

HAMNETT HAYWARD

A PROFESSIONAL APPROACH TO MARKETING YOUR HOME



HAMNETT
HAYWARD

WELCOME TO



Hamnett Hayward offer a unique partnership of mature forward thinking property professionals, passionate about providing a bespoke, specialised service across the residential property spectrum.

Unlike the corporate sector, we have the 'local' perspective covered in minute detail, yet have the resources to take your property to the widest possible audience.

COVERING BUCKINGHAMSHIRE & SOUTH OXFORDSHIRE

If you are looking for an established agent with a fresh approach, we believe Hamnett Hayward have the team to deliver. Our independent offices promote an individually tailored service combining modern Internet lead techniques with traditional values.

Offering both residential sales and lettings, we have the necessary experience to guide you through the process.

Advising clients, ranging from homeowners and landlords to investors and developers, we have the structure, knowledge and passion to exceed our client's expectations.



GOING BEYOND EXPECTATIONS

Hamnett Hayward offers the complete professional service for high quality residential property in both Buckinghamshire and Oxfordshire. Specialising in all aspects of Residential Agency sales, New Homes, Lettings and Property Management, our independent offices promote a custom service across the property spectrum, combining modern techniques with traditional values and expertise.

Being outright owners of the company we live locally, have families in the community, and understand the nuances of the local market. Concentrating on individual homes in the middle to upper end of the market place, we believe our fresh approach has created the reputation we enjoy today.

We also act for a wide selection of developers in the new homes sector and have sold homes for both national and local companies ranging from single plots through to large projects with multiple units.







SELLING YOUR HOME

In the highly competitive market place of today, you require an agency which consistently achieves and exceeds clients' expectations. A team which has a proven track record in obtaining the maximum return for your property and which thrives, regardless of market conditions.

Our key services include:

Residential sales

- Eye catching contemporary brochures
- Professional floor plans
- Interactive Website with mapping, floor plans and multiple images
- Direct link to Rightmove and other major portal websites
- Extensive local advertising schedule
- Discounted rates for national publications
- High profile town centre locations
- Assistance with sourcing independent financial advice

New Homes

- Market appraisals and anticipated sales prices/rates
- Marketing strategy proposals
- Comprehensive sales support
- Over 20 years advising both local and national developers

Our knowledge of local property markets, combined with our energy, enthusiasm and integrity to succeed on your behalf are our strongest qualities.

RENTING YOUR HOME

There are very few agencies in Thame specialising in residential lettings and whilst many sales agents let, they do so alongside sales. In a buoyant sales market, this can be frustrating for Landlords, because lettings are often treated with reduced priority.

Our service is both personal and intuitive since we believe the relationship between landlord, tenant and agent is of paramount importance in a successful tenancy.

Our key services include:

- Letting only service
- One or multiple property letting
- Full management service
- Buy-to-let advice
- Direct link to Rightmove and other major portal websites



THE MARKETING OF YOUR HOME

In today's 'image conscious' world, we believe an eye-catching and well-coordinated approach to selling your home can make all the difference. We take great pride in our high calibre marketing and believe our contemporary brochures, advertising and Internet package have the edge over the competition.

ATTRACTING THE LONDON MARKET

Offering excellent communications by both road and rail (including the new 36 minute fast train to Marylebone), Thame continues to be a popular commuter town serving the London market. Using our contacts, mailing list and extensive website database, there is no longer the need for a London office for properties under £2 million, as potential buyers in this sector start their search with the internet. This has become a major part of our marketing strategy, influenced by the continued 'buoyancy' in the capital.

INTERNET EXPOSURE

With over 85% of initial enquiries now coming from the Internet, extensive web related coverage is the heart of our marketing campaign. In addition to our own interactive website we work with a portfolio of 'portal' websites including; Rightmove, Country Life and OnTheMarket.





LOCAL AND NATIONAL PRESS ADVERTISING:

We believe local press advertising still has an important role within any marketing campaign.

