



Property Marketing Guide



OUR MISSION

To offer homeowners a genuinely better DEAL.

WHAT OUR CLIENTS SAY

"I came to John after feeling let down by my previous agent, and I'm so glad I did. John has been outstanding from start to finish. He is highly professional, provides a genuinely personal service, and his communication has been excellent throughout. I wouldn't hesitate to recommend him to anyone looking for a reliable and dedicated agent."

— Gemma Odon, Google Review



"We honestly couldn't recommend John at Deal Estate Agents in Loughborough highly enough! From the very first conversation, the team were professional, friendly, proactive and incredibly knowledgeable about the market. Our house went live and was SOLD within just SIX HOURS! A massive thank you to John for making what could have been a stressful experience feel smooth, exciting and completely under control."

— Matt & Lisa Gibbs, Google Review



"I had a terrific experience working with Deal, they were professional, responded quickly to questions I had, gave sound advice, marketed the property extremely well and kept in touch with me throughout the process. I'm very happy with how they handled my house and I would absolutely use them again."

— Maeve Fitzpatrick, Google Review



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Why DEAL.?

What Do We Do

Marketing Standards

Why DEAL.?

At DEAL. we combine over 20 years of property experience with modern marketing, proactive communication and a genuinely personal service.

What make us different?

- ✓ **Selling Fee Cap of Just £3,500**
- ✓ **Online Seller Account**
- ✓ **Transparent Pricing**
- ✓ **Tailored Property Marketing**
- ✓ **Communication Your Way**
- ✓ **Independent & Owner-Led**
- ✓ **Experienced Negotiations**
- ✓ **Personal Accountability**

Most importantly...

‘You're treated as a person, not a commission’.

From valuation to completion, we're committed to making your move as smooth, informed and successful as possible.

What We Do

Agree The Strategy

We begin by understanding your goals, discussing local market conditions and agreeing the best pricing and marketing strategy for your property. Honest advice from day one helps create the strongest opportunity for a successful sale.

Launch

Professional photography, marketing materials and property details prepared before your property is launched to the market.

Generate Interest

We promote your property to active buyers through multiple marketing channels to maximise enquiries and viewing requests.

Viewings & Feedback

We arrange viewings, gather buyer feedback and keep you informed of market response. The insight we gain helps us refine our strategy and maintain momentum.

Negotiate

We negotiate every offer to achieve the strongest possible price and terms.

Progress

We liaise with buyers, solicitors, mortgage brokers and surveyors to keep your sale moving towards exchange and completion.

Complete

Contracts exchanged. Keys handed over. Move completed. From strategy to completion, we're with you every step of the way.

— MARKETING

Marketing

Standards



Our Marketing Includes..

- ✓ Enhanced Property Photographs
- ✓ Best Price Point Display
- ✓ Rightmove Online Advertising
- ✓ Zoopla Online Advertising
- ✓ DEAL. Own Property Page
- ✓ Floorplan With Measurements
- ✓ Video Tour (Where Appropriate)
- ✓ Tailored Description
- ✓ Search Engine Optimisation
- ✓ Social Media Promotion
- ✓ Lead Capture System
- ✓ Online Marketing Activity Tracker
- ✓ For Sale Board (Optional)
- ✓ Neighbourhood Property Alert
- ✓ Email Marketing To Active Buyers
- ✓ Mortgage Broker Network Exposure

Marketing Built To Generate Enquiries

The objective of every marketing campaign is simple:

Generate more buyer interest.

Generate more viewings.

Generate more competition.

Generate the best possible price.





Ready To Work With Us?

Visit: www.dealestateagents.co.uk

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DEAL.
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MEMBERS

PRS Property
Redress
Scheme