

Property news

Butfield Breach

OUR 2023
SPRING/SUMMER
MAGAZINE



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About Butfield Breach

Our History- A Consistency of Performance

We have been acting in the local area for over 16 years. 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. **2018 - 2023 saw us out-perform our competitors locally by a country mile. We couldn't have wished for a better location making our window 'The Window to Watch!'**



Selling Homes Successfully 7 Days a Week and Super Sundays

Some of the tools we employ are blatantly obvious. 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 physically open in the area on Sundays and we try and accompany as many viewings as possible in the evenings. **Around 40% of agreed business is done over the weekend with many decisions made on a Sunday.**



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 involved with Calne Chamber of Commerce, Calne Springs C.I.C. (The Town Team), supporting local charities and involved with 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 22 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 advised on overseas business.



SAM

Sam is our office dog and is a rescue dog from Spain. He has been in the country for around five years and his command of the English language has really improved. Sam is a Podenco which is a Spanish Sight Hound. There is also a little of something else in him but mostly Podenco. Pointy ears and a long snout. He is very speedy too. Great for moral and a big part of the team.

Our People

BETH



Beth is our Branch Manager. Beth was approached by Butfield Breach because of her people skills and great hard work ethic. She had been in the hospitality sector and thriving in a fast-paced environment. Her background is ideal for a busy independent estate agent.

Beth has grown with the business and is a major reason for the consistent success of Butfield Breach. She has been elevated to the role of Branch Manager in 2021 and which was richly deserved. She has lived locally both close to the centre and in the villages. Her local knowledge is absolutely invaluable.

MOLLIE



Mollie is our Senior Sales Consultant and previously had a number of years working in photography.

Not only is she very qualified in taking imagery but also her past role ensured she had the right customer skills to succeed in our field of work. Fantastic energy, extremely professional and loves the job.

Mollie knows the area very well as she has lived locally all her life. A great advantage when talking to customers about the benefits of living here as buyers really like to know these important things.

ANNIE



Annie was on the Butfield Breach radar for many years before being coaxed to work with the team. She has been running her own business for many years and understands having to be self-driven. This also in conjunction with organising a family with four children. She has experience in social work which again is a great asset in understanding customer needs.

A local resident for over thirty years with fantastic local knowledge.

KATHRYN



Decades of experience in property sales in conveyancing. A Senior Licenced Conveyancer she is highly respected in the legal profession.

Kathryn works alongside the team to oversee and advise on conveyancing matters. This helps facilitate the progress of sales having the background of in depth knowledge and experience.

Her recruitment has been invaluable to Butfield Breach and the response from local agents and solicitors is that it was a fantastic move.

MILAN



Milan is studying to embark on a future business career. He is office based and featured at Butfield Breach mainly at the weekends and holiday coverage. This gives the business good coverage at some of our busiest times.

Milan books viewings, valuations and knows the systems the business employs. Milan is another very good asset that stops interruption to the sales and marketing performance of the business.

HOLLY



Currently at University, Holly is our safe pair of hands cover during holiday breaks and weekends. Trained in the sales and systems that Butfield Breach employ.

Holly carries out and books viewing appointments and has been a great asset to the business. It has allowed the business to carry on with the minimum of disruption to sales efforts.



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 a 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 a 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 prefer 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. Of course we all need to ensure COVID safety.

PROMOTING YOUR HOME

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

BUYERS ENQUIRIES JUST FROM THE PROPERTY PORTALS



SOCIAL MEDIA



YouTube

Google

BUTFIELD BREACH PROMOTIONS

POP UP AGENT - BUTFIELD BREACH AUCTIONS - FOR SALE BOARD - OUR WINDOW



We Offer a Bespoke Auction Service to Our Customers



The trusty 'For Sale Board' always brings in around 10% of sales.

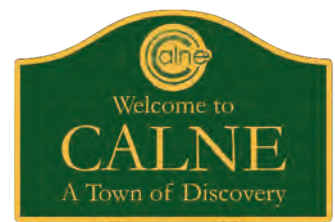


We do a number of Pop Up Estate Agents at the Tesco Show Room.



Our Window Display Refurbished in March 2023.

SPECIAL PROMOTIONS & EVENTS



We try and interact with the town and not just sponsor but put time in to help. Promoting the Calne Bike Meet for over 11 years.

We are part of the Town Team (Town Markets, Love Calne Website & Tesco Showroom) and Calne Chamber of Commerce.

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.



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.



SETTING THE ASKING PRICE

The most important decision when coming to the market. Based on comparison, competition and recent agreed sales. The most important are the features and benefits that will attract current buyers that could give a premium. Our 'Coming Soon' promotion is a way to test the market.



COMING SOON

In the early days of marketing, we promote our homes on the 'Coming Soon' section of the website. We approach current suitable buyers and test the home. By doing this we can gauge the best price to launch at and how far to push price. The beauty of this, is that there will be no footprint on the major portals and will give confidence when launching.



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.



BUTFIELDBREACH.CO.UK

We have recently redeveloped our Butfield Breach website. The website is designed to fully showcase our homes before and during marketing. It enables us to promote the town we work in with news posts- 'Butfield Breach News'- an important tool in attracting those buyers relocating. It also talks about the people at Butfield Breach and an outline of our culture.



WORLD WIDE WEB & SOCIAL MEDIA

Your home will be seen on the 'World Wide Web' through all the major property portals. These include 'Rightmove', 'Prime Location', 'Zoopla', 'On The Market' plus many others. We also do promotions on 'Twitter' and 'Facebook' also.



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.





BUTFIELD BREACH AUCTIONS

We can now offer our Clients an On-Line Auction service. This suits a number of property types and also fits in with Client timescale requirements.



OUR WINDOW & SHOW ROOM

We have organised our showroom and window to attract customers and be welcoming. The front light up display can accommodate over 54 window cards and also allows a customer to see us at our work- inviting customers in. Internally the show room has the facility for over 70 homes to be displayed plus more in our rear meeting room.



'POP UP ESTATE' AGENT

We have the ability to create a 'Pop Up' Estate Agency at the Tesco Showroom. We try to do this once or twice a month and it is another way of introducing our properties to a large footfall.



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.



FINANCE & CONVEYANCING

We work closely with an Independent Financial Consultant- Miles- and have decades of conveyancing experience in our office with Kathryn. It is a very useful resource and a first step that many of our Clients take advantage of before launching their home to the market.



Butfield Breach



2018 TO 2023 HAS SEEN US AGREE THE MOST SALES & LAUNCH THE MOST SECOND-HAND HOMES LOCALLY BY A COUNTRY MILE!

‘Butfield Breach receives national recognition at the EA Masters 2023’

Butfield Breach has attained the high standards necessary to be awarded with the property industry’s most prestigious mark of excellence.

Every year, a rigorous assessment is carried out of every estate and letting agent in the country. There are 15,000 estate agencies and each one is assessed for property marketing, customer service and results, including how quickly they sell or let and percentage of price achieved compared with other agents in the same location.

The very best agents are listed in The Best Estate Agent Guide – a website for landlords and sellers to help them choose who to sell or let their property. The results of this year’s assessment were announced at the Best Estate Agent Guide Awards and Butfield Breach was among those recognised.

“Butfield Breach was delighted to be recognised for their dedication to providing the very highest levels of service”. Melanie Paulson (Director) commented “It was a lovely surprise to hear the news and great to have our people recognised in such a way”.

Home-movers and landlords can search for those estate and letting agents that made the grade in their area by visiting bestestateagentguide.co.uk or by looking out for the distinctive winners marks.



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butfieldbreach.co.uk