At Hamnett Hayward we provide a prominent weekly advertising schedule in the Bucks Advertiser/Thame Gazette as part of our standard fee structure.

For an individual fee we also can provide a 'tailor made' schedule including both a wider local and national arena (Further details available on request).





EYE CATCHING CONTEMPORARY BROCHURES

Our 'image based' details create the perfect structure to display your property in its best possible light. Brochures include a custom floor plan, location plan, energy performance certificate and extensive use of photography. Our in-house brochure is professionally printed and is included as part of our sole agency fee.

PHOTOGRAPHY AND TELESCOPIC IMAGES

We pride ourselves in portraying your home in its best possible light. We have invested in high-end digital camera equipment and a unique telescopic tripod creating a unique 'raised' external perspective that will help your home stand out from the crowd.

GOING THE EXTRA MILE

As a valued client we aim to provide support and professional advice from start to finish. As part of the service we also include:

VIEWING SERVICE/OPEN HOUSE: Our service includes fully accompanied viewings by a member of our team within business hours. If deemed appropriate, we can also promote specific open days or block viewings to maximize activity on your home.

ONGOING AND REGULAR FEEDBACK: We believe detailed progress is of paramount importance. We take pride in providing you with regular updates, continuing through the negotiation and sales process up to, and including the completion of your sale.

RELOCATION AGENTS: Working closely with professional relocation agents provides us with an early link to 'blue chip' buyers seeking property in our area. Among others, we have excellent working relations with Property Vision, Prime Purchase and The Buying Solution.

LOW KEY MARKETING: You may wish to initiate proceeding with our 'low key' option. Without over exposing your home we are still able to generate activity by 'cherry picking' key buyers registered with our offices and associated relocation agents. This option will at the very least provide us with a reaction to your home, which of course could be utilised for our full marketing campaign or, at the very best, result in a sale!

CREATING AN INVITING OFFICE ENVIRONMENT

Situated in a Grade II listed building, our prominent High Street office benefits from a stunning courtyard entrance allowing potential buyers the opportunity to casually view our property portfolio away from the road. Internally we have a relaxed environment to meet and discuss your requirements over a cup of coffee.





FINANCIAL SERVICES

At Hamnett Hayward we firmly believe in 'Face to Face' mortgage advice from an established independent business that can offer impartial advice.

With the above in mind we have created an excellent working relationship with a local independent financial services business with a proven track record in all aspects of the mortgage industry.

Regardless of whether you are a first time buyer, moving home or remortgaging, we can arrange for you to receive the best possible advice from an independent advisor with access to the whole market.

In addition to mortgage advice our recommended advisors are qualified to discuss Life Cover & Income Protection, Property Insurance and Buy to Let.

For further details please contact our office on 01844 215371 or email thame@hamnetthayward.co.uk

CONTACT DETAILS AND KEY STAFF

Our staff are well trained and take pride in delivering the highest standards of personal and professional service.

We advise buyers, sellers, landlords and tenants on all aspects of the local area including education facilities, communication, amenities, attractions, road and rail networks and local lifestyles.

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HAMNETT HAYWARD

Residential Sales



WESTERN MANOR - GUIDE PRICE £2,500,000

A perfect country home centred around an attractive listed building and gardens all surrounded by amazing greenery.

3 reception rooms, kitchen/breakfast room, master bedroom suite with dressing room and bathroom, 4 further double bedrooms, 2 bath/shower rooms, the studio/ lat living room & kitchenette, bathroom.

