



Bespoke marketing from Brighton & Hove's  
Boutique Estate Agency

U N I Q U E

*Why we stand apart...*

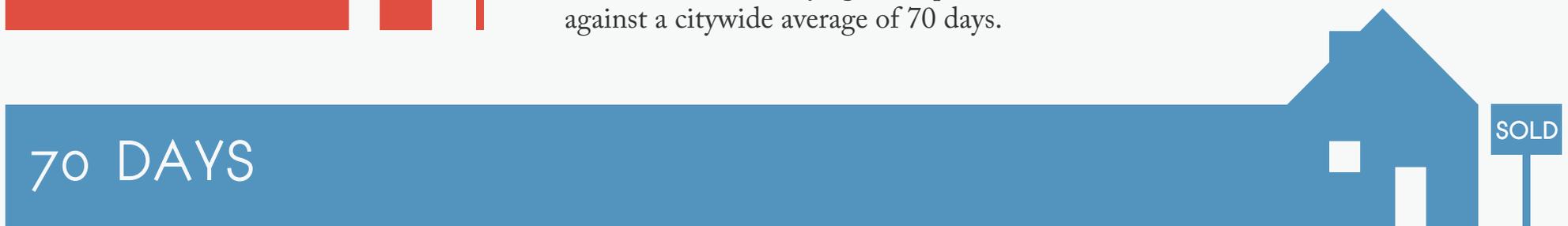
# WE *really* KNOW THE LOCAL MARKET

Not only are we a local agency, we're local residents too, with over 30 years industry experience. We study the market, do our research and tailor the way we sell to the latest housing trends and fluctuations.

Last year we achieved, on average, an incredible 101.4% of the asking price for properties sold.



On average our clients spent 15.1 days on the market before we successfully agreed a price for them. This is against a citywide average of 70 days.



# WE *really* KNOW BUYERS

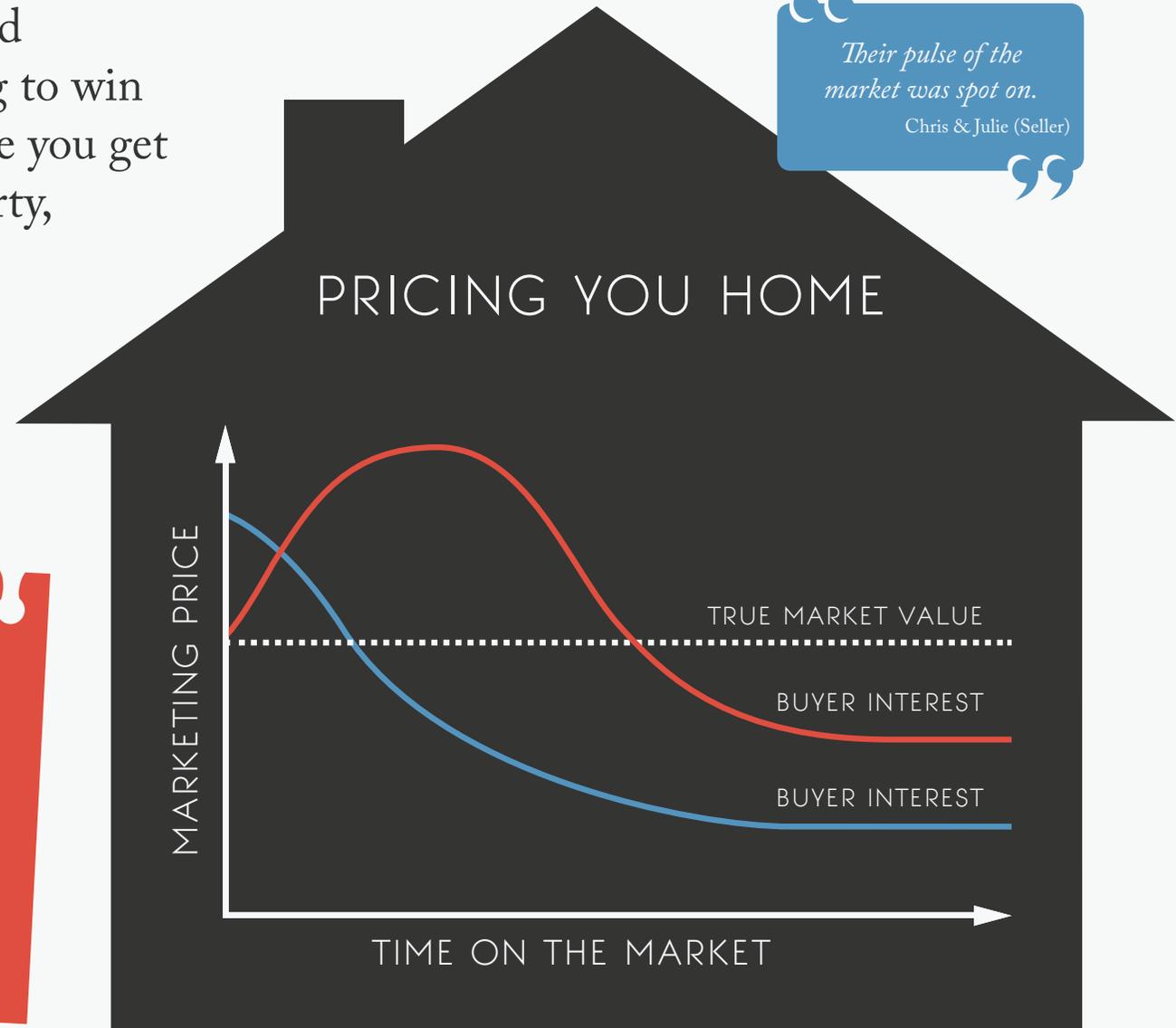
When we give you our recommended marketing price, we're not just trying to win your business. We're trying to ensure you get the highest sale price for your property, and that might not always be the highest initial asking price.

