



Property Marketing & Fee 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





Choosing the right estate agent isn't just about fees. It's about trust, communication, marketing, negotiation and getting your move completed.

This guide explains exactly how DEAL. works, what you'll pay, what's included and how we help you achieve the best possible outcome.

No jargon. No hidden surprises. Just clear information to help you make the right decision.

Fair Fees. No Nonsense. Better Results.

Property Marketing & Fee Guide

Why DEAL.

How We Sell House

5 Core Fundamentals

What Do We Do For You?

Marketing Standards

Fees

Legal Requirements & Additional Services

Next Steps

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 Negotiators
- ✓ 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.

How We Sell Homes

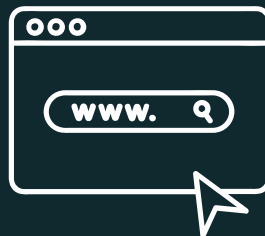
In our experience, most successful property sales are driven by **5** core fundamentals:

Together, they form the foundation of every successful move

Price



Placement



People



Presentation

Process



5 CORE FUNDAMENTALS

Price

The right asking price to maximise buyer interest.

Price too high and buyers scroll past.

Price too low and you risk leaving money on the table.

At DEAL. we analyse local market activity, buyer demand and competing properties to recommend a pricing strategy designed to generate enquiries, viewings and ultimately the best possible sale price.

Presentation

First impressions matter.

Most buyers decide whether to view a property within seconds of seeing it online.

That's why we focus on creating marketing that stands out.

- ✓ **Enhanced Photography**
- ✓ **Floorplans**
- ✓ **Video Content**
- ✓ **Aerial & Drone Photography**
- ✓ **Compelling Property Descriptions**
- ✓ **Social Media Ready Marketing**

The better your property looks, the more buyers it attracts resulting in a better price achieved.

Placement

Getting your property in front of the right buyers.

Even the best-presented home won't sell if nobody sees it.

We maximise exposure through:

- ✓ **Rightmove**
- ✓ **Zoopla**
- ✓ **DEAL. Website**
- ✓ **DEAL. Buyer Database**
- ✓ **DEAL. Property Investor Database**
- ✓ **Social Media Advertising**
- ✓ **Mortgage Broker Network**
- ✓ **Local Marketing Campaigns**
- ✓ **Property Alerts & Buyer Matching**
- ✓ **Email Marketing**

The objective is simple: generate as many qualified buyer enquiries as possible.

Process

Keeping your move on track from valuation to completion.

A successful sale requires proactive communication and management throughout the transaction.

We provide:

- ✓ **Honest Advice**
- ✓ **Regular Communication**
- ✓ **Buyer Qualification**
- ✓ **Offer Negotiation**
- ✓ **Solicitor Liaison**
- ✓ **Chain Monitoring**
- ✓ **Progress Updates**
- ✓ **Problem Solving**
- ✓ **Completion Support**

Many sales fall through because nobody is actively managing the process.

Our role is to keep all parties moving forward towards a successful completion.

People

Property is personal. People make the difference.

Every sale involves buyers, sellers, solicitors, mortgage brokers, surveyors and often a property chain.

Good communication and proactive management can be the difference between a smooth move and a sale falling through.

We provide:

- ✓ **Dedicated Point of Contact**
- ✓ **Buyer Qualification**
- ✓ **Solicitor Liaison**
- ✓ **Chain Management**
- ✓ **Progress Chasing**
- ✓ **Problem Resolution**
- ✓ **Regular Updates**
- ✓ **Completion Coordination**

Many delays occur when communication breaks down between the parties involved. Our role is to keep everyone informed, aligned and moving towards a successful completion.

— STANDARDS

What Do We Do For You?

Your Sale

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



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.



What's Included In Our Marketing

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



— DEAL

Fees

Selling Fee

Legal Requirments

Additional Services

Marketing

— FEES

Selling Fees

Choose What Fee Option Works For You...

— OPTION 1

PAY NOW

£995

Ideal for sellers who prefer a fixed upfront cost.

Includes:

- ✓ **Property Marketing**
- ✓ **Property Portal Advertising**
- ✓ **Offer Negotiation**
- ✓ **Sale Agreed Administration**

Marketing Fee

£395

Payable on instruction.

