

Balmforth

Estate Agents, Valuers & Letting Agents



Sales Services 2025

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

Balmforth

Estate Agents, Valuers & Letting Agents



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
- * All Clearly Explained ‘Up Front’



Valuation / Legals
Introduction
Marketing
Services
Performance

Legal Services

We are able to offer a range of high-quality Legal Services to suit a variety of requirements.

1. Team Conveyancing

Our national network of solicitors, all offer a fresh approach which is VERY customer focused. The unique benefits include an unrivalled package of:

- **Free ID/Money laundering check** to meet both the Agent's and Solicitor's requirements. This includes a copy of the Land Registry Title Deeds (If the property has an electronic registration).
- **No Sale – No Legal Fee**
- Fixed inclusive quotations (Balmforth can provide)
- Quote for legal conveyancing PURCHASE cost on request

Combining the best of traditional legal expertise with the very latest advances in technology, **team** conveyancing ensures that your sale is progressed quickly and smoothly, whilst always keeping you up to date.



The following figures will give you some guidance.

<u>Legal Costs</u>	<u>Exc.VAT</u>	<u>Inc.VAT</u>
£300,000 (example)	£830	£996
Office copies (LR)	£68	(No VAT) (Variable)
If Leasehold add	£150	£180 (Variable)
If with Mortgage	£100	£120 (Variable)
TT Payment	£40	£48 (Optional)
Archive file	£35	£42 (Optional)
AML / ID, EPC	F.O.C	
File set up costs (upfront cost)	£42	£50

Other charges may apply. We have a panel of Solicitors to choose from.

2. Local Direct Service

- a) We also have a more local, high-quality service from Atkins Dellow Solicitors, based in Bury St Edmunds. The preferred Solicitor is Emily Isted, and we can provide a full quotation on request. Atkins Dellow are located on the edge of Bury St Edmunds with customer parking and open 6 days a week.

The following figures will give you some guidance.

<u>Legal Costs</u>	<u>Exc.VAT</u>	<u>Inc.VAT</u>
£300,000 (example)	£1250	£1500
If Leasehold add	£350	£420 (Variable)
Mortgage	£175	£210 (Variable)
TT Payment	£16	£20 (Optional)
Office copies, Archive, AML / ID, EPC	£21	£25.20 (Variable)
Other charges may apply		

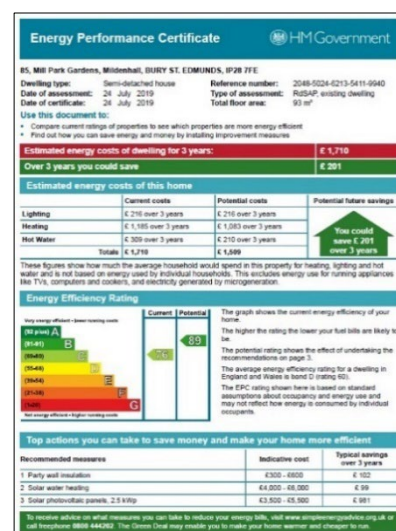
* correct as at 06/01/25

- b) We can also offer a direct local service with Lindsay Baker, Metcalfe Copeman & Pettefar in Thetford, and we can provide quotations on request.

Energy Performance Certificates (EPC's)

Most properties cannot be sold or let without an **(EPC) Energy Performance Certificate**, designed to give a detailed picture of its energy efficiency and environmental impact, as well as recommendations on how those ratings can be improved. EPC's have a 10-year shelf-life, if you do not have a current one, then a new one must be commissioned. We can ensure your EPC is commissioned and delivered in the shortest possible time. For residential sale properties, since the introduction of the new legislation in May 2010, an EPC will need to be commissioned before marketing can commence but we have 28 days to produce it and publish it within the sales particulars.

We are currently offering a **FREE (EPC) Energy Performance Certificate** when using Team Conveyancing Legal Services.



Introduction

OPEN
7 DAYS A WEEK



High Street - Mildenhall

Balmforth was founded in 1988 and Balmforth (Mildenhall) capitalises on the extensive local knowledge of the Managing Partner Robert Lewis BSc CEng FNAEA MARLA, who has lived in the area for over forty years and has run Balmforth for over 20 years.



Lords Walk - Eriswell

We also have a dedicated satellite Rental Office in Lords Walk (Eriswell), adjacent to USAF Lakenheath Gate 2 , giving easy access and parking for our many USAF Tenants.



