



*Cooper Adams*  
AS GOOD AS OUR WORD

# Marketing Plan

Getting your property sold, for the best price at a timescale to suit you.

AS GOOD AS OUR WORD

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## STRATEGY FOR SUCCESS

All information correct at the time of printing. Any item in this booklet is subject to change at a later date.

\*Disclaimer: The information in this guide doesn't constitute legal advice.

# Welcome

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We're Cooper Adams.

You're why we're determined to be better.

We exist to help buyers, sellers and tenants feel more secure in the home-moving process.

It's not about commission. It's not about having the most properties. It's not even about everyone knowing our name.

Our vision is simple:

To redefine the method in which property is sold.

We won't stand for overpromising and underdelivering. Instead, we will make you feel heard, take on your stress as if it were our own and be completely transparent in every aspect of your property transaction. We will give you the service that we'd want to receive.

This is our promise. And we're as good as our word.



A handwritten signature in black ink that reads "S Adams".

Shaun Adams MNAEA  
Managing director and owner  
Cooper Adams

# Our coverage

## Successfully selling and letting in BN11 to BN18

When you instruct Cooper Adams to sell or let your property you are instructing three locally based branches with a huge local coverage.

- ✔ Easily accessible offices
- ✔ A high level of walk-in prospective buyers
- ✔ In office feature displays for all properties
- ✔ Open 6 days a week
- ✔ Educated, professional teams on hand to answer any and all queries



# Our team

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Cooper Adams exists to help buyers, sellers and tenants feel more secure in the homemoving process.

Our mantra is 'How does it benefit the client?'

Whether the client is the seller or landlord, buyer or tenant. We aim to provide a five-star experience by offering forward-thinking services that we ourselves would like to receive.

## Our mission

TO GIVE  
YOU THE  
SERVICE  
WE'D WANT  
TO RECEIVE

We know that part of earning our fee means you have to be 100% satisfied with our service throughout. So in all our dealings with you, we try to offer the sort of service we'd like to receive if we were selling.

## Our Values

### S.E.R.V.I.C.E

Our values are what everyone who works at Cooper Adams strives for each day. Our mission is to provide the service we'd want to receive, which is defined by our core values:

#### SECURE

We are committed to ensuring our buyers, sellers, landlords, tenants and developers each feel secure in their transactions with us.

#### ETHICAL

We will always act in accordance with the highest possible standards for ethical conduct or practice.

#### RESPECT

We promise to be respectful to each other, to our suppliers, to our community and to our customers.

#### VALUE

We will look to provide value in everything we do.

#### INSPIRE

Our actions should always inspire trust within our customers. We also aim to inspire our industry as a leader in ethical estate agency.

#### CONNECT

Relationships are everything to us; we connect people to their homes and to their communities.

#### EMPATHISE

We promise to listen carefully and demonstrate empathy in all conversations.



Leave us your feedback!  
SCAN THE QR CODE

# Our community

## Donating to local food banks

Contributing to our community is an essential part of our day-to-day. It connects us with the people we serve.

For years, we have contributed to Littlehampton & District Foodbank; making weekly collections and drop offs. More recently, our Angmering branch has begun donating to an Angmering based foodbank.

## Local litter-picking

As part of our commitment to our local community, our teams get out and about weekly to conduct local litter picks.

Living and working in the area, we feel it's important to contribute to our communities in one way that providing property services.



## Community Events

We often get involved with local schools, clubs and collaborate with other local businesses.

We sponsor these events with financial investment, but also through volunteering.

If you have an event you would like us to get involved with, please contact your local branch.

# Pricing

## Price to entice

When you book a valuation appraisal with Cooper Adams we ask many questions about the property to start preparing in advance our thoughts on the achievable best price for your property.

We look at similar properties, sold and unsold. With sold properties we look at the time taken to sell. Too fast and could they have got more? Too slow, then maybe priced too high. With unsold properties we also look at the length of time on the market to ascertain if the price could have been too low or too high.

Any property is always on the market in competition not in isolation, so we need to look through a potential buyer's eyes. We look at the value it could be in exceptional condition and the cost involved to take it to that level.

