



Property news

**Butfield
Breach**

**OUR WINTER SPRING
2020 MAGAZINE**



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The Home Show 2020



Calne Bike Meet

**Calne
BIKEMEET**
FREE EVENT FOR
SN11 0EH

Top Tips For Moving



Selling Your Home- The Process



About Butfield Breach

Our History- A Consistency of Performance

We have been acting in the local area for over 13 years. It was an area we identified that was moving forward and we were excited when the showroom opportunity came to us. It takes time to get the right team together, as you are only as strong as the people you work with.

The last seven years especially has seen stability and consistency of performance. It has made us the most successful Estate Agent in the area. We have sold homes even when the market has been tough and used our experience to give the right advice to our clients. Our technology has been upgraded time after time to keep ahead. 2018 and 2019 saw us out perform our competitors locally by a country mile in both sales agreed and attracting fresh properties to sell.



Why We Are Selling Homes Successfully

Some of the tools we employ are blatantly obvious but completely missed by our competition. Being around when buyers are is the key for any sales business. Property buyers are at their most active at weekends and evenings, so we need to be around to take advantage for our owners. We are the only ones physically open in the area on Sundays and we are happy to try and accompany as many viewings as possible in the evenings. (We believe we are the last Agency showroom open in Wiltshire). Around 40% of agreed business is done over the weekend with many decisions made on a Sunday.

We present our homes with the right imagery and produce brochures that attract buyers. We are not afraid of using the telephone to listen and understand what is driving a buyer so we can better sell our homes.



Our Showroom and the 'Window to Watch'

We could not have wished for a better location to promote our homes. Placed at the top of the High Street at the 'Give & Go' traffic system means that we are always on show. The window is large and has an abundance of space for property display. We like to think it is the 'Window to Watch'.

Inside, our showroom offers more display space and room for multiple visitors at any one time. There is a side office plus a further large meeting room where clients can have private discussions if they wish.



Working with the Town

Working with the town means we can better promote it to buyers and fully explain the benefits of our area. Trying to make buyers choose our town over others.

We are members of Calne Chamber of Commerce and Calne Springs CIC (Town Team). This has meant that we have been heavily involved in Town Promotions. We do Town Sponsorships but also many hours of physical support. Raising funds and erecting market stalls are just a few examples.

We are proud to be on the Committee of The Calne Bike Meet and have been a major driving force in securing a Showroom for the Town at the new Tesco supermarket. 2020 will see us promoting a Business Fair, support the Food Festival and organise an Opera for Calne at Kingsbury Green Academy.



Our People

PETER



Peter has been working in property now for over 40 years with his early years in architecture and surveying, then onto selling homes. He has worked in London (South Kensington, Mayfair and Camden) for around 9 years and Oxford for 5 years. His experience includes running offices in Bath, Cheltenham and many offices in Wiltshire and Somerset. If you know Peter, then you will know that he lives and breathes the business with a passion. He is very proud of the area he works in and puts time in to support the town by being on the Committee of Calne Chamber of Commerce, Calne Springs C.I.C. (The Town Team) and advises on Calne Tourism/Retail, supporting local charities and the Calne Bike Meet for many years.

MEL



Melanie has had a good all-round grounding in business over 30 years with a focus on property in the last 18 years. As a director of the business, she has been a major contributor to the culture and style of the business. She has helped it constantly change as the way people look at property takes different paths and evolves.

Melanie pulls on her experience in the media and various management and sales roles, which includes the sale of fine wines. This wide experience has been a major asset to the business. In the last few years, she has been a large influence in the development of our social media and the overseas business.

STEVE



Steve spent his formative years serving his country as a submariner. For 7 years it taught him about hard work and good values which is a fantastic asset to the business and an ideal match for the culture of Butfield Breach.

Steve has worked from the bottom up and is a valued member of the business family.

Steve shares in the market appraisals, sales and technical requirements of the business. He has helped the business stay ahead in all aspects of new technology. Crucial in a forever changing technical environment.

BETHANY



Beth attracted Butfield Breach because of her people skills and great work ethic. Beth has spent around four years in the hospitality sector where she thrived in a fast-paced environment. She quickly worked her way up the ladder to managerial level. This makes her background perfect for a busy independent estate agency.

In her formative years, she was a national synchronised swimmer, which took dedication and showed her the importance of teamwork. Her main focus is the sale of homes and the day to day interaction with our clients.

Beth is also very able in carrying out market appraisals.

AUSTIN



Austin has lived and successfully worked in three continents. His experience in sales, customer service, managing and estate agency shines when problems arise. Spending previous years travelling the world has given him a wonderful outlook on life making it easy for him to build relationships with vendors and buyers from all walks of life. This is critical when it comes to buying and selling homes.

