

Getting the very best price possible for your home in the required timescales requires an impressive array of marketing resources, a professional team of staff with a thorough knowledge and expertise in their field, and of course determination & hard work.

This brief guide shows how we have consistently achieved the best results for literally thousands of clients over the years and remained ahead of ever changing technology to ensure that we retain our reputation as market leaders.

*“Successfully selling homes,  
even in the toughest of  
markets, since 1998!”*



## 1. Preparing Your Property Details



With the use of sophisticated technology, we are able to prepare striking details of your property, featuring floor plans and photographs of the most enticing features, all within hours of our visit!

The floor plans have proven to be an absolutely essential selling tool and are extremely well received by potential purchasers.

We have seen purchasers view property they would have otherwise dismissed, particular when there is the opportunity to easily alter accommodation to suit their particular needs.

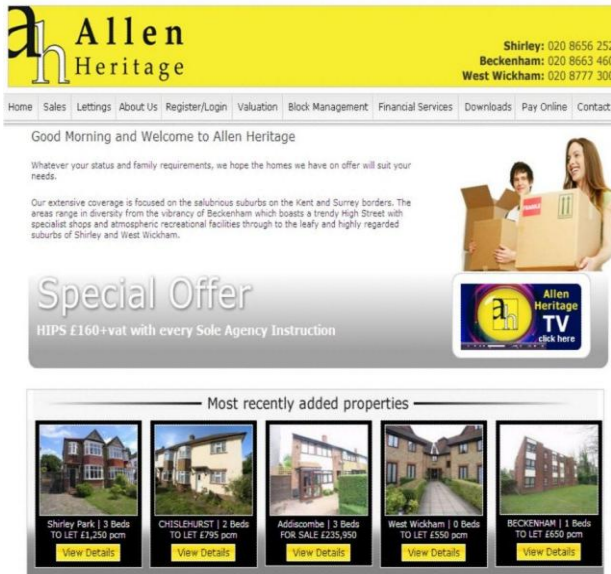
For your convenience we have trained some of our key staff to be Domestic Energy Assessors. This means that we can organise the Energy Performance Certificate simply and quickly and you can be assured of the same level of professionalism and courtesy without dealing with a third party company.

We do this to keep the whole process as simple as possible for you and to keep the price as keen as we possibly can!



*“Floor plans are an essential marketing tool – A must have for any estate agent”*

### 3. Presenting Your Property on our Website



With the internet changing forever the way buyers search for property it has become increasingly important that we meet these needs.

We ensure that we provide as much relevant information on your property as possible, and at a click of a button.

Our website. [www.allenheritage.co.uk](http://www.allenheritage.co.uk) provides the perfect environment for potential purchasers to browse at their leisure through a selection of the very best internal photographs of your property, study the floor plans, an aerial view, obtain information on local schools and even the ability to request a viewing.

*“Several thousand visitors to our website every single month and rising due to our ongoing marketing campaigns!”*

Not only is the website a great environment for buyers, we have also added some really useful features for our vendors too.

You will have the facility to log into our website 24 hours a day and see a raft of information on the progress of their sale. This includes feedback given by viewers, the amount of times your property has been viewed on the website and even how many details have been sent out.

Don't take our word for it – take a look yourself by clicking on the above link, we think you will be impressed!



*“Access to online viewing feedback and marketing progress 24 hours a day!”*

## 4. Marketing Your Property

As well as our own website we have access to many other sophisticated marketing tools to ensure your property gets the maximum exposure required to achieve a sale. Within minutes of you approving your details we will email every relevant potential purchaser registered with us. We then continue with traditional estate agency marketing methods by calling those buyers we feel are most suitable for your property and encouraging them to view.

Within 24 hours we will have uploaded your property to the very best portals including Rightmove, primelocation, findaproperty, and many more. This unrivalled coverage guarantees a fantastic exposure to the widest possible audience.

*Just some of the many Portals that will be advertising your property.....*



*“Over 90% of buyers first see the home they buy on the internet – Our proactive marketing ensures that these buyers have no chance of missing your property!”*

## 5. About Us

Our first branch opened in West Wickham in 1998 and was soon followed by Branches in both Shirley and Beckenham town centres. We have gone from strength to strength ever since, relying on hard work and determination to sell property even in the worst market downturns!

Over the years we have introduced a thriving Letting and Property Management department and most recently a Mortgage Brokerage Service.

We have ambitious plans for the future, built on a foundation of customer service, exceptional results and a successful team of professionals.



*“Being members of the NAEA, ARLA and The Property Ombudsman you can rest assured that your sale is in safe hands!”*

## 6. Branch Network

We have three local branches, situated in prime locations that cover the Bromley & Croydon Boroughs. Our branches are computer linked to allow your property to be marketed from all three locations automatically and instantly.

Your buyer could easily come from any of our three offices – it's partly the reason for our success, the whole Company working as one big team to achieve the very best results for you.

Contact us today and we can we arrange an appointment to discuss the marketing of your property!

Call 020 8663 4600 now!

- **Beckenham**  
97 High Street,  
Beckenham,  
Kent  
BR3 1AG  
[beckenham@allenheritage.co.uk](mailto:beckenham@allenheritage.co.uk)
- **West Wickham**  
1 Bell Parade,  
Glebe Way,  
West Wickham,  
Kent  
BR4 0RH  
[westwickham@allenheritage.co.uk](mailto:westwickham@allenheritage.co.uk)
- **Shirley**  
'Thatch Cottage',  
190 Wickham Road,  
Shirley,  
Croydon,  
Surrey  
Cro 8BJ  
[shirley@allenheritage.co.uk](mailto:shirley@allenheritage.co.uk)



*“We will find a buyer for your home, efficiently, professionally & at the best price – What are you waiting for, call today!”*