



Lincolnshire's Property Experts

BELL

ROBERT BELL & COMPANY

OUR PROMISE TO YOU!



Robert Bell & Company are an independent practice of Chartered Surveyors & Estate Agents with outstanding knowledge and experience in the sale of residential property across Lincolnshire.

ESTABLISHED PRIOR
TO 1799

OUTSTANDING NATIONAL MARKETING & QUALITY PERSONAL SERVICE

As the county agent we reach from the Humber in the north down to the Fens in the south, and from the River Trent in the west out to the wide sandy beaches of the East Coast!

Our market knowledge and sales expertise allows us to handle the sale of homes big and small, period and contemporary, in village, country, town and city locations across the region. The ability to tailor our service around the needs of both the client and their home ensures that our sales team is always focused on achieving the very best possible sale price within the timescale specified. Our reputation for uncompromising professionalism in everything we do is earned day in and day out by serving our clients and earning their trust.

We offer you a sales service that is as ever at the forefront of our profession in using the latest advanced marketing and sales techniques, whilst ensuring that our high quality personal service remains firmly founded upon traditional values and ethic's. A substantial amount of our business comes from personal and professional recommendation and repeat business, often from several generations of the same family.

It is of our opinion that we provide our clients with the most comprehensive local, regional, national marketing and sales service available for homes in Lincolnshire. Through The Mayfair Office London we provide direct access to buyers in the capital, the South East and beyond to the home county's.

Both my sales team and I would be delighted to be of service to you in 2015.

Tony Wing DipSurv MRICS FNAEA
Sales Director



THE LINCOLN OFFICE



Regional and National Marketing at your disposal

Our city office is the focus for providing homes from all our offices across Lincolnshire with strong regional marketing. The office provides an excellent showcase for all our clients' properties with its hi-spec LED window display units and large 40 inch HD monitors for showing our stunning HD aerial property videos and photography.

LONDON MAYFAIR OFFICE



Let us take your home to the team in London!

Book now to have your home featured at the next 'Lincolnshire Homes Day' at the Mayfair Office. A Sales team that will 'know' your home and promote it to buyers in the capital and beyond with options for national PR and press advertising. Did you know that London was the top town/city location for visits to our website in 2014!*

*Based upon independent Google analytics

OUTSTANDING DIGITAL & INTERNET MARKETING FOR YOUR PROPERTY



www.robert-bell.org

- Lincolnshire's Best Estate Agents Website
- Property News Feature.
- An eye catching HD Aerial Video of your property!
- Access to 'Buyer Data Capture' – who has been looking at your home?
- Early Bird News Feature – catch your buyer early!
- HD property video tour – jaw dropping quality.

www.robert-bell.org



Social Media

Twitter, LinkedIn, Facebook and more promoting your home to buyers.



Early Bird

Buyers know that if they want to see our latest new instructions first, before they go live in front of thousands of competing buyers on the national property portals, they must go regularly to our website's Early Bird property page and follow us on Twitter @robertbellandco.

Robert Bell & Company E-Newsletter - Over 1,600 subscribers and potential buyers from across the UK.

Access to buyers

From the UK's top property portal as well as OnTheMarket.com





STUNNING AERIAL HD VIDEO & PHOTOGRAPHY

We offer buyers' a dramatic, eye catching and visually different perspective of your home, its grounds and location, in conjunction with high quality aerial photographs that draw a buyers' attention on and offline! Promoted online and in press advertising. Go to www.robert-bell.org and see what all the excitement is about! Videos presented also on HD Vimeo and YouTube channels. We only use professional CAA qualified UAV contractors.



PROFESSIONAL PHOTOGRAPHY, FLOOR PLANS AND HD VIDEO TOURS



There is photography and then there's real 'professional' photography! We can provide access to a full professional property photographer and an RICS compliant floor plan service where quality lifestyle presentation is a must. Does this service cost the earth? No! Quality photography can help sell a home however big or small.

Professionally Printed Sales Brochures

Exceptional Property Presentation

We are regularly recommended for the quality of our sales brochures in terms of their content and production quality as well as how we also use them online. You can visit our office and build the sales brochure with our secretary so that it's just as you want it.