*There's a science to selling.*

Overinflated initial value  
=  
Lower buyer interest  
=  
Longer on the market  
+  
Less offers  
=  
LOWER SELLING PRICE

Accurate initial value  
=  
Higher buyer interest  
=  
Shorter on the market  
+  
More offers  
=  
HIGHER SELLING PRICE

*Their pulse of the market was spot on.*  
Chris & Julie (Seller)



# WE'RE NOT JUST ONLINE WE'RE *actually* WORTH VISITING

We have all the usual web presence you'd expect from an Estate Agent, but perhaps more than just the usual content.

As well as new properties we also write articles, blog posts, comments, tweets and pin images about:

- Local life and culture
- The property market
- Interior design
- Architecture

*Their Facebook page is great. Not only did they promote our property through it, but I also picked up loads of good tips about selling my house.*  
Elizabeth C (Seller)

Click on the icons to visit our sites.

 [qsalesandlettings.co.uk](http://qsalesandlettings.co.uk)

 [facebook.com/Q.SalesandLettings](https://facebook.com/Q.SalesandLettings)

 [twitter.com/QSalesLettings](https://twitter.com/QSalesLettings)

 [pinterest.com/qsaleslettings/](https://pinterest.com/qsaleslettings/)

 [google+.com/qsaleslettings/](https://google+.com/qsaleslettings/)

Like us on Facebook and follow us on Twitter for regular updates and promotions.

U N I Q U E

How we make your property  
stand apart...

# OUR STRATEGY FOR SELLING IS *bespoke*

We don't have a standard strategy for selling. We come and meet with you, listen to what your plans and requirements are, then present you with a bespoke strategy for selling your property, as well as advise on how you can achieve the greatest value.

*They then provided a detailed and supportive service throughout the whole sales process which was completely new to us. They gave us advice and honest feedback, regular updates and always kept us in the loop.*

Suzi (Seller)

*As an investor its crucial to me the agents are on the ball. James was always ahead of us all. They got me so many viewings we were turning them away.*

Louise (Seller)

*The service you get is head and shoulders above other high street estate agents who treat you like a statistic.*

Heather (Seller)



Last year all of our clients that sold a property through us and then reviewed us on [AllAgents.co.uk](https://www.allagents.co.uk) gave us **five out of five**.

