



NEWLANDS

of Stow

Selling Your Property 5.6

Newlands of Stow can assist you in the sale of your property in the future.

We offer an estate agency service to assist you or your personal representatives in selling your property. This cost is covered within the Transfer Fee. Newlands of Stow have agreed a partnership with Knight Frank, a local, national and international brand regarding the marketing of all properties within our exclusive development. We have formed a strong relationship with their office in Stow on the Wold, who have a well-established team who all live and work within the North Cotswolds. This local knowledge, coupled with the marketing capabilities of the Knight Frank team will provide each property within our development with a superb marketing platform.

Marketing will include:

- Professional photography
- Professional floor plans
- Professional brochures
- Access to adverts in Country Life and Cotswold Life
- Direct Mail to target the right potential buyers
- Online advertising including the Knight Frank website, Rightmove.co.uk, onthemarket.com and Zoopla.co.uk.
- Accompanied viewings seven days per week.

You are free at any time to instruct a further estate agent or multiple agents if you wish - they can work alongside us or instead of us if you prefer. However you will be responsible for all of the fees and expenses of any other agents you appoint.

Newlands of Stow Estate Agency Service

Working in partnership with Knight Frank, our team of well trained and experienced village advisers are based on site to assist you or your family in securing a sale of your property.

We will complete an assessment of your property and make recommendations on what actions may need to be undertaken to present your property at its best. Please note this is not a survey or valuation report.

We can also assist you with costing, organising and overseeing any removals, cleaning, dressing, redecoration, refurbishment or upgrading works that will maximize the value of your property and make it most attractive to potential purchasers. In conjunction with Knight Frank, we will show perspective clients around and will assist in the progression of a sale from reservation to completion.

Berkeley Healthcare Ltd, Castle House, Victoria Street, Englefield Green, Surrey, TW20 0QX.

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Marketing And Advertising

Newlands of Stow and Knight Frank marketing teams are constantly active in advertising and promoting any available properties. Advertising the development takes the form of a combination of local, regional and national advertising and editorial pieces, as well as specific promotions through mailings, open days and events. We are also regularly engaged in community-based networking to promote the development and increase local awareness of the lifestyle, facilities, services and accommodation options.

Both Newlands of Stow and Knight Frank have comprehensive websites which feature the development and any properties available to purchase, and actively manages all web-based enquiries. In addition, a comprehensive database of interested parties is managed and is able to match these potential purchasers' requirements to the property types available at any point in time.

The partnership produces high quality sales and marketing literature, and brochures designed to explain lifestyle, accommodation, care services and benefits of village life to potential residents.

October 2024.