Austin takes part in our market appraisals and sales. He has been with the business for some time now and has become a crucial part of the success of Butfield Breach.

ROBIN



Robin works as a consultant to Butfield Breach on Spanish home sales. He has been a homeowner in Spain and understands the areas Butfield Breach are focusing on.

Robin has a wide experience in many businesses and his personality, kindness and warmth are some of the things people love about Robin. He has given his time free to the Calne community in overseeing the main town website and has been very active in raising money for the promotion of the town through Calne Springs CIC (Town Team) and Calne Chamber of Commerce. Trust is important in our business and Robin is someone Butfield Breach love working with.



TOP TIPS TO GET YOU MOVING

SOLICITORS/CONVEYANCING

When you receive that acceptable offer, it is important to get the contract paperwork out speedily and keep the momentum going. You can request that your solicitor sends you the paperwork as early as possible to fill in and send back. This would be things such as the property information form and the fixtures and fittings list.

Once an offer has been agreed then your solicitor can get the contract out to the solicitor for the buyer with no delay.

FINANCIAL

If you are raising finance to move, then take advice before you start the sale process. If you need to sell, then use a realistic sale price and speak to your financial advisor about all your options. An independent mortgage broker who deals with the whole market is always good start or as a second opinion.

GETTING YOU TO THE FRONT OF THE QUEUE

Lots of people wait until they see their dream home before marketing. Invariably it sells before they get a chance to act. The buyers at the front of the queue and which most people want are all cash or with mortgage and nothing to sell.

To compete with these buyers, it is best to get on the market as soon as possible. Find a buyer that will give you time to find a home. This will help you get to the front and compete with the preferred buyer types.

CAN I OFFER IF I HAVEN'T SOLD?

We encourage potential buyers to view our homes. Even if they haven't sold. The reason for this is it helps them budget. If they discuss a level that might be acceptable when they have sold it means they know what price they can accept on their own home.

LOCAL HOME EXCHANGE MIGHT HELP

We find as a business that we are organising this type of transaction consistently. It is a very simple concept that works. We all know what the homeowner wants to sell but never know what they are looking for.

Many want to know about your local home and their home may be of great interest to you. So, we promote what our owners are

looking for as well as the home being sold. Sale prices are agreed that both parties are happy with and there is No Chain!

It performs best at Local Level with an agent who really knows the patch and is proactive. There are literally hundreds of Serious Potential Buyers on our register looking to move locally.

IMAGES AND FLOORPLANS

It is important to get an idea on what might be the best type of images for the home. Which angles and what minor staging may improve things. Images are the main marketing tool for any home and the first thing that attracts a buyer.

Floorplans are not always essential as they can make a home look smaller than it actually is. It is a big deciding factor in someone deciding to view and it takes away compromise. It can put them off viewing which is the opposite to what is trying to be achieved. Sometimes it is good to delay the launch of a floorplan.

GARDENS

It is interesting how much activity we get in a home when a garden looks ideal for entertaining. Images of a sunny day with a table, chairs and a parasol seem to get buyers interested and excited.

Areas of garden are thought of as more usable living space, especially in fine weather. Images of pergolas, arbors, ponds and fountains all have their place in attracting attention. A picture of a living space with a door opening to a garden have also had a very good response.

SHOULD I LEAVE MY HOME DURING A VIEWING?

Lots of owners like not to be around when a viewing happens. This can cause lots of stress and inconvenience to them. People turn up late, sometimes cancel at the last minute to re-arrange or change their mind about the home.

The tip is to enjoy your home as normal. If the viewing is being accompanied, then the agent will do the initial introductions and then get on with the job at hand. The owner has the expert knowledge on their own home and sometimes it is very handy if they are around.

PROMOTING YOUR HOME

Every year we try to ensure that our homes are promoted in the widest possible way.



Rightmove especially has extra advertising that feeds in to our own website to improve our visibility to buyers.

We consistently hold special events take part in local promotions which ensures people see our brand and in turn see our properties. Our 2019 Home Show was a huge success in attracting new stock and selling homes. It was definitely what the market needed in the area and helped us become number one by a long way. We again will be doing another 'Home Show in early March'. We do a 'Pop Up' Estate Agents at the Calne Springs Showroom at Tesco and support Calnewiltshire.com - all to extend our promotion to buyers. As always we will support 'The Calne Bike Meet', which has become the biggest free bike meet event in Europe.



Sponsors of



Butfield Breach

SELLING HOMES 7 DAYS A WEEK



01249 821110 | butfieldbreach.co.uk | butfieldbreach.tv

Selling Your Home Through Butfield Breach

FREE MARKET APPRAISAL

The appointment takes around an hour and is based on the amount of questions you may have. We talk through pricing, market conditions and what we feel is the best way forward.