EPC Rating: B

HAMNETT HAYWARD
Residential Sales



BERRY GROVE - GUIDE PRICE £2,000,000

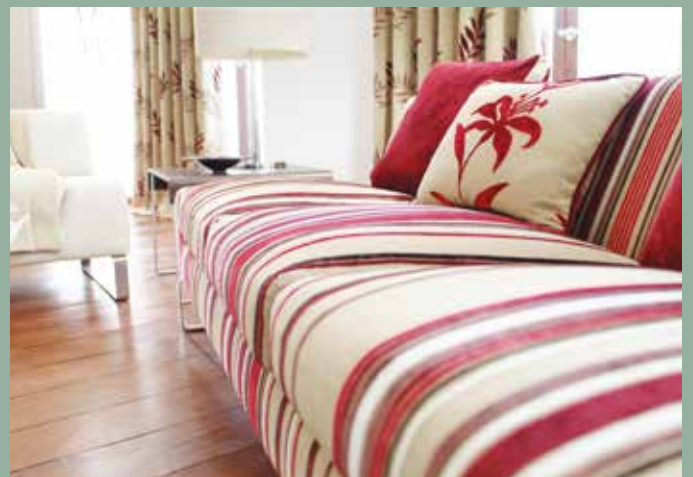
An imposing south-facing country house nestled within extensive manicured gardens & paddock land.

Planning Permission for an approx 1,000 sq ft Two Storey Side Extension.

EPC Rating: N/A

HAMNETT HAYWARD

Residential Sales



THE HOVE - GUIDE PRICE £1,500,000

A beautifully appointed country house which is part of an exclusive courtyard development.

Entrance hall, cloakroom, drawing room, dining room, kitchen/breakfast room, master bedroom with en-suite bathroom, sitting room/bedroom 4, study, 2 further bedrooms (one with en-suite shower room), bedroom 5/box room, bathroom, utility/garage.

EPC Rating: E

HAMNETT HAYWARD

Residential Sales



16 HAWTHORNE DRIVE - GUIDE PRICE £675,000

An exquisitely finished and exceptionally spacious 4 bedroom family home situated in a popular residential area.

Entrance hall, cloakroom, sitting room, study, kitchen/breakfast room, utility room, dining room. Bedroom 1 with en-suite, bedroom 2 with en-suite, 2 further bedrooms. Family bathroom. Attractive gardens with ample off road parking and double garage.

EPC Rating: C

HAMNETT HAYWARD

Residential Sales



WOODBROOK PLACE - GUIDE PRICE £1,500,000

Woodbrook Place is an individual detached residence which has undergone tasteful sympathetic re-modelling in recent years. This charming mature setting in the heart of the conservation area within a short distance of the village centre.

EPC Rating: A

HAMNETT HAYWARD
Residential Sales



BEARDWOOD PLACE - GUIDE PRICE £1,000,000

An outstanding Grade II listed country house extending to over 8000 SQFT on the edge of Tarporley with extensive views set in a lovely garden.

EPC Rating: E

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Residential Sales



DISTRICT APARTMENTS - GUIDE PRICE £950,000

A spacious 3 bedroom second floor penthouse apartment with a stunning outlook over the city.

Sitting/dining room, kitchen/ breakfast room, bedroom 1 with en-suite, bedroom 2, bedroom 3, bathroom.

EPC Rating: A

HAMNETT HAYWARD

Residential Sales



BRICKLANE COTTAGE - GUIDE PRICE £560,000

A picture perfect and quintessentially English cottage, steeped in history and offering surprisingly spacious family accommodation.

Originally a small estate cottage, this property was extended in the 1800s to become the school house. It has since been extended again to now provide over 1800 sq ft of delightful and intriguing accommodation. The rambling cottage gardens allow 2 patio areas, lawns, mature trees and shrubs and an outlook over pony paddocks and beyond.

EPC Rating: N/A

HAMNETT HAYWARD

Residential Sales



VALE MANOR - GUIDE PRICE £800,00

A sensational four bedroom house that has been fully extended and modernised with a large open plan layout on the ground floor allowing light to flood right through the property.

EPC Rating: A

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Residential Sales



28 BRIDGEWATER DRIVE - GUIDE PRICE £450,000

Beautifully presented 4 double bedroom house, within a quiet close in the very popular residential area.