Robert Lewis
Managing Partner
BSc CEng FNAEA MARLA

The staff at Balmforth have a comprehensive knowledge of the local area and offer a professional and friendly service which means that clients that use their services return to us time and time again.



Matt Barton
Sales Valuer



Gavin Cox
Senior Negotiator
(Commercial & Residential)



Jordan Faulkner
Sales Negotiator



Sue Williams
Sales Administrator

Susanne Lewis Teresa Chambers Emma Bassam
Lorna Colman Angela Hunt Elsie Palmer
Sales Administrators

The Balmforth Team



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.

Mortgages

When considering your Mortgage Advisor, there are a number of key factors to consider...

- 1) Quality of service
- 2) They should be independent
- 3) They should cover 'whole of market'
- 4) Their Broker Fee should be clearly explained and generally no more than £200

Example:

Full Local IFA (Independent Financial Advisor) fee £0 - £199 (No VAT)

Corporate Competitor fee £599 (No VAT)



The Mortgage Centre

Whole of market Mortgage Advisors established in 1985.

Contact Martyn Leader to discuss your requirements for house purchase or to review your existing mortgage.

The Mortgage Centre, 27B Market Place, Mildenhall, Suffolk IP28 7EF

Tel: **01638 711700**

Email: **martyn@tmc.uk.net**

Authorised and Regulated by the FCA

Presentation



Correct Position



Right Balance



Wide Angled Lens

It is a recognised fact that one of the most important aspects in a property's presentation is both the photography and the properties presentation. In most "search results", you have only a few seconds to catch a buyers' attention and the quality of what they see, is therefore of paramount importance. It is still surprising how many Agents fail to recognise this key factor and produce such poor property particulars.



Badly Positioned



Out of Balance



Standard Lens

Photography



Bracketed

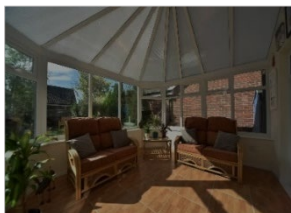


Elevated view



Enhanced background

The quality of the photographic equipment and the professionalism to which it is used, will have a dramatic impact on how a property is perceived by a prospective purchaser. We, at Balmforth, have therefore made a significant investment in our photographic equipment and take great pride in the professional quality of our photography.



Standard Exposure

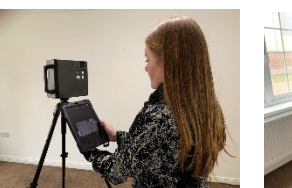


Ground View



Standard background

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. (Please note:- Not suitable for all properties) See separate brochure for more details

Drone



We operate our own, fully licenced 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)

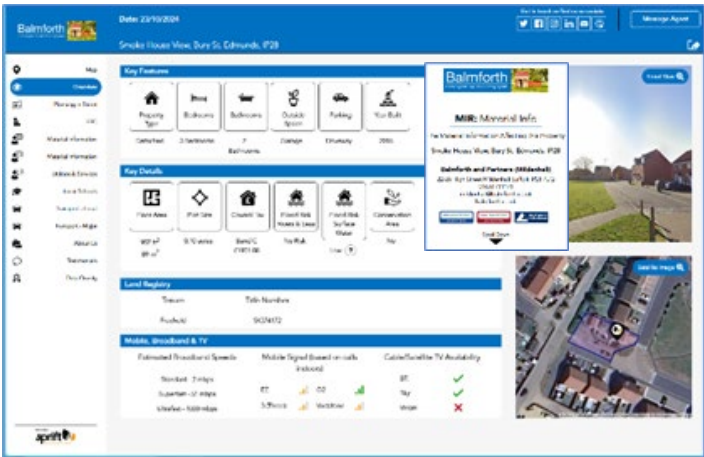
Property Details

- Full A3 colour property details, printed “in-house” on high quality stationery.
- Large colour elevated/aerial photo of front of property.
- Detailed descriptions of all rooms, including dimensions with internal digitally reproduced photos where appropriate.
- Colour floor plans of all property floors to clearly explain the property’s layout (one plan is better than a thousand words).



Sprift Report

In order to assist buyers and meet the legally required ‘Material Information’, we provide the market leading ‘Sprift Report’ on all property listings (where practical). All data for an individual property including title plans, house price history, planning history, flood risk, council tax, local schools, leasehold information and EPC is aggregated and held on the report. Photos, floorplans, satellite images and street views can be zoomed in and out for granular, transparent and current information.