Total Upfront Cost

£1390

— OPTION 2

PAY LATER

0.95%

Payable on successful completion.

Maximum Fee Cap £3,500

Includes:

- ✓ **Property Marketing**
- ✓ **Property Portal Advertising**
- ✓ **Accompanied Viewings**
- ✓ **Offer Negotiation**
- ✓ **Sale Agreed Administration**
- ✓ **Sales Progression**

Marketing Fee

£395

Payable on instruction or added to your completion fee

0.95% of completed sale price. Example: £290,000 Sale Price will equate to a fee of £2755.

Minimum fee of £1500 applies. Maximum fee of £3500 applies.

£395 Marketing Fee is payable including if property is withdrawn from sale

— FEE

Fee Comparison

DEAL. v Traditional Agent Fees



Why Pay More Simply Because Your Home Is Worth More?

Traditional estate agents typically charge a percentage of your sale price averaging 1.25% - 1.5%

That means the more your property is worth, the more you pay — even though the work involved is often exactly the same.

At DEAL. we believe fees should be fair, transparent and represent value.

That's why we've capped our selling fee at just £3,500.



£17,460
Saved
In SELLING FEES

Across Our Last 8 Sales

Compared to a traditional estate agent charging 1.5% commission.

July 2026

Why Pay More Simply Because Your Home Is Worth More?

Our Fee Cap Could Save You Thousands

Sale Price	1.5% Traditional Agent Fee	DEAL 0.95% with £3500 cap fee	SAVINGS
£250,000	£3,750	£2,375	£1,375
£300,000	£4,500	£2,850	£1,650
£400,000	£6,000	£3,500	£2,500
£500,000	£7,500	£3,500	£4,000
£600,000	£9,000	£3,500	£5,500
£750,000	£11,250	£3,500	£7,750

At DEAL, we've capped our fee at just £3,500, helping sellers keep more of their hard-earned equity.

Maximum Fee Cap £3,500

Fair Fees. No Nonsense. **Better Results.**

— FEES

Additional Services Fees

Your Legal Requirements & Marketing Options..

Additional Services



Anti-Money Laundering Check

Required by law. Charged Per Person

£25

Energy Performance Certificate

(EPC) Required to market most properties.

£99

Accompanied Viewing Service

Up to 2 hours of accompanied viewings or open house event.

£125

Enhanced Marketing Package

Professional photographer visit including drone photography.

£299

Sales Progression Service

From sale agreed through to completion. Proactive management of solicitors, buyers, chains and surveys. (included in 0.95% Option)

£499

— FEES

Marketing Fee

Fee Explained



Why We Charge A Marketing Fee

Every property costs money to market properly.

Enhanced Photography.

Professional Floorplans.

Digitally Staged Rooms

Tailored Property Brochures.

Professional Video Production.

Property Portals Exposure.

Brand Awareness Advertising.



Marketing isn't free...

Many agents simply hide these costs within larger commissions.

We prefer **transparency**.

Marketing Fee

£395

Added or Paid On Instruction



— LEGAL REQUIREMENTS

Anti Money Laundering

(AML) Explained



AML Explained

Property transactions are one of the largest financial transactions most people ever undertake.

Because of this, estate agents are legally required to verify the identity of all buyers and sellers.

These checks help prevent:

- ✓ **Fraud**
- ✓ **Money laundering**
- ✓ **Financial crime**
- ✓ **Terrorist financing**

AML checks are required under:

Money Laundering Regulations 2017
Proceeds of Crime Act 2002
Terrorism Act 2000
Bribery Act 2010

These checks are mandatory and apply to every client without exception.

When Do AML Checks Happen?

Sellers

AML checks are completed when you instruct DEAL. to market your property.

Marketing cannot commence until checks have been completed.

Buyers

Checks are completed once an offer has been accepted and before a Memorandum of Sale is issued.

Please note your solicitor will usually carry out similar checks independently.

AML Check Fee

£25

Per Person



D.

— LETS GO

NEXT STEPS

Instructing DEAL.



Ready To Get Moving?

You've seen how we market properties.

You've seen our fees.

You've seen our process.

Now the decision is simple.

If you're looking for transparent pricing, proactive communication and a partner committed to achieving the best possible outcome, we'd be delighted to help.