Now including replacement upvc windows, gutters and soffits, a fine open plan kitchen with under floor heating and a beautiful garden overlooked by the splendid triple aspect drawing room with vaulted brazilian teak ceiling.

EPC Rating: C

HAMNETT HAYWARD Residential Sales



EAST PARK APARTMENTS - GUIDE PRICE £550,000

An attractive refurbished apartment in a popular location close to the city centre.

Accommodation includes kitchen/breakfast room, separate dining room, sitting room, 2 bedrooms, family bathroom, sewing room and study. Garage, off-road parking and gardens.

EPC Rating: A

HAMNETT HAYWARD

Residential Sales



125 MONTAGUE LANE - GUIDE PRICE £350,000

A semi-detached property in a quiet suburban area.

Beautifully presented and updated by the present owners. Sitting room, study, dining room, conservatory, kitchen, utility room and cloakroom. 4 bedrooms (two with en-suites) and bathroom. With a garage, parking and gardens.

In all approximately 199.4 sq m (2146 sq ft)

EPC Rating: C

HAMNETT HAYWARD

Residential Sales



APPLEFORD CLOSE - GUIDE PRICE £300,000

A rare opportunity to acquire this affordable four bedroom family home, situated at the head of a private cul de sac and well presented throughout with recently redecorated walls and newly laid carpets.

EPC Rating: A

HAMNETT HAYWARD
Residential Sales



STAPELEY ROAD - GUIDE PRICE £200,000

A delightful, well appointed, 3 bed semi detached cottage, sympathetically extended to a high standard, with open fields to the rear,
EPC Rating: E

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Residential Sales



LANGDALE WAY - GUIDE PRICE £275,000

A deceptively spacious family home in a popular location close to local amenities and open countryside. The property has recently undergone a program of refurbishment including a new roof, updated electrics, replacement windows and cosmetic improvements.

EPC Rating: A

HAMNETT HAYWARD

Residential Sales



SILVER DRIVE - GUIDE PRICE £275,000

Looking for a family home with a difference? This is a fantastic traditional semi tucked away in a private cul-de-sac close to the popular local schools and amenities.

EPC Rating: E

HAMNETT HAYWARD

Lettings



STONE PLACE - £1,000 PCM

This beautiful semi detached home has come to market benefiting from a central Hoole location, yet tucked away from it all within the quiet cul-de-sac of Stone Place.

EPC Rating: C



NIDDRIES LANE - £1,450 PCM

This delightful addition to the rental market, is a must view! Boasting open field views to the rear and spacious living accommodation which is extremely well presented.

EPC Rating: B



RAIN COTTAGE - £995 PCM

This stunning Grade II listed property is of local historical importance and boasts plenty of character throughout. It has been sympathetically restored with a mix of contemporary elements and original features and also has beautiful gardens.

EPC Rating: E



KEEPERS CLOSE - £950 PCM

A recently modernised and well-presented three bedroom detached house occupying a corner plot in a quiet cul-de-sac location.

EPC Rating: C

HAMNETT HAYWARD

Lettings



RUSHFIELD ROAD - £950 PCM

A lovely presented three bedroomed family home located on a popular residential development close to the city.

EPC Rating: B



BAILEY BRIDGE - £950 PCM

Spacious semi detached three storey townhouse. Situated in a quiet cul-de-sac off Liverpool Road.

EPC Rating: D



PENNY DRIVE - £1,300 PCM

We are pleased to offer for rental this detached family home which is situated on this popular development on the outskirts of town.

EPC Rating: D



MORLEY ROAD - £1,500 PCM

On a summer's day there is just no better place to live!. Surrounded by beautiful walks to the popular Smokehouse and a very private garden, the property has a rural location yet it is an easy drive into the city centre.

EPC Rating: E

HAMNETT HAYWARD

Lettings



CLOSE STREET - £1,500 PCM

A beautifully presented 4 bedroom house set in an idyllic location.

Decking area, large gardens, ample parking and double garage.

EPC Rating: C



BAY ROAD - £1,050 PCM

The property comprises entrance hallway, cloakroom, kitchen, living room, dining room.