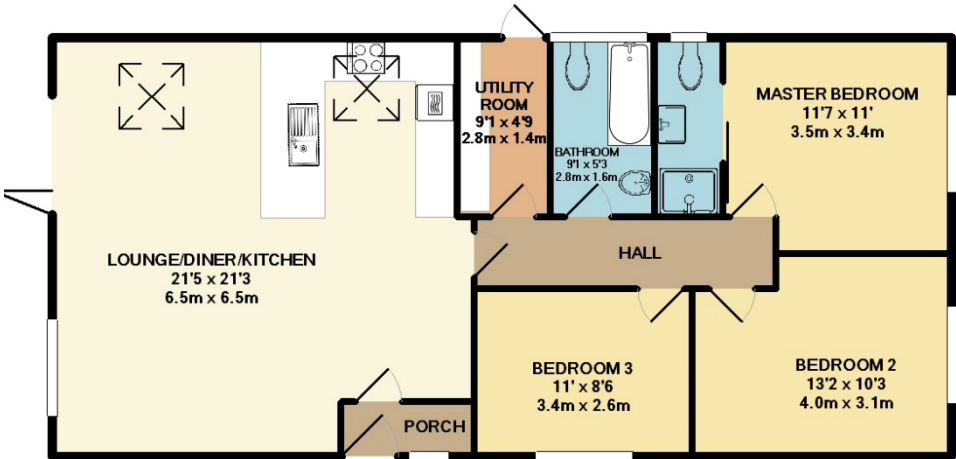
Floor Plans

At no extra charge, your property plan will be included onto our property details.

30% more people will look at a property with a floorplan attached! *

*Based on Rightmove Statistics

Buyers look for increasingly comprehensive information before viewing a property and floorplans are an essential tool for effectively marketing a property. Our clearly drawn floorplans are invaluable in helping people to form a clear picture in their mind of your property.





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 centrally and 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!



Valuations

Our website provides three Valuation options

- Online
- Desktop
- Property Visit

The screenshot shows the 'Request Valuation' form on the Balmforth website. The form is overlaid on a background image of a child in a playhouse. The form fields include: First name, Surname, Phone, email@balmforth.co.uk, Street Address, Postcode, and a large text area for a message. There are radio buttons for 'Valuation for sale' and 'To let'. At the bottom, there are checkboxes for 'Get emails with the latest news and information on the local property market, our products and services. You can unsubscribe at any time.' and 'I have read and agree to the Terms and Conditions, Privacy Policy and Cookies Policy.' A blue 'Request Valuation' button is at the bottom center.

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

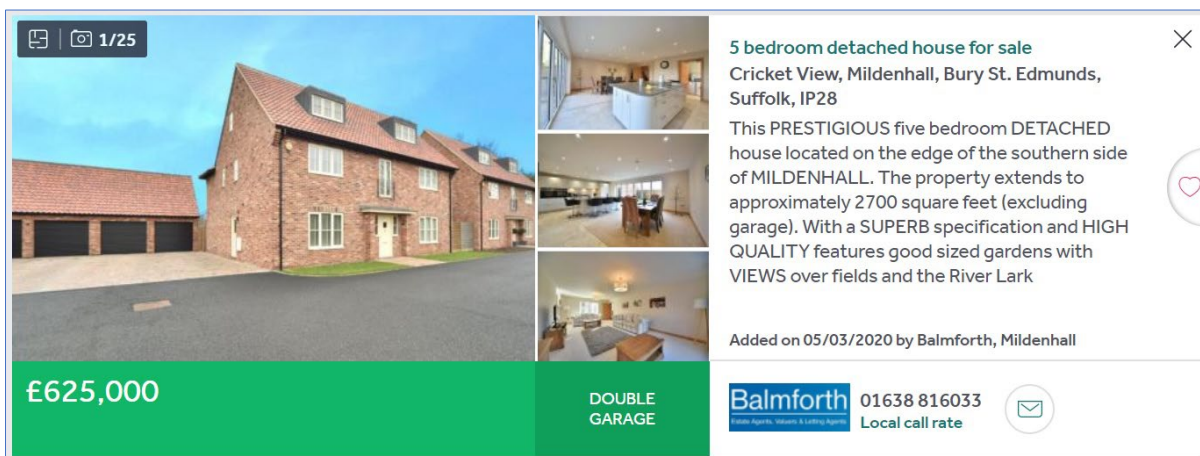


This is over five times the basic level of Marketing services!



