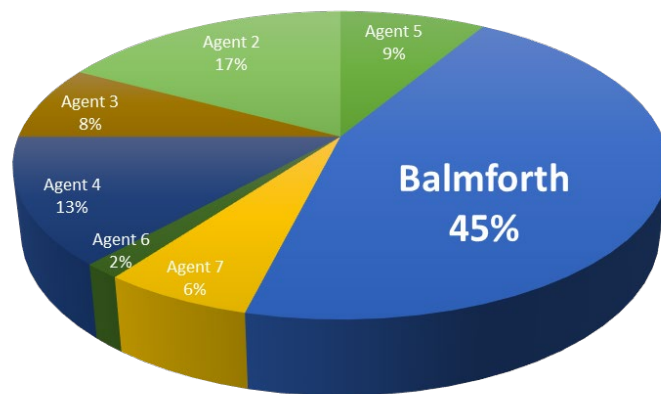
"Do you accept Cookies?"



Sales Comparison and Services

Balmforth - 1st For Sales Agreed!*

* In comparison with all Mildenhall Agents, based on;
IP28 6, IP28 7, IP28 8 & IP27 9, CB7 5 – 01/03/23
(Certificate available on request)



Why do we sell more properties than any other local agent?

- **NO SALE – NO FEE, NO HIDDEN EXTRAS!**
- No upfront charges
- Monthly Activity Report & regular feedback
- A3 high quality colour pdf brochures
- Friendly, professional and knowledgeable staff
- **OFFICE OPEN 7 DAYS A WEEK IN CENTRAL TOWN LOCATION**
- Rightmove Premium Display and Featured Property
- Free EPC (with our competitive conveyancing)
- Dedicated member of staff for Sales Progression
- Letting and Property Management Services

No other Mildenhall agent can offer you this level of service!

Drone Photography & Video

We operate our own, **fully licenced DJI Drone** for commercial use. DJI drones are approved by the CAA. This gives Balmforth an unrivalled marketing tool for both still and video imaging to assist in the marketing of appropriate properties. (Note; In some locations, approval from the USAF is required)

Matterport 3D Tours

Matterport 3D Virtual Tours are an industry leading marketing tool, which will do significantly more than any other marketing tool, to help sell your home.

Many Agents claim to do “Video” or “Walkthroughs” but they are merely 2D images tagged together.

The Matterport 3D Virtual Tour, is a genuine 3D walkthrough of the property and has been shown to be **300% more engaging** than the 2d standard photograph.

Digital Tracking Portal

We have available to Vendors an industry leading feature **Digital Tracking Portal**, giving access to online digital tools and self-service options, working seamlessly with our internal office systems. This enables you to log in to your own dedicated property portal account, giving you access 24/7.

The portals features include:

- Marketing materials
- Viewing feedback
- Activity reports
- Direct messaging to Balmforth
- Document approval
- Calendar of events
- Offer status
- Sales progression

Professional

Your home is almost certainly your most valuable asset, so you need the reassurance of knowing that you’re dealing with an Estate Agent who operates to the very highest standards of integrity and professionalism.



This “Summary of Sales Services” contains a very brief overview of our extensive range of services. If you require the full brochure, outlining our services in more detail, please contact the office and we can email or post a copy to you.