On the first floor : 2 double bedrooms and a single bedroom.

EPC Rating: B



WYMOND ROAD - £795 PCM

Kitchen/diner, lounge, family bathroom, 3 bedrooms.

Enclosed back garden with shed and a single garage. Gas central heating.

EPC Rating: E



CLOSE STREET - £800 PCM

The property comprises entrance hall, large kitchen/diner which extends into the conservatory, sitting room, 3 bedrooms, bathroom, garden.

EPC Rating: C

HAMNETT HAYWARD

Lettings



BAILEY CRESCENT - £950 PCM

The property has a fitted kitchen/dining room with Rayburn. Sitting room with open fireplace. Large garden, store room and off road parking.

EPC Rating: B



THE GRANGE - £1,000 PCM

Entrance hall, sitting room, double bedroom, kitchen and double bathroom.

EPC Rating: D



ALLEN STREET - £1,300 PCM

Lounge with wood burner, kitchen/diner, study, utility room, WC. Master bedroom with en-suite, family bathroom, 2 further bedrooms. Gardens.

EPC Rating: D



BERESFORD ROAD - £1,500 PCM

Stylish kitchen and bathroom. Lounge/dining room with vaulted ceiling with exposed beams and wood burner. Enclosed garden, garden sheds.

EPC Rating: E

TOP 10 TIPS FOR PREPARING YOUR HOME FOR SALE

A home is an extension of our creative style. We all like to add a touch of our personality and design tastes to our home. At Hamnett Hayward, we believe it is important to think about who will be buying when selling your home. Follow our tips and your home still keep its personality whilst still being attractive to potential buyers.

1. Are you emotionally ready to move?

Putting your house on the market is just as much about the psychological element as it is physically putting a sign outside your home. Mentally leaving your 'home' and creating 'a house for sale' can be challenging. You have many memories embedded in the walls and it's hard to let them go. Look at the sale of your home as a challenge, and how can you present it in the best way to make someone new step inside and fall in love.

2. Have you done your sums?

We know just how important it is to ensure you get your numbers right, we are always happy to advise you. Before putting your house on the market, make sure you see a financial adviser- you need to know the real budget for your new home. Allow us to undertake a valuation and you will be able to have an accurate current market appraisal. These are the most important figures to have when considering moving home.

3. De-clutter

We all have personal knick-knacks, collections and collectables; we just don't want them to distract potential buyers. We would always advise you to pack away any items that are not essential before your move. Not only does this get your packing well on the way, but also it allows your buyers to see themselves in your home. You want each room to be warm and inviting, clutter free and beautifully presented. You want buyers to instantly walk in and fall in love.

4. Make me beautiful

From the moment they open the door, you want to captivate your potential buyers. You have de-cluttered, now it's time to spring clean. Don't forget your kitchen cupboards, the fridge and under the stairs. Buyers are curious and will look in every nook and cranny so make sure they don't discover your glory hole! Try and tone down any real individual colour schemes and style choices, we are always happy to guide you in the right direction.

5. Don't forget the outside?

It is so easy to focus on the inside of your house that we often forget the outside. Kerb appeal is all about first impressions and we want your home to make a statement. You don't have to spend a fortune, just tidy up the garden and add a splash of colour with some flowers. Like on the inside, ensure that you refresh any paintwork and clean the windows.

6. If it's broke, fix it!

This may seem like common sense, but it can so easily be overlooked. Remember that job you have been putting off for months, it is now time to get it done, no more hiding! A great tip is to make a list, walk round each room and see what needs doing, this way nothing will be missed. Don't forget the outside, buyers don't want to see any broken decking or damaged plant pots.

7. I am what it says on the tin!

Are your bedrooms, bedrooms? We all change the function of rooms to suit our own busy lives. Buyers like to know that a bedroom can fit a bed in and they need to see it. This is the same for each room within your home, so it's time to compromise on your needs for the sale of your home.