Premium Display

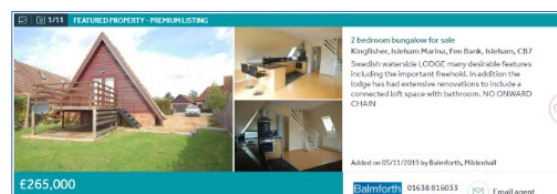
All our resale properties are listed with a **"PREMIUM LISTING"** at **NO EXTRA COST** to give considerably enhanced internet hits. Rightmove analytical statistics confirm that there are over **30% more views** on a property that has Premium display, rather than a basic display.



Featured Property

We also include 'Featured Properties' to give your property extra coverage, this puts your property at the top of the page

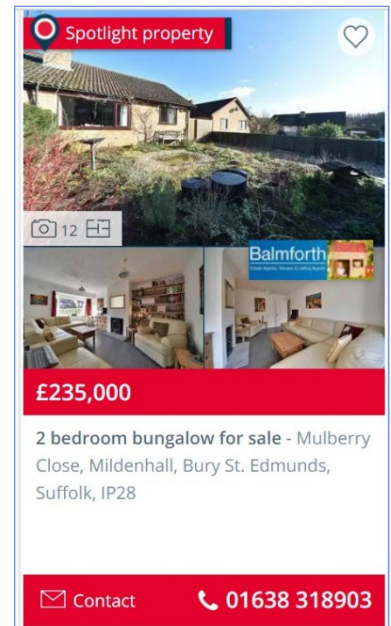
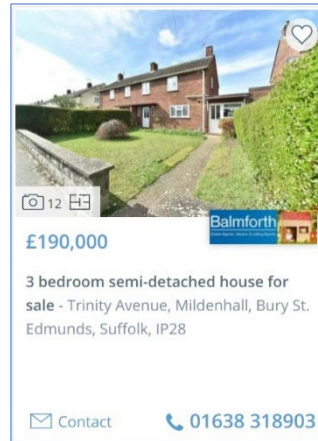
- For the first two weeks of listing
- For Rightmove price changes



- Advertising on National TV
- Properties listed at OnTheMarket are automatically uploaded on to **Facebook Marketplace**
- Just pure focus on properties
 - with hundreds of thousands of homes to buy or rent
 - at all price points
 - all over the UK
- Now representing over 12,000 Estate Agents.
- No adverts – Uncluttered - No spam mail
- No information overload
- Clearer – Faster - Modern
- User friendly

We now take up features with OnTheMarket, such as

- Banners
- Premium Display
- Spotlight Property



CGI – Computer Generated Imagery

We offer specialist marketing services (at an extra cost) for 'Distinctive Homes & New Developments', to include

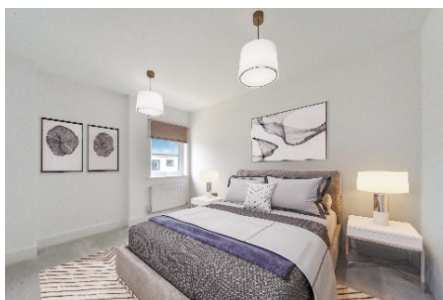
- CGI images
- Video tours
- Drone images



Photographic Enhancements

We are also able to offer at no extra cost, enhancements to photographs, such as

- Staging of New Builds
- Removal of temporary items, such as cars, skips, bins, etc.
- Simulating the finish on New Builds