*We consider current demand, how many other competing properties are on the market and if they compare to your property.*

The asking price is so important to attract maximum interest, convert this into viewings and achieve competing offers. You can end up with fewer viewings and a lower offer just by testing the market at an optimistic price.

## Comparable evidence

All agents should always provide comparable evidence on how they have arrived at their thoughts on a suitable asking price. This evidence should be given to you and discussed in full. Some agents deliberately over value to win an instruction (with no comparable evidence); then the property can take months to sell (if at all) and you may end up with a lower selling price than if you started off at the correct price initially.

Cooper Adams will agree a marketing price that suits your requirements and timescales.

## Portal pricing

Portals have round numbers on pricing. Setting your price according to this means twice the amount of people will see your home.

For example, pricing at £495,000 means anyone looking up to £500,000 will see your property, but no one looking slightly over - e.g. £500,000+.

Pricing at £500,000 means people looking from say £450,000 to £500,000 will see it, as well as buyers searching from £500,000 upwards.

We will advise you on this.

## Checklist

- Reviewed comparables
- Discussed likely achievable price
- Discussed a price to entice
- Discussed portal pricing
- Agreed initial marketing price





# Getting 'Sale Ready'

## Sale ready

The UK government guide on selling a property recommends being 'sale ready'. Part of our process is to help you with this.

Sale ready is about preparing your property to sell and also preparing the paperwork and solicitors. We help with all of this.

## Preparing your solicitor

Instructing a solicitor early means you are ready before you accept an offer. Getting all the required paperwork filled in as soon as you instruct your solicitor leaves you with less to do once you've accepted an offer, reducing stress and staying ahead of the curve.

## Preparing your paperwork with a Buyer Information Pack

Cooper Adams will compile a Buyer Information Pack for you. The pack is then ready for a buyer to look at before they offer. There will be no hidden surprises for them near the exchange of contracts, as the pack is transparent; lowering the risk of anything cropping up that could compromise the sale. An educated buyer is more secure in knowing all the ins and outs of a property before any offer is accepted. The pack is only available for serious buyers.

The UK government recommend the use of these packs. A legally prepared property will result in a quicker transaction, with fewer fall-throughs. A good thing for everyone.

## Preparing your home

When preparing your home for marketing, we will advise on how to give curb appeal, which DIY jobs need doing for initial presentation, and how to declutter and dress your property.

For some, we help with home staging and dressing or internal CGI imagery if the rooms are empty. You can see more information on staging and styling on page 6.



*The more prepared you are at the beginning, the smoother and faster your transaction will progress once a sale is in hand.*

## What a Buyer Information Pack contains

Our (Law Society Approved) Buyer Information Pack contains the legal protocol documents. Full of information a potential buyer can check at the outset. The pack will cover most things your solicitor requires throughout the transaction, without delays. We will provide you with a list.

*There is no charge for Cooper Adams to organise this pack and securely store it electronically.*

# Staging & styling

## Use home staging to sell your property faster and for a better price

A lot can happen in just ten seconds. You could get married, become a parent – and you could sell your home. The first impression that your property gives off is crucial in keeping potential buyers interested, but it can also put buyers off for good. Small changes to your property may be all it takes to make a sale.

One method to sell your home is known as home staging. Home staging does make homes sell much quicker. Moreover, properties that use home staging sell for 17% more compared to properties that do not use home staging.

## Home staging: What's It All About?

When we want to make a great first impression, we wear our finer garments, maybe add jewellery and even apply makeup. Home staging works with the same principles.

It involves dressing up our home to make it look as appealing as possible to potential buyers. This goes beyond doing the washing-up and giving the kitchen worktops a wipe down. Instead, it includes using lighting, plants, art and much more.