8. The Final Touches

The final touches those little things that may or may not been noticed but can have a big impact. This is all about Home Staging. "Inspire your buyers by seducing them with neutral and calming tones and an atmosphere that feeds their senses. Elegant pared-down layouts allow buyers to visualise both themselves and their belongings in the property. Attention to detail will impress your buyers and increase desirability!" - Penelope Allen, Penelope Allen Design.

9. Am I photo ready?

We always offer professional photography for all new sales instructions, at no extra cost! We know what an impact professional photography can have on the marketing of your home, the levels of viewings you will achieve and eventually the price you will secure. A picture tells a story, make sure it is on the correct chapter for your home. It's time for the final touches.

10. Pick us?

In all seriousness, picking the right estate agent to sell your home is crucial. You need to feel confident that your chosen agent will use both traditional and innovative methods to showcase your home to potential buyers. We have a proven track record for the time we take from putting a home on the market to securing the correct buyer at the best possible price. For every home we list, we produce a property information pack. This comprehensive pack is bursting with information about your home and area. It compliments our professional, ethical and exceptional service. "We had seen properties through other agents, but when we met Gareth from Hamnett Hayward we could tell they were different. Gareth didn't just listen to our requirements he really listened." - Ken Kim.

WHAT IS HOME STAGING AND HOW TO GET IT RIGHT?

Home staging is the art of presenting a home for sale. We have just talked about getting your house ready for sale, home staging is taking it that one step further. You are not just selling a home, you are selling a lifestyle, and as such you need to project that lifestyle into each room. This can be subtle as a couple of accessories, to catering for all the senses.

Look at each room as a photograph. You have made a canvas by getting it ready for sale, now you need to dress it.

Fresh flowers in a room add not only some colour but their beautiful scents in each room. Look at adding fresh flowers to key rooms such as the kitchen, living room and master bedrooms.

A way of bringing a feeling of freshness into your kitchen is using lemons and limes. Use a big bowl or vase and fill with your citrus fruits and place in an eye catching clutter free area of your kitchen.

Look at adding a lifestyle display e.g. a baking bowl, spoon and flour placed in an area of your kitchen you could use for baking. Your dining table should be set with your matching or contrasting place settings.

Add splashes of colour throughout your home with accessories. Don't go overboard, just a couple of cushions or a lamp would be perfect. If your children's bedroom allows, set up a board game or something similar. Only do this if the room is big enough and it doesn't make the room feel cluttered.

Don't forget about outside! Think about how you use your outdoor space and weather permitting, set the scene with chairs, tables and a place setting.

"Staging is important because buyers aren't looking to buy your home; they're looking to buy a house that they can easily imagine becoming their home. Staging is the process of turning your home into an attractive and well-maintained but 'blank canvas' house that will appeal to as many buyers as possible.

Most people struggle to imagine rooms any other way than how they see them in your photos, so to get a top price sale in a reasonable amount of time, you've got to do the work for them and make it as easy as possible for them to mentally move in.

Buyers are picky these days, and they also want to get as much as they can for their money. This means that to get a top price sale in a reasonable amount of time, you have to present buyers with a great deal. That does not mean being cheaper than other similar houses, but it does mean your house looking better when compared to the competition and eliminating any reasons the buyer could have for wanting to reduce the price.

Creating kerb appeal, fixing all maintenance issues, presenting each room so it looks as welcoming and spacious as possible, and really thinking about how a stranger would view your house will all help you get fabulous photos and entice those buyers in. It is a competition between you and the other vendors, so think like a buyer, roll your sleeves up and make your house the best option for miles." Anna Hart, Anna Hart Property Consultancy

We would recommend that you stage your home for photographs and viewings. Take real care and attention with your photographs- these are extremely important for marketing your home, and often it is a potential buyer's first impression. For viewings, pick a number of small staging elements that are easy for you to do, as we know how life always gets in the way.

Stage your home and create the dream for your buyers.

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