# WE SELL WITH *style*

Everyday we're told by buyers that they expect to see floor plans and plenty of photos. And how frustrating it is when these aren't available.

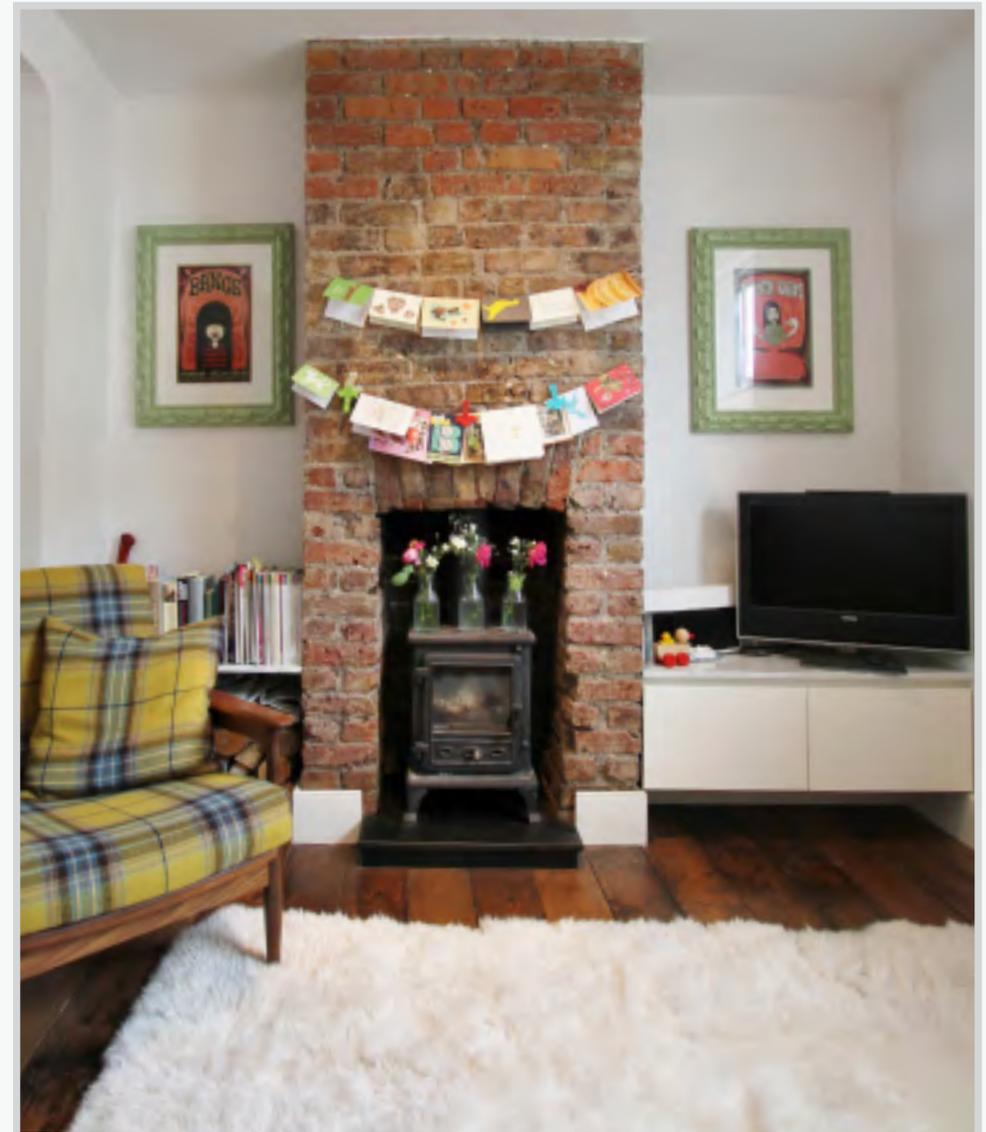
That's why we not only provide these, but we make sure our professional photography will show your property off to it's best advantage, the floor plans always includes dimensions and we also offer an additional video tour service.