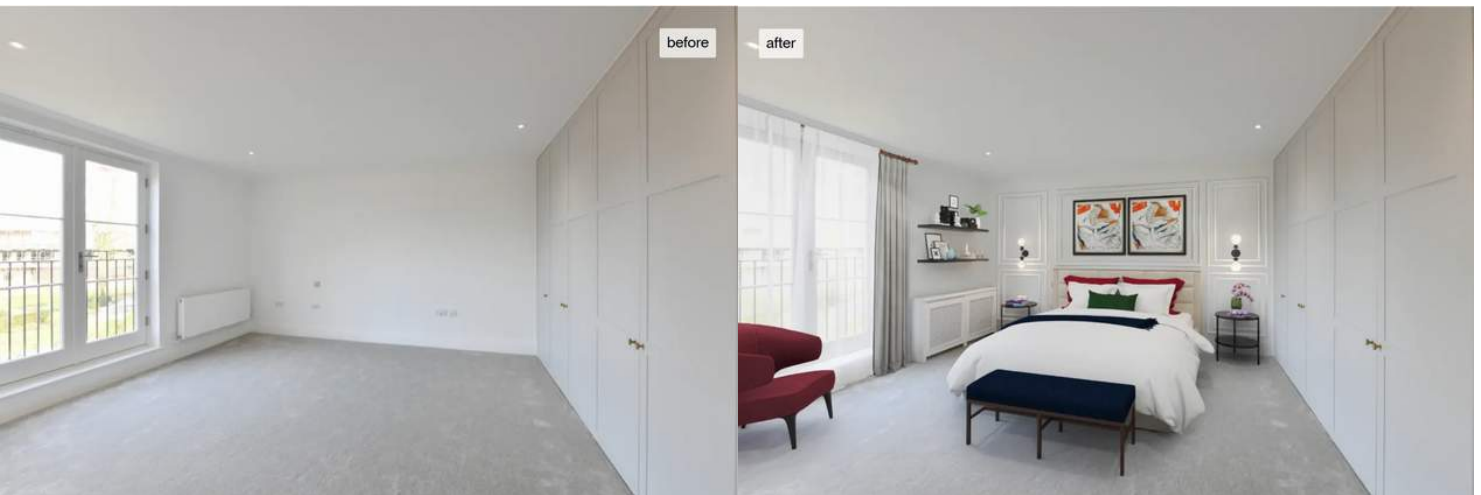
Property portals are in abundance online. With sites like Rightmove at buyers' fingertips, many of your usual home viewers use their listings' online images to make up their mind whether to view it not. This gives sellers another push to embrace home staging and make their awaited property sale.

## Home staging top tips

- Declutter. If you cannot bring yourself to throw it out, make sure you can store it neatly and keep it out of sight.
- Depersonalise. Aim to look more like a show house or a boutique hotel room.
- Take down your personal photographs.
- Thoroughly clean all floors.
- Ideally, have neutral paint on walls.
- Make sure maximum light is entering from every window.
- Open the back doors to let the air in.
- Add pieces of artwork, plants and mirrors to make rooms feel unique and bigger.
- Dress up your bed by adding clean neutral linen, a cosy throw and plumping up your cushions.
- Organise your furniture so it doesn't impede the natural flow of your home and cause viewers to stumble around.
- If you do have an unnecessary amount of furniture, move it into a garage or shed.
- Keep shelves organised by adding plants and books, but never fill them completely.
- Get rid of any questionable odours. Use candles or air fresheners and make sure those carpets and rugs are spotless if you have family pets.



# Virtual staging



Images from DCTR

## Add the 'wow' factor

Virtual staging is a digital process that can make an empty property look like a home.

Some buyers really struggle to visualise empty spaces filled with furniture. This can have an effect on how many viewings and offers a vacant property receives.

By digitally furnishing an empty property, we can portray rooms in the best possible light.

The photos above show what an incredible effect virtual staging can have on a property's marketing.



# Photography & video

Elevated Photography • Internal Room Shots • Lifestyle Close-up Shots • Drone Photos



## Elevated Photography

Elevated and drone photography, from 10-metres+ high, shows the property and its surroundings. Ground-level photos look flat, two-dimensional & cars parked in front doesn't portray the property in it's best light. The previously featureless driveway now has depth and perspective. The rear garden can be visible from elevation; and beyond that, the sea or open fields and the view to the horizon, previously unseen, is now visible. Elevated photography not only raises the camera but also your sales opportunity.