Advertising and Social Media

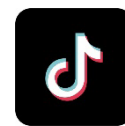
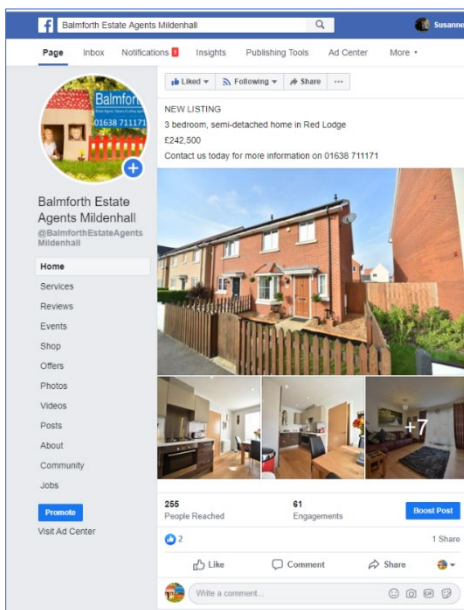
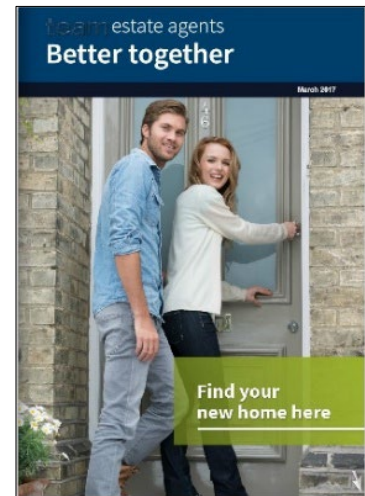
This is one of the key aspects in the sales and marketing of your property and Balmforth have one of the most extensive packages of any Agent in the area. Whilst the internet and associated technology play an important role in sales enquiries, both the “traditional methods” and “current social media methods” are equally important.

Our advertising includes occasional printed marketing:

- Mildenhall/Newmarket Journal
- Bury Free Press
- Homes (occasionally)
- Local community magazines
- Occasional editorial review and special features

Our advertising package includes:

- Your property will be in our adverts on a regular basis
- Advertising on Social Media (Facebook)
- Prominent “For Sale” boards
- Strong and Managed Mailing List
- Listings on Rightmove, OnTheMarket & Balmforth websites



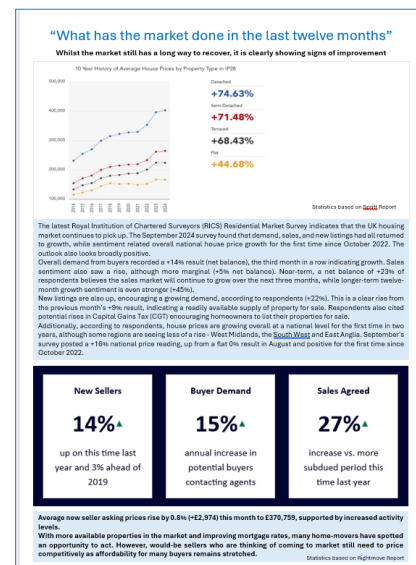
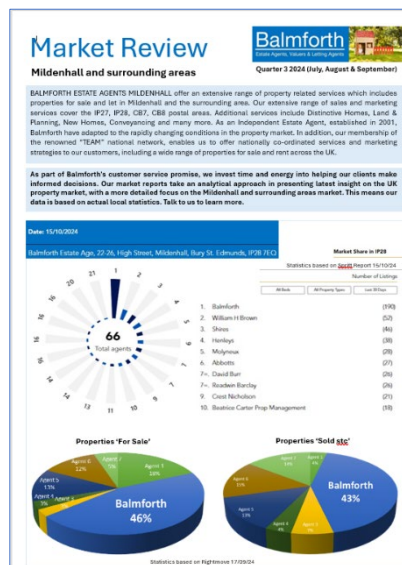
Google

“Do you accept Cookies?”

Marketing Data

We are able to provide statistical data on the local housing market.

This gives both us and our client the facts and figures on the local property market.



Generating leads

Leads from prospective buyers come from a number of sources and it is essential to explore all possible sources and to follow them up professionally.

- **SOCIAL MEDIA**
- **MATCHING**
- **CONTACT**
- **WEBSITE**
- **WINDOW DISPLAY**
- **FOR SALE BOARDS**
- **NEWSPAPER ADVERTISING**
- **MAILSHOTS**



Negotiations

Our Sales Negotiators are all locally based and have a comprehensive knowledge of both the local area and market conditions. This helps to ensure that not only will they strive to achieve the best possible market price, but we will also have a better chance of achieving an agreed sale. One of the most important parts that your Estate Agent plays within the selling of your home, is the Negotiations. Anyone can advertise a house for sale and introduce a buyer to it, but attaining the best possible price for the Seller and dealing with all the issues between agreement of sale and exchange of contracts involves a professional, knowledgeable, and dedicated approach. Negotiations are dealt with professionally and efficiently and this takes a lot of the pressure off the Seller. We can negotiate “face to face” with both Buyer and Seller (which online Agents cannot do) and have high level of communications via telephone, email, or post.