*These details can make all the difference.*



*From photography,  
valuation and execution  
of the sale, the experience  
was painless.*

Chris & Julie (Seller)



# WE TAKE BEAUTIFUL PHOTOS OF *every* PROPERTY

We'll spend time with you giving you advice about how to dress your property prior to the photo shoot.



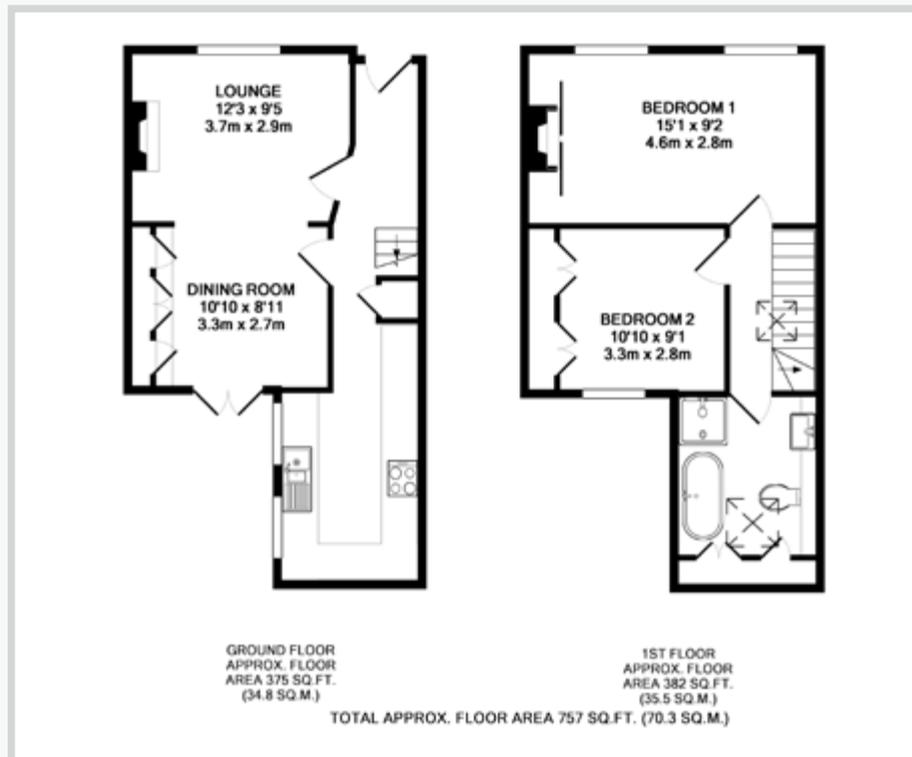
*I couldn't believe how beautiful my house looked in the photos. I wanted to buy it.*

Elizabeth C (Seller)



# WE PROVIDE *detailed* FLOOR PLANS

Our floor plans always include dimensions for every floor. A detail 85% of buyers said they look for.



“  
It really frustrates  
me when properties on  
rightmove don't include  
floor plans.  
”

Charles B (Buyer)

# WE *excite* BUYERS ABOUT YOUR LOCATION

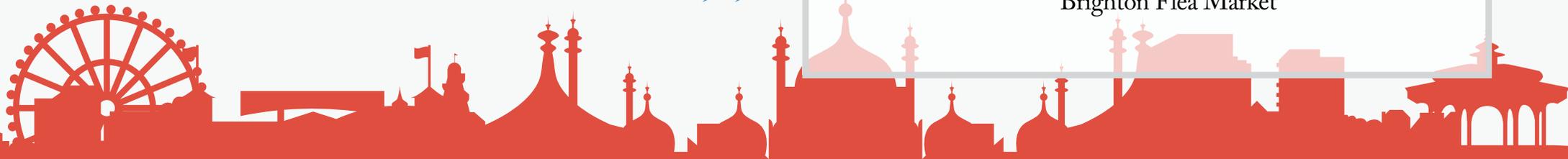
All our property details include practical information about the area, like school catchments and parking zones, as well as some **local gems**: places nearby which make living there special.