## Dusk/Twilight Photography

Dusk, twilight, night or lowlight property shoots ooze wow factor. The long exposures and slick lighting create emotion and build property dreams. The light effects create a unique mood for the property, and means the photos can attract more hits online than daylight photos. It's also about glamour and standing out from the crowd.



## Walk around & cinematic videos

All our properties have our walk around video enabling viewers to get a taste of the property before the viewing - this is especially great as people can virtually view from their armchair 24/7 from anywhere in the world. We shoot Sneaky Peek videos for Facebook to build anticipation pre-launch.

## 3D Matterport tours

We also can also create a 3D virtual model of your property, so prospective buyers can view your property, anywhere, anytime, without having to actually visit the property in person. We create a 3D scan of your property using state-of-the-art equipment and software.

All photos are professionally edited in photoshop to fine tune the colour balances and any lens distortions.

# Property brochures

## Quality printed material

We produce a magazine-style property brochure, choosing some of the best imagery for it.

This really shows off your home with great information, floorplans and a location map.

It is available for viewers and to collect in branch. We also produce a digital version which is sent to our database of potential buyers.

Our brochures and key facts documents include:

- ✔ Professional photography
- ✔ Floorplan
- ✔ Land Registry Title Plan
- ✔ EPC
- ✔ House price statistics
- ✔ Local school information
- ✔ Local and major transport information
- ✔ Council tax and utilities

## Digital key facts brochure

With every digital listing we include a key facts brochure that gives potential buyers a complete overview of your property and the local area.



# Reaching the right buyers

## Leveraging our database

Our team have all seen your property. They know how to promote it. The next step is leveraging our large database of prospective buyers.

We speak to everyone who demonstrates matching criteria, followed by mailing the property details by post or email.

We go one step further by engaging with other locals who we feel may be interested; and obtaining referrals to buyers they know.

## Open days

We may host an open day at your property in order to build anticipation and excitement. These events create demand for your home and encourage competitive bidding, to maximise the perceived value of your property.

## The benefits of a board

- 1 Advertising your home "For Sale" 24 hours a day, seven days a week, even when the estate agent is closed.  
Reports indicate enquiries increased by 50% with a board; leading to more viewings and offers.
- 2 Buyers often cruise around looking for boards, (even at the end of cul-de-sacs!) in areas they like. Properties without boards are presumed not on the market. Even off the beaten track track, people will still see your board and tell their friends.
- 3 A buyer may view another property nearby, see your board, then view and offer on yours.
- 4 A buyer that books a viewing from a board is already happy with the outside/the area/the neighbouring properties/the road noise etc.



### TOP TIP

*Boards help sell property quicker, for a better price.*

*To maximise the level of enquiries, viewings and offers, ensure a board is erected outside your property.*

# Website and portals

When you list with Cooper Adams, your property is listed on our award-winning website.

 cooper-adams.com

- ✔ Large, professionally taken photographs
- ✔ Property videos and tours
- ✔ Floorplans, floor area and plot size
- ✔ Website updated 24 hours a day
- ✔ Online chat facility
- ✔ Optimised for mobile

## Portals

We advertise on the UK No.1 portal:



Rightmove tends to yield the best results, so a lot of our efforts are concentrated on promoting our properties as best we can here.

