



STEPHENS  
& PARTNERS

## Refreshingly different

All too often Estate Agents do not understand what it's like to "be in your shoes". Which is why all our staff have had plenty of experience themselves in buying and selling their own properties, to make sure they understand exactly how you feel, and how to make sure not just good negotiations are achieved, but as importantly to make sure your transaction is concluded.

**Here are just a few important factors to help you understand why we are so different from so many other agents.**



## Photography

We believe you don't get a second chance to make a first impression which is why we feel photography is probably one of the most important aspects of selling your home, after all it's the very first thing a perspective purchaser will see, so why leave it to chance.

A bad picture means less interest, and with less interest comes lower offers.

That's why one of the first steps Stephens & Partners will do is to instruct a professional photographer. A professional photographer knows exactly what angles, light, exposure and colours make a great picture.

Giving a potential purchaser a great first impression to your property will mean your property will have far more interest and the potential to receive higher offers than other properties within the area that have made less of an impact.

## You are not a number

There's nothing better than every agent in the office knowing all about your home.

Your home is always on our mind and when we know if a purchaser is looking for a home like yours, we have the ability to tell them all the aspects of your home gaining their interest immediately.

By having a selected number of properties we are able to fully concentrate on selling your home, which produces outstanding results for all our Vendors. It's a very fine line not having too many properties for sale as agents listing a lot of properties can make you feel like a number, customer service becomes poor and in some cases agents cannot remember your home.





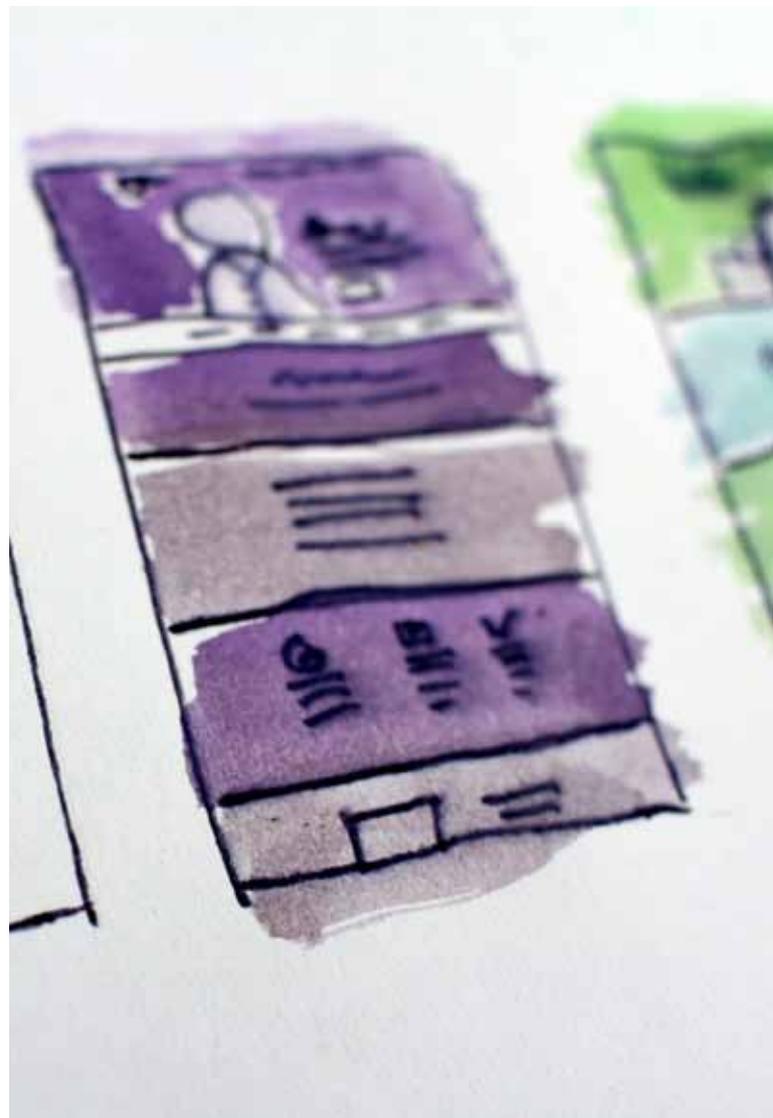
## Marketing

I'm sure by now you have worked out that all agents market their properties in very similar ways. Websites, Portals & Social Media. We are no different and advertise on the same platforms as all other agents. However, we will use additional methods that will enhance your property, for example

Property Mail Magazine have 20,000 magazines picked up each issue which is far greater than any other magazine in South Wales. It's only picked up by people interested in property. So, to be able to advertise your property in every issue until it has sold will not just be more beneficial to gain more interest to your home, but ultimately the more interest you receive, the higher offers we can generate, as your house immediately becomes more desirable when purchasers know that other purchasers are also interested.

## One person from start to finish

We don't just sell houses, we advise our vendors as well. It's very important for Stephens and Partners to build a trusted relationship with all our vendors through your agent. Of course we are all here to help you, but know that there's nobody better that understands your needs than the agent that has come to speak to you about your home, gets to know you through accompanied viewings and is able to negotiate on your behalf whilst always looking after and protecting your interests. But it's not just your agents job selling your home, that's only 70% of the work. Your agent will also be your contact whilst legal proceedings are under way. Unfortunately a high percentage of sales are lost during the legal process. By not giving your property to a third party we can make sure that your interest is once again looked after and make sure any problems either with your purchaser or up and down your chain are dealt with swiftly and efficiently. As our agents are all self employed we only get paid on results, which is why we work harder from start to finish to make sure your transaction is completed.





Thank you for taking the time to read about our company,  
and some of the things we do to make sure you are looked after  
and all of your property needs are taken care of.  
If you would like more information of subjects not covered or  
to make an appointment for a free valuation of your home,  
please do not hesitate to call us.

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