*It's safe to say these guys really know their stuff. They gave us all the information we needed about the area. And even pointed us in the direction of a decent pub for a spot of lunch after our viewing.*

Clive & Marie (Buyer)

## In The Know...

Area:	Queens Park
Council Tax:	Band B
EPC Rating:	D60
Floor Area:	75 sqm (approx.)
Station:	Brighton (1.2 miles)
Bus Stop:	Eastern Road (500m)
Parking:	Permit Zone C
Schools:	
Primary:	Queens Park; St Lukes
Secondary:	Dorothy Stringer; Varndean
Local shop:	Mulberry's, Sutherland Road (350m)
Supermarket:	Morrison's, St James' St (0.7 miles)
Local Gems:	Queens Park; Round Georges pub; 24 St Georges; The beach; Brighton Flea Market



# WE *really* SELL YOUR PROPERTY

Unlike other agents we don't limit your property to only two property portals.



MEDINA VILLAS  
HOVE  
£399,999



"There is nothing better than a Saturday morning coffee sitting in the flat watching the world go by. Sun streaming in with a view of the blue sea, smell of coffee, jazz music and a warm croissant... perfect. Large floor to ceiling windows make you feel you are outside in the large feature sitting room."

Selling Homes  
With Style

As part of our bespoke marketing, we run one-off editorials and adverts in alternative magazines as well as social media campaigns.

# WE'RE *local*

Our Brighton office, is in a prime location on a busy high street. Which means properties in our window get seen by passing trade, and we're always close if you want to pop in for a chat.

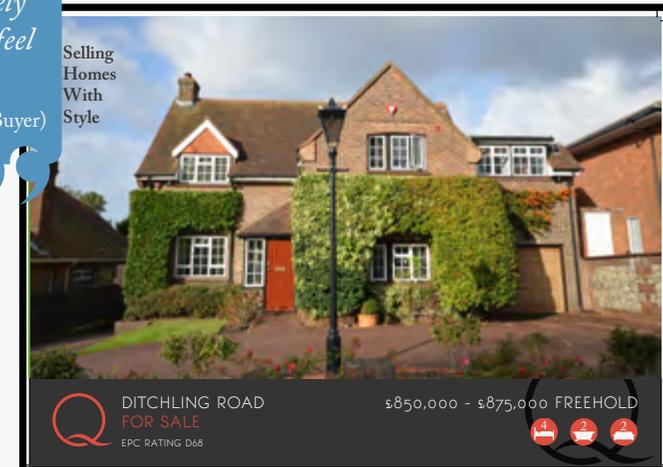


*When we completed our purchase and collected our keys, they gave us a bottle of wine and a recipe for some (beautiful) soup, which was a really nice touch and completely in character with the 'personal' feel throughout the process.*

Steve B (Buyer)

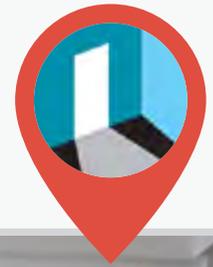
*All of the guys were really approachable and able to answer our (frequent) questions. Everybody was completely contactable throughout the process and were happy to speak at any time.*

Steve B (Buyer)



Our office windows use bright LED lighting to display large prominent photos. So your home can't be missed.

# WE'RE PART OF THE *community*



- We make a donation to the Hanover Community Centre for every property we sell in Hanover.
- We sponsor and host an artist open house during the Brighton Festival - *come and see us in May.*
- We sponsor and run a stall at the Hanover Charity Beer Festival.
- Every agent flyers, but when we flyer, we try to make sure there's something in it for you too. Keep a look out for our flyers featuring an original recipe and recommended companion wine from Butlers Wine Cellar.



A  
RECIPE  
FOR  
SUCCESS

## AUNTY MARGARITA'S FISH STEW

This rich, wholesome, tomato-y stew is one of our Spanish family recipes that is perfect for bridging the gap between the cold wet winter and the coming spring sunshine. All our fish, seafood and stock was sourced from O'Fishly Healthy in Kempdown.