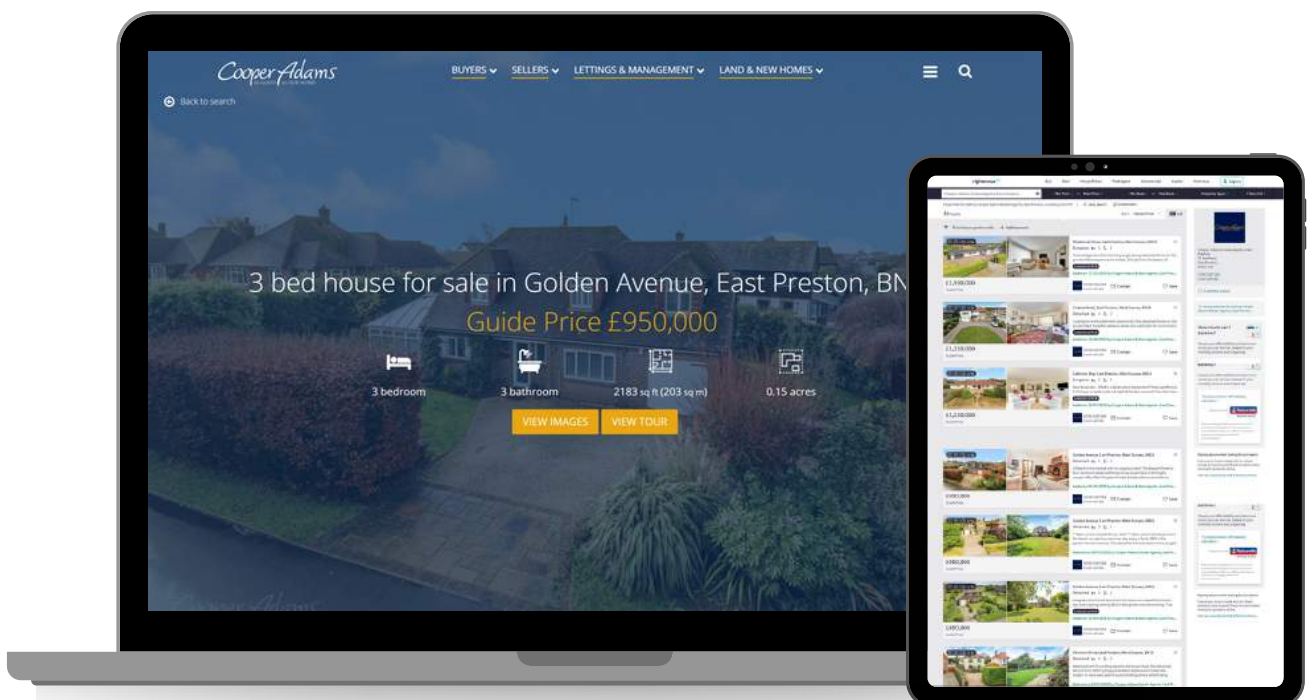
All enquiries from Rightmove are instantly picked up, and our job is to convert these to viewings.

## Measuring Success

Click-through rate measures the ratio of people seeing your online advert that go ahead and click it.

Our aim is to always improve click-through rates on the properties we advertise, because:

- More clicks = more leads.
- More leads = more viewings.
- More viewings = more offers.



# Social media

## Nationwide reach

Social media allows us to present your home to buyers on a national scale.

Over 82% of UK adults use Facebook; for an average of 33 minutes a day.

*At Cooper Adams we utilise and pay for the services of a professional social media company that only specialise in social media advertising. Your property is targeted to potential buyers.*

Social media is powerful. By using algorithms, platforms, such as Facebook, get to know their users. The information they collect will determine which people see your property, whether they are an active or passive homebuyer.

The butterfly effect then begins to take hold once people start commenting and reacting to your property's post; resulting in higher-reach and the views of more prospective buyers.

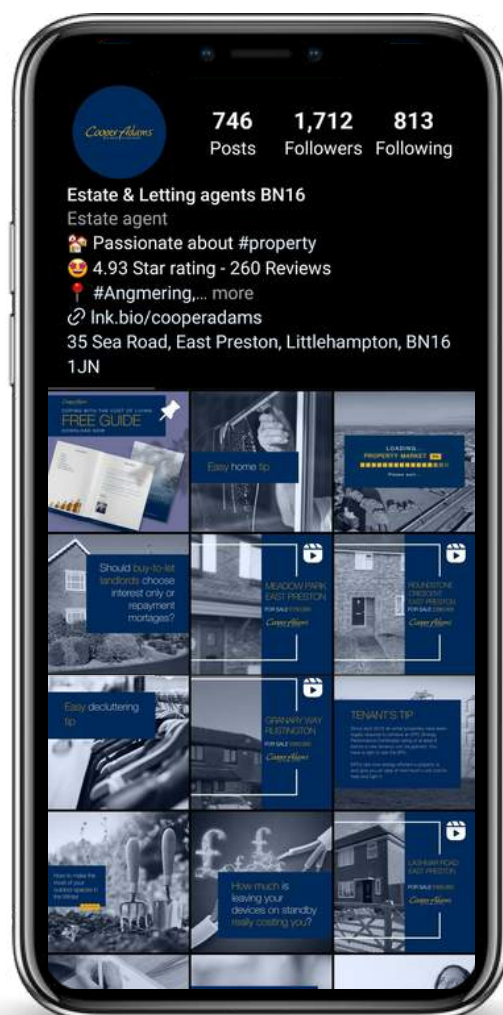
Our targeted social media approach is included in our service as standard.