Balmforth pride themselves on not being “commission lead”. This means we will get the most suitable buyer for your circumstances as well as the best price, in a fair and honest manner. We establish that the prospective buyer has proof of funds required to purchase your property and will confirm any chain on a property they are selling to raise funds. We also take full details of the potential Buyer such as the Solicitor they will be using and Mortgage Broker, etc.



Sales Progression

Once the sale has been agreed on your home, a Memorandum of Sale is sent to all parties and their Solicitors from Balmforth. This will outline the details of the sale including the price, Buyer and Sellers details, Solicitor details and any other important information relevant to the sale. 'Sales Progression' is an essential, extremely important and vital part of selling your property which begins with the offer being accepted and continues right through the legal proceedings until the exchange of contracts and completion. At the point of 'Sale Agreed', you will have a dedicated 'Sales Progressor' allocated to act on your behalf, to a successful conclusion.

Our dedicated team of in-house Sales Progressors are knowledgeable, professional and makes sure the procedure runs smoothly and quickly as possible to the exchange of contracts. Communicating between the Buyer, Seller and Solicitors, Mortgage Adviser, Surveyor, gathering information from everyone involved in the chain, and keeping all parties up to date with regular contact is essential. If problems should arise, the dedicated Sales Progressor is there to make sure they assist with solving any issues, as quickly as possible, so that it does not hold up the sale. High quality sales progressing also dramatically reduces the fall through rate.

Auction Services



With our partner Auction House, we can offer a comprehensive Auction service. In circumstances where either achieving the maximum price for the property or factors making a reliable valuation quite unpredictable, the auction process is a dependable solution.

Whilst there are catalogue/entry fees, on the 'fall of the hammer' exchange takes place with completion 28 days later.

If you feel this option suits your requirements, we can explain the process in more details and provide costings.

Property Management & Letting



The rental department has ten full time members of staff including "on base access". As a member of ARLA, you can be assured that Balmforth have the knowledge and skills to let your property for you.

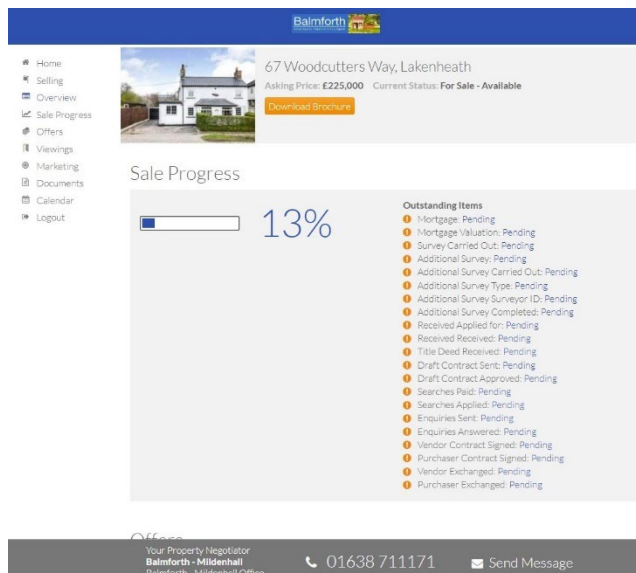
We have detailed, informative Rental Packs, Rental Lists and Property Details readily available in the office. With a range of company vehicles, including a seven-seater, we can pick up USAF Military personnel from both bases for viewings and have a "No Application Fee" Policy for Military personnel.

Our Lords Walk (Eriswell) office is approximately 200 metres from the USAF Lakenheath Gate 2, giving unrivalled access for USAF Tenants.

Other Services

We also offer additional in-house services including Land, New Homes and Development Consultancy, as well as recommending Property Surveying Services.