### Ingredients (serves 8):

500g pollock fillet (skinned & cubed)  
750g mussels  
3 squid (cut in rings)  
8 large or 16 medium raw king prawns  
300ml white wine  
3 tbsps tomato passata  
3 large onions (finely chopped)  
3 large garlic cloves (finely chopped)  
800g potatoes peeled and cubed  
1 litre fish stock  
2 tsp paprika  
1/4 tsp chilli powder (to taste)  
Olive oil for cooking.  
Salt to season  
Parsley to finish

### Method:

Peel and clean the prawns and set aside. Gently fry the heads and shells in a little olive oil, crush to release flavour, add 1 litre of water. Boil for 10 minutes, strain the stock and set aside.

In a pan put 5 tablespoons of olive oil, add the onions and garlic with a little salt and fry until soft. Add potatoes and mix well. Turn heat up high, pour in the wine and allow alcohol to evaporate.

Reduce heat to medium. Add paprika and chilli powder and mix. Add tomato passata, fish stock and prawn stock, adjust seasoning and boil until potatoes are tender. 15 minutes before serving bring to the boil and add the pollock, mussels, squid and king prawns.

Sprinkle with chopped parsley and serve with garlic bread.

Can be prepared the day before, adding fish on the day.



**Butler's Recommended Wine:**  
This is a stunning wine made from Godello grapes. It's bursting with flavours of ripe citrus fruits, jasmine and orange blossom balanced with fresh acidity and spice. It has a long mineral finish perfect with this tasty recipe.

Butlers Wine Cellar has shops located on Queens Park Road and St George's Road in Brighton. 01273 698724

# WE OFFER A *complete* SERVICE

We want the selling of your property to run as smoothly as possible. So we don't stop at finding you a buyer. We'll also:

- Recommend tried and trusted solicitors, mortgage advisors and surveyors.
- Help liaise with other parties - estate and letting agents, solicitors and mortgage brokers.
- Make regular checks on vacant properties on your behalf.
- Make sure that one of the Directors is always on hand to talk with you.

- Wide Angle Photography
- Floor plans
- Energy Performance Certificate
- Video Tour
- Rightmove & Zoopla Premium Listing
- Social Media Marketing
- Full page in the Brighton & Hove Independent
- Latest Homes & Latest TV Advertising
- Eye-Catching Window Display
- Launch Days
- Evening & Weekend Viewings.....All the above included for **FREE**
- Independent Property Stylist.....Subject to requirements
- Half Page Editorial in Latest Homes .....£175.00 plus VAT
- Full Page Editorial in Latest Homes .....£275.00 plus VAT
- Cover feature in Latest Homes .....£375.00 plus VAT
- Editorial in Portfolio Magazine .....Subject to Availability

“  
*Their contacts in the industry enabled us to source a solicitor and surveyor with total confidence. It was comforting when speaking to both solicitor and surveyor how well respected the team are.*  
 Chris & Julie (Seller)  
 ”

We're proud to be regulated:



# OUR *team*

“  
*All of them are an absolute pleasure to deal with.*  
”  
Mark K (Seller)



## JIM QUINTANA

I was born and brought up in Sussex and have been living in the Hanover area of Brighton for 11 years. When I'm not struggling to help our six a side football team keep their heads above water, I enjoy the local pubs of Hanover or the wide variety of great restaurants throughout the City. I'm often mocked for my love of Bob Dylan and I'm never happier than when annoying my wife by emulating the great man on my guitar.

## JOSE QUINTANA

I am the only member of the team who commutes into work, so please excuse the bags under the eyes. When not in the office escaping from the trials and tribulations of family life I keenly, if not wholly successfully, play cricket for Waldron CC and enjoy a glass of wine (usually courtesy of Butlers wine merchants) or a pint of Harvey's.



## JAMES BEALE

I am married and have lived in Brighton for over 11 years. After a brief but illustrious career in hospital radio I recognised my true calling and am now proud to say I'm one of Brighton and Hove's most experienced estate agents. These days I spend my free time enjoying getting used to family life with my daughter, swatting up on new music and enjoying my small but perfectly formed garden.

## DOMINIC RYAN

I have lived in Brighton for most of my life - apart from an adventurous stint in the wilds of Canada - and love the vibe of the city I call home. Having worked for a number of estate agencies through my career

I jumped at the opportunity to work for a progressive company like Q. I'm currently the only member of the team who isn't married but I am working on it.

