

Selling your *property.*

A guide to Rettie and our approach.



At Rettie we *understand.*

At Rettie we understand just how much your property means to you. That's why we put your requirements at the heart of everything we do. Wherever you live, and whatever type of property you own, we'll provide you with a tailored service that will deliver the results you're looking for.

OUTSTANDING CUSTOMER SERVICE

You'll receive the highest level of customer service from all of our property specialists. They'll keep you informed every step of the way and make your sales or letting experience smooth and straightforward.

RESEARCH-BASED PROPERTY INTELLIGENCE

You need someone who makes smart decisions to handle your property. With the largest in-house property research team in Scotland, we have access to the latest information from across the UK property market, so we can give you the best advice and service.

A PROVEN APPROACH

At Rettie we'll create a bespoke marketing package for your property that will place your requirements front and centre. Using our expertise and experience, we'll provide the most effective mix of services, employing a tailored approach that's proved successful time and again.



Expertise at your service.

We have the contacts, resources and branch network to help you, whether you're selling or letting a city-centre flat, a premium home or an estate anywhere in Scotland or the North East of England.

INDIVIDUAL KNOW HOW

Talk to any one of our agents and you'll find a dedicated professional with a real passion for property. You can be certain that our staff have the training, qualifications and experience needed to deliver the best possible service.

LOCAL KNOWLEDGE

Visit any of our branches and you'll enjoy the benefit of our exceptional local market knowledge. All our branches are fully supported by our head office, ensuring they have the resources they need to serve you effectively.

INTERNATIONAL REACH

It's vital that your property is seen by as many interested parties as possible. Our unrivalled reputation and extensive network gives us a high profile in the market, and our dedicated marketing platform and database of active leads allow us to reach people all over the world.

"Our agent was extremely knowledgeable, informative, efficient and in constant communication with us and didn't mind at all our queries for advice on everything in the process. We couldn't have asked for more, it was all handled with 100% professionalism."

A PHILLIPS, VENDOR



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Our approach to selling property has been refined over many years. It provides an effective and stress-free process that will deliver the best possible sale for your property.

STAGE 1: APPRAISAL

If you're thinking of selling your property, we'll be very happy to visit and give you a report on market conditions, as well as an initial no-obligation appraisal of your home. Should you decide to sell with us, our final assessment of your property will be made in conjunction with the Single Survey and Valuation that will be carried out as part of your Home Report.

STAGE 2: LEGAL COMPLIANCE

It is a legal requirement to provide a Home Report to anyone who is interested in buying your property. A Home Report has three compulsory features: Single Survey & Valuation, Energy Report, and Property Questionnaire. We can advise you on the best firms to use to create your Home Report. Alternatively, we can arrange for a Home Report to be prepared on your behalf. We are also required by law to complete Anti Money Laundering checks on all sellers before marketing your property. To ensure a compliant, secure process we use compliance partner Coadjute to carry out this process on our behalf.

STAGE 3: PREPARATION

We'll give you honest, well-informed advice on the best way to sell your property and will create a bespoke marketing strategy for you. We'll then prepare the material that will be used to market your property. This step involves the commissioning of high-quality photography of



your home and the production of floorplans. You'll be able to choose from a number of proven brochure styles. There's also the opportunity to have a video of your property made. Your property will be placed on our website, which attracts in excess of 225,000 visits a month and is linked to key property portals such as Rightmove, OnTheMarket and The London Office.

STAGE 4: LAUNCH

When your property is launched to market, a For Sale board will go up and viewings will start. If you're unable to attend, a member of staff will conduct viewings on your behalf. Our database contains the details of over 18,000 active and qualified buyers. We'll e-mail all relevant buyers with details of your property. We can send out information through our Instagram, TikTok and X accounts. We can also advertise your property at competitive rates in national newspapers and magazines such as The Times, The Scotsman, and The Herald.

STAGE 5: REPORTING & COMMUNICATION

We're committed to transparency in our service delivery and will keep in touch at every stage of the selling process. You'll receive regular reports from your selling agent. These will include feedback from viewings and details of all correspondence we have with potential buyers.

STAGE 6: NEGOTIATIONS

Our experienced team will conduct negotiations on your behalf. We'll use our expertise to meet your objectives for the sale and will liaise closely with you to agree a strategy to get you the very best deal. We'll keep you informed and up-to-date with every new development during the negotiation process. You'll be able to call your selling agent at any time to discuss how things are going.

STAGE 7: CONVEYANCING, MISSIVES & COMPLETION

During the final stage of the process we'll be in contact with your solicitor to help facilitate the conclusion of your property sale. We'll remain actively involved all the way through to the handover stage to help make the entire process as smooth as possible for you.



Marketing services.



DEDICATED LOCAL
SALES TEAM



PROPERTY PROFILE
ON OUR WEBSITE



FOR SALE BOARD AT
YOUR PROPERTY



7-DAYS-A-WEEK
SERVICE



PROMOTION THROUGH
RIGHTMOVE, ONTHEMARKET
& THE LONDON OFFICE



PROMOTION IN LOCAL
BRANCH WINDOW



PROPERTY MATCHING
TO ACTIVE BUYERS



BOOSTED SOCIAL
MEDIA PROMOTION



WALK THROUGH AND
MATTERPORT VIDEOS



UNRIVALLED LOCAL
MARKET KNOWLEDGE



ACCESS TO NETWORK OF
PROPERTY JOURNALISTS



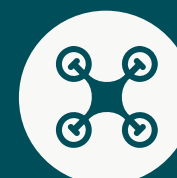
SALES BROCHURE
WITH HIGH-QUALITY
PHOTOGRAPHY



ACCESS TO DATABASE
OF PRIVATE BUYERS



ACCOMPANIED
VIEWINGS



DRONE FOOTAGE
VIDEO OPTION



PRIVATE / DISCREET
SALES OPTION



CLEAR AND ACCURATE
RICS APPROVED
FLOORPLANS



PRESS ADVERTISING IN
THE BROADSHEETS



"Professional, efficient and personable service. This is the third time we have used Rettie and the level of service has always been of the highest quality. I would have no hesitation in recommending their highly professional service."

MR DAVIDSON, VENDOR

Local *expertise*, national reach.

Our experienced regional sales teams have a proven track record of achieving the best possible outcomes for their clients. Backed up by the resources of our in-house research team, they pride themselves on their local knowledge and connections and provide a personal and bespoke service.

Get in touch with your local Rettie team.

www.rettie.co.uk