Digital Tracking Portal



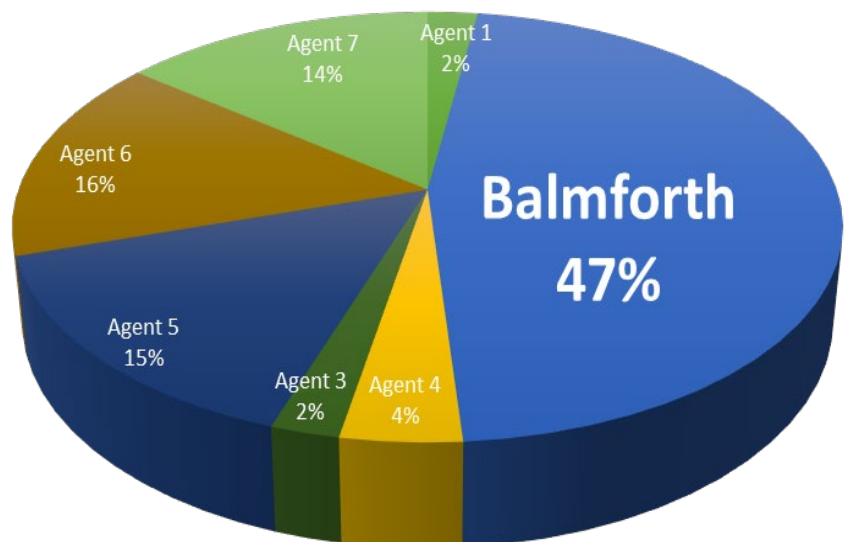
We have available to Vendors an industry leading feature, giving access to online digital tools and self-service options, working seamlessly with our internal office systems. This enables you to log in to your own dedicated property portal account, giving you access 24/7. The portals features include:

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

Sales performance

**Balmforth - 1st
For Sales Agreed!***

* In comparison with all Mildenhall Agents, based on;
IP28 6, IP28 7, IP28 8, IP27 9, CB7 5
01/05/25
(Certificate available on request)



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

- OFFICE OPEN 7 DAYS A WEEK
- Elevated photography
- Matterport 3D Video Tour (where suitable)
- Drone Photography and Video (where suitable and permission granted from Bases)
- Rightmove Premium Display included
- No upfront charges
- Free EPC (with our competitive conveyancing)
- A3 high quality colour brochures with pdf version available online
- NO HIDDEN EXTRAS
- Unrivalled web and social media advertising
- Part of national network of team agents
- Letting and Property Management Services – Specialising in USAF
- NO SALE – NO FEE
- Mortgage Services from The Mortgage Centre
(Located 27b Market Place, Mildenhall Tel: 01638 711700)

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

Testimonials & Reviews



The quality and professionalism of an Agents service is one of the many reasons you should choose to use that Agent.

Although 'word of mouth' and personal recommendations are greatly valued, the clear way in which to assess a potential Agent, is with independent reviews through a recognised review service.

We use one of the leading review services 'Google', which as well as glowing recommendations and comments, gives us 4.5/5* reviews.

<https://bit.ly/3Ah4qtA>

Just some of the 5* reviews we have received below

Positive: Professionalism, Quality, Responsiveness, Value

"We can't fault the service we've had selling our house with Balmforth" - thank you! NG

Positive: Professionalism, Quality, Responsiveness, Value

"I have worked with Balmforth in Mildenhall on a number of occasions. They have always been extremely helpful, honest and efficient. Matt Barton and Charlotte White have both provided outstanding service throughout any interactions i had with them. They look out for the buyer as well as the seller and nothing was no too trouble for them. I have been really impressed with the service they have provided and would recommend them highly! Thank you" J

Positive: Professionalism, Responsiveness, Value

"I couldn't be Happier with the service I received from start to finish, very helpful and always friendly. Charlotte was amazing..." PW

Positive: Professionalism, Responsiveness

"We dealt with Matt throughout our house purchase and he was really helpful throughout, really quick with responses to emails and always on hand for any questions we had as first time buyers, he guided us through the process seamlessly and understood our tight time constraints!" IR

Positive: Professionalism, Responsiveness

"Just completed a move with Balmforth, service from Matt Barton has been excellent" MW

Positive: Professionalism

"I recently both bought and sold with Balmforth and found their service and approach really great. From Megan and Sammi who got me on the market to Matt who showed me my dream home and helped me secure it and complete on both properties. The team are friendly and approachable but they also got the job done. They even recommended and worked closely with an excellent solicitor. For me they are the complete package at a competitive rate and I would happily recommend" KB

Positive: Professionalism

"We recently purchased a new property via balmforth and the service was brilliant from Start to finish. Megan Norton who we dealt with directly was superb with communication throughout. 100% recommend them whatever your needs!" NC

Positive: Professionalism, Responsiveness

"We cannot rate Balmforth highly enough, specifically Megan Norton. She was always available to help with any queries during our purchase and she made sure that we always knew what was happening during the process as our solicitors were not providing us with any communication. Megan has been an absolute delight and had helped keep us sane during the entire process. It made an incredibly stressful time easier knowing that Balmforth were always at the end of the phone or very quick email response" CJ

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