SETTING THE ASKING PRICE & COMING SOON...

The most important decision when coming to the market. We have the facility to trial pricing through our 'Coming Soon' promotions. This gives us the ability to launch at the optimum asking price.

THE MARKETING PLAN

We discuss strategy to get the best price possible. Every home is different as are the needs of our Clients. We agree a plan that is tailor made for each specific home.

IMAGERY & BROCHURE PRODUCTION

Imagery is one of the key tools in marketing. We pride ourselves in producing top quality images, thoughtfully taken to present the home in the best possible way. We have a large choice of brochure styles and window cards. Once our Client decides on a style we create the brochure for sign off.

TERMS OF BUSINESS FOR OUR 7 DAY A WEEK SERVICE

It is very important that you fully understand our terms of business. We talk you through our agency contract so we both understand the commitment agreed to. This includes our fee structure and length of contract. Current laws mean that we will need proof of identification for the homeowner. An Energy Performance Certificate is another requirement and we can arrange this if one does not already exist for your home.

OUR TWO WEBSITES- BUTFIELDBREACH.CO.UK & BUTFIELDBREACH.TV

To best promote our properties, we have two bespoke websites. These are butfieldbreach.co.uk and more recently we have launched butfieldbreach.tv.

YOUR MICRO-SITE, SOCIAL MEDIA & LIVE ON THE WORLD WIDE WEB

For those who use social media we create a personal micro-site to share and improve your chances of attracting a buyer. This can be posted on Facebook, Twitter and other media. Your home will be seen on the 'World Wide Web' through 'Our Two Websites' and on the main property portals of 'On The Market', 'Rightmove', 'Prime Location' and 'Zoopla'.

VIEWINGS OF YOUR HOME, REPORTING & FEEDBACK

We attempt to accompany the majority of our viewings. This includes early evenings and the crucial selling days of both Saturday and Sunday. We give feedback as soon as possible after every viewing that takes place. We also report weekly to ensure that we keep on the right track. Our owners are invited to pop in to our showroom, so we can talk through our work in progress.

LOCAL HOME EXCHANGE

This has worked many times for us and is an interesting concept for those looking to move locally. The brochure style and advertising maybe slightly different to accommodate this avenue of marketing.



Websites and Promotion

Two websites & your own personal website

‘Using the power of Social media’



The launch of Butfield Breach TV marks an exciting milestone for us. It shows our commitment to being market leaders and investing in products and services to attract buyers. Butfield Breach TV is a big change in the way we present our homes. Each home will have a professionally scripted video walk through. There is the ability to have a property website for every home marketed through Butfield Breach.

As a seller, you will receive your 'own website' to personalise and share via email and social media. This widens the reach and exposure of the property. Buyers receive a 'virtual moving home card' website with new address and personalised message once they have bought. Buyers can have personalised search criteria with email notifications.

NEXT PROPERTY EVENT THE HOME SHOW 2020



A property Celebration with Huge Events

Friday 6th of March - at the Butfield Breach Showroom Office
Saturday 7th of March - at the Butfield Breach Showroom Office
Sunday 8th of March - at the Butfield Breach Showroom Office
Saturday 7th of March - Town Centre Celebration Market



FRESH PROPERTIES COMING TO THE MARKET | BRAND NEW HOMES WITH INCENTIVES
OPEN DAYS ON SELECTED HOMES FOR SERIOUS BUYERS | SPEED MARKET APPRAISALS
INCENTIVES & DISCOUNTS FROM LOCAL SHOPS & BUSINESSES
INCENTIVES ON CURRENT AVAILABLE HOMES | THE LOCAL HOME EXCHANGE
SHOWROOM & CELEBRATION MARKET | ADVICE FROM AN INDEPENDENT MORTGAGE BROKER
CONVEYANCING ADVICE & QUOTES FROM A LOCAL SOLICITOR | SPANISH HOMES





Butfield Breach



2018 & 2019 HAS SEEN US AGREE THE MOST SALES & LAUNCH THE MOST HOMES LOCALLY ONCE AGAIN!

The reasons are because

We are the only local agent open 7 days a week

Which means over 40 days a year longer than any other agent.

Saturday and Sunday are the key selling days for any true property professional.

That is why we are available for business on these crucial days.

Two websites and the ability to produce an individual website for each selling customer.



Special Promotions that are unique to Butfield Breach
The Home Show 2020 (6th, 7th and 8th of March 2020)

01249 821110

butfieldbreach.co.uk butfieldbreach.tv