Next Steps

- ✓ Confirm your preferred fee option
- ✓ Complete AML Verification
- ✓ Arrange Marketing Appointment
- ✓ Launch Your Property

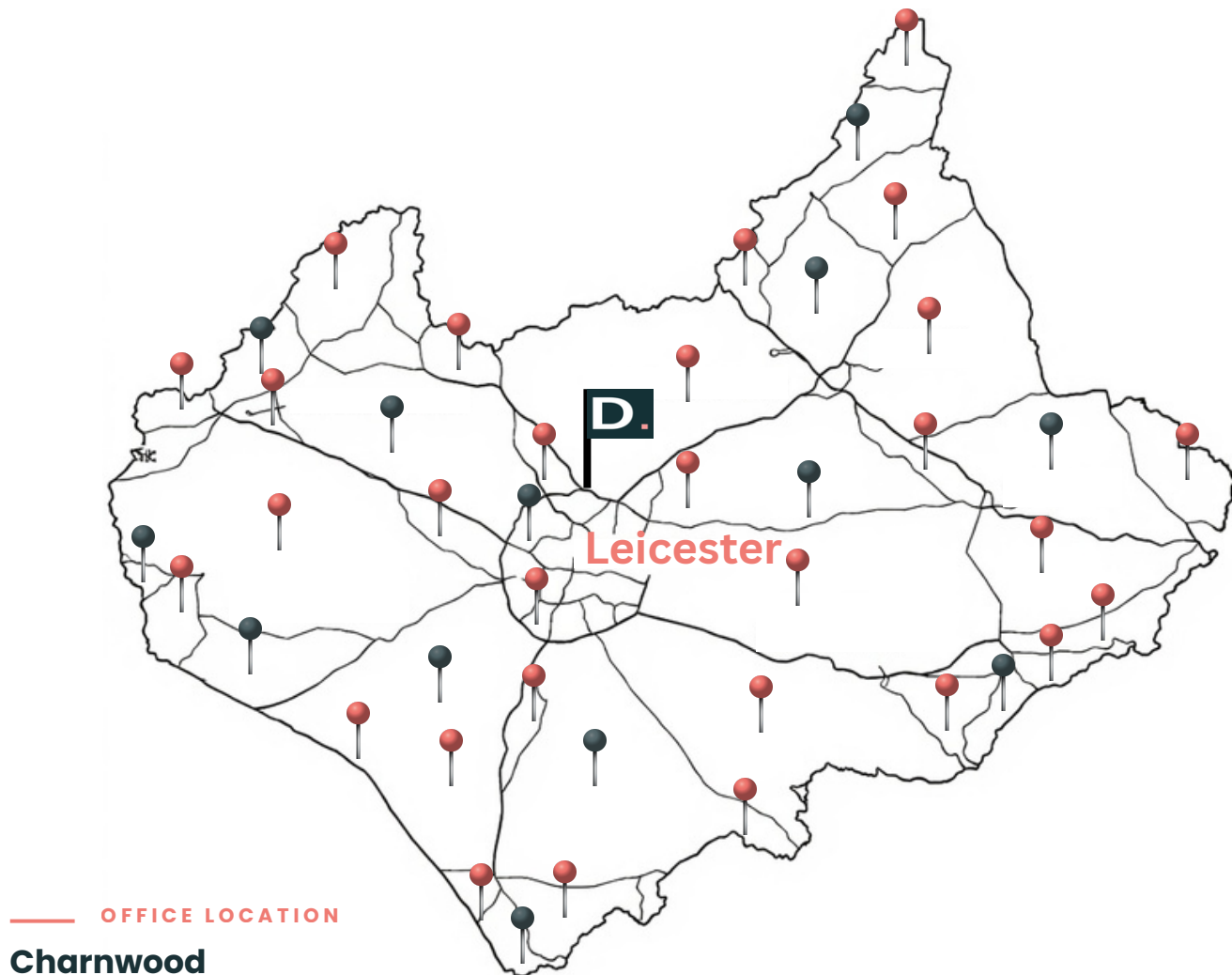
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D.



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Ready To Discuss Your Move?

Fair Fees. No Nonsense. **Better Results.**

Book Your Free Valuation Today

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PRS Property
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Scheme