

A GUIDE TO SELLING YOUR HOME

It's fair to say the property market is going through somewhat of a revolution at the moment.....OR IS IT?

As far as I am concerned, the needs of modern day sellers and buyers is no different to what it used to be. The only difference is how those essential services are provided.

In the old days it used to be face to face; you knew who were dealing with and that person was your main contact. PEOPLE BUY FROM PEOPLE.....That's what they say. I tend to agree.

It's clear to me that, as consumers, when we are selling, or buying a property, we want to be treated like a human being and we want to deal with a human being. BUT, we have entered the era of globalisation and, crucially, the internet, which is helping us to get these services quicker and cheaper than ever before.

So, should service suffer? Well, no, of course it shouldn't. It's hard sometimes for a faceless organisation to continue to provide high standards of service, especially when us frail humans need reassurance that 'everything is ok'. When buying and selling our homes I believe this reassurance is key and the modern plethora of online 'agents' need to keep this in mind otherwise their services will always fall short.

In summary therefore, the phenomenon of modern online estate agents who will cut the cost of selling our homes is probably here to stay. Meanwhile, the High Street agents will simply have to change what they do in order to adapt. That will involve offering different levels of service to different clients so that we can all choose whether we pay more and get more, or pay less, get a great deal and perhaps have to do a bit more of the work ourselves.

At Rogers & Partners we have tried to do just that; provide a range of services from a simple listing of your property through to the full all singing-all dancing service that sellers have been used to from their High Street agent.

HOWEVER, WE HAVE ALWAYS WANTED TO DEAL WITH GOOD PEOPLE AND THAT WILL NOT CHANGE.

We hope that you will find something to suit your needs and very much look forward to providing you with our own unique brand of enthusiastic, dependable service at a price that makes you smile!

Andrew Strevens **FNAEA**

Managing director