At Cooper Adams we don't just target active buyers who are already looking online; but also buyers who aren't even looking yet.

## Broader local reach

We've worked hard to build a local digital following that know and respect the Cooper Adams brand.

Our followers aren't all looking for property for themselves. But they will share your property posts with their friends and family, broadening your online presence and reaching more prospective buyers.



OVER 5600  
FOLLOWERS  
ACROSS  
SOCIALS



# Reservation Agreements

## Peace of mind

Reservation Agreements create peace of mind for the buyer and seller right from the start, knowing the transaction is secure.

The UK Government now recommend these for all property sales. It mitigates the risk of someone changing their mind at the last minute and withdrawing because there is a financial penalty involved.

Like buying a new build house, booking a holiday or ordering a brand-new car - you expect to make a financial commitment to the transaction at the start.

*Taking a property off the market with no financial commitment results in around a third of UK house sales falling through.*

Without reservation agreements, buyers can withdraw on a whim and sellers could accept a better offer or simply change their mind at the eleventh hour.

UK property selling and buying is moving towards reservation agreements on all transactions; and the Government have issued guides on selling and buying. The advice in these guides is to move towards new regulations.

- ✔ Guarantees a meaningful financial commitment
- ✔ Both parties are legally bound
- ✔ Mitigates the risk of unnecessary fall-throughs



Want to know more?  
Scan the QR code or contact your local Cooper Adams office.

## The first to embrace reservation agreements

Cooper Adams is the first local estate agency to embrace reservation agreements. Whilst we wholly recommend them, the seller still has the final decision on whether to use one.

The Reservation Agreements are UK Government and Law Society approved and completely fair for both seller and buyer.

Say goodbye to old-fashioned large holding deposits and say hello to a small setup fee, which pays the legal set-up costs. Cooper Adams do not earn any commission at all from the setup fees.

Both parties are legally bound to the transaction and cannot withdraw or will lose money.

Some exceptions are:

- sizeable physical defect on the survey
- defective title
- chain failure
- finance failure.

All the details are provided at the earliest opportunity before anyone commits.



# Qualified viewings

## Viewings

We believe using an experienced agent to conduct the viewings is the most productive way in driving towards an offer.

On properties we know will be very busy on initial launch, we organise a 'Block Viewings Day'. This is normally booked around a week after launch, giving time for interest to build. Applicants are carefully vetted before viewings so that no-one's time is wasted. Security is also paramount.

*A good agent's should be very thorough when registering a potential buyer before a viewing.*

The viewings on an open day are spread out, but back to back. This generates 'fear of missing out' as viewers pass one another; and it's not uncommon to receive multiple offers the next day.

If a property is not in such high demand, we book viewings as and when to suit.

We have walk-around videos on all our properties to give people a true flavour before they view.

*Your office team will all see your property before we launch to the market; so will be familiar with the best way to conduct a viewing.*

We ask the owner to be out when we do the viewing as the potential buyer can feel more free to discuss changes they may wish to do.

We organise a property FAQ sheet before we commence marketing to answer every possible question that could be brought up at a viewing. If an asked question isn't on our sheet, we revise the sheet for all properties.

## Feedback

Next day feedback is paramount and always done.

We don't accept the answer "it's not for me" or "I couldn't put my finger on it". We want to drill down on really why; as it could be a misconception or we could find a way around their reasons to make it right for them.

Sometimes we leave multiple messages for people and they don't call us back. We still let you know what's going on and keep you in the loop. Communication is key.



# Offer handling and agreeing a sale

## Negotiating offers

Estate agents used to be called negotiators. Some still are! We are proud of our strong negotiation skills and have a stringent process on receiving offers.

*Our marketing plan and negotiation skills put*

MORE  
MONEY  
IN OUR  
SELLERS  
POCKETS

## Agreeing a sale

A sale is only formally agreed and the property withdrawn from the market when we are completely satisfied with the offer agreed and the buyer's position.

We insist upon:

- ✓ Buyer's solicitor's details
- ✓ Having investigated their chain information in full
- ✓ Proof of funds or mortgage in principal
- ✓ Signing a legally binding reservation agreement to prevent unnecessary withdrawals before exchange of contracts

## The offer process

- 1 We will only take an offer if it is submitted via our online form. Our process is very thorough. We never submit an offer to a client without obtaining full information.

The offer form asks if all buyers have seen the property, confirmation they are happy to sign a Reservation Agreement (if not - they're not that committed and we have concerns), confirmation of their buying position, their selling agent's details for us to check their chain, financial details and proof of funds.

- 2 Once we have completed our checks, we would speak to the owners with our recommendations on the steps ahead.
- 3 Our job is then to professionally negotiate well on price. The team will often collaborate with Shaun Adams; discussing ways to gently increase the offer, without jeopardising a potential sale.
- 4 We regularly compare our achieved selling prices to asking prices, as a percentage from Land Registry, compared to our competitors.
- 5 Our negotiation doesn't end when we agree a sale. Should buyers come back with reasons to knock the price down after a survey, we are strong in looking after our seller's interests and finding ways to overcome this.

# Managing your sale

## Progressing your sale

One of our most important jobs as an estate agent actually takes place once an offer is agreed. It is crucial that we look after the sale to ensure it progresses to completion with as few hitches as possible. This is what we call 'sales progression'.

A minimum of one call per week with an update can quickly escalate to multiple daily calls as exchange of contacts get close.

*Our in-house team are well trained and know the milestones for a progressing sale. Regular calls to the seller, buyer and solicitors pushes things along.*

*We are always on hand to help people with required forms and often pick them up and drop them to solicitors to fast-track the sale.*

Stalemates can often crop up, but we have the knowledge and experience to help smooth out any problems. We keep tabs on any delays up and down the chain and will keep you fully informed.



## Sale Milestones Checklist

- All solicitors received ID and funds from their client
- Seller's solicitor in receipt of all protocol forms
- Title deeds with seller's solicitor
- Buyer's solicitor received draft contract
- Buyer's solicitor applied for searches
- All searches complete
- Initial enquiries sent to seller's solicitor
- Further enquiries raised by buyer's solicitor
- Buyer's solicitor in receipt of all satisfactory enquiries
- Seller and buyer signed the contract
- Completion date agreed by the whole chain
- Seller's deposit arranged
- Contracts exchanged
- Completed



# Let's get going

## View our 40-step guide to getting your property sold

- ✔ Achieve the best result
- ✔ A speed that suits your timescales
- ✔ Sell for the best possible price

We don't just sell properties. Our job is to maximise the selling price for you, the owner; and achieve it in a timescale that meets your needs.

Our entire process and business model is set up to achieve just that – meaning you're left with more money in your pocket than if you sold with any other agent.

We pride ourselves on delivering an exceptional level of service and carefully select our team to handle every stage of the process for a seamless experience. We take care of it all, from the initial meeting through to the after-care beyond the moving date.

GET THE GUIDE



SCAN ME

or visit [cooper-adams.com/blog/40-steps](http://cooper-adams.com/blog/40-steps)



# Let's get going

Selecting the right agent is a big decision.

Here's why Cooper Adams is the right choice.



Buyer's legally locked in from the start



Follows the government's 'sale ready' process



Our strategy puts more money in our sellers pockets



We get people moved 27 days faster



Our team allocate time every week to help our community



Over 300 Google Reviews averaging 4.9/5

*Who's number one?*

**YOU ARE.**  
AND WE  
HAVEN'T  
FORGOTTEN  
THAT.

AS GOOD AS OUR WORD

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