Local, Regional and National Press Advertising

We spend thousands of pounds every year, ensuring that our clients' properties receive maximum exposure across a wide variety of media, ranging from the local Lincolnshire newspapers and magazines through to the Saturday Telegraph, Sunday Times, Horse & Hound to name but a few.

Property PR

We actively seek out good PR editorial coverage in the leading local newspapers/magazines for our clients. Our company's national PR activities are run through the Mayfair Office in London. In the last few years we have proven to be very successful in obtaining free national promotion for our client's homes. This has included exposure in national newspapers/periodicals, as well as air time on BBC Radio Lincolnshire, BBC TV, Channel 4 property programmes and more.

Property Open Days

An effective promotion for catching the attention of and encouraging motivated buyer's to just come and have a look. There is a dedicated Open Days page on our website and it will be promoted on the key UK property portals and in the press. A 3 metre high Open Day Flag can ensure that your property promotion does not go unnoticed on the day!

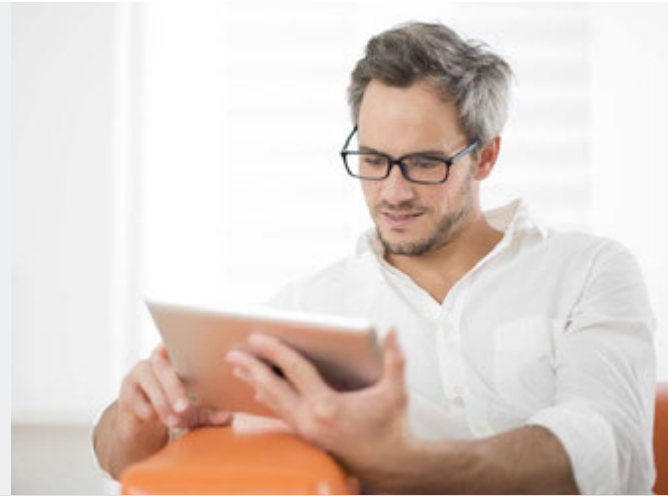


Accompanied Viewings

This is not a turnkey exercise – but a sales presentation of your home! We will advise on preparing your home and provide you with the do's and don'ts of conducting a viewing, if you prefer to conduct them yourself.

We have buyers for your home!

We have a 'large' anxious mailing list of buyers on the hunt for a home – it could be yours! Give our negotiators a call and see who they have available and what they are looking for. We provide our buyers with texting/email and postal property mailing and registration.



Property Wanted and Buying Service

Struggling to find that next property to buy? As our client you can register your property requirements on our clients Property Wanted Page for free, for other seller's attention. We can professionally advise and negotiate on the purchase of your next home.



The Private Register

We act confidentially and privately for a range of private individuals, businesses and institutions in the sale of their property. We can tailor our marketing service according to the individual client's requirements for privacy and professional discretion.



Auction Sales & Informal Tender Sales

We can advise you professionally on what is the right method of sale needed to achieve the very best sale price for your property. We are a practice of very experienced Auctioneers.

Contact Tony Wing DipSurv MRICS
FNAEA, Sales Director for more
information, Tel: 01522 538888.



Vital Additional Support Services

We are RICS Surveyors and Valuers; one of the largest Residential Lettings and Management Agents in Lincolnshire; Land Agents and Farm Business Advisers; Auctioneers of property, antiques and household chattels and commercial property agents and yet more. Some of these services could prove vital to you when selling or buying a property.



What do we charge?

We offer a depth of professional property marketing that few if any can match and it does not need to cost an arm and a leg. We believe in tailoring our service and fees around the needs of the client and their property in terms of the marketing required.

FREE, NO OBLIGATION, EXPERT PRICING, MARKETING AND SALES ADVICE!

Advising on setting an asking price is not about casually pulling a price out of the air, Harry Potter style with the wave of a valuer's pen. At Robert Bell we seek to provide our clients with advice that can be upheld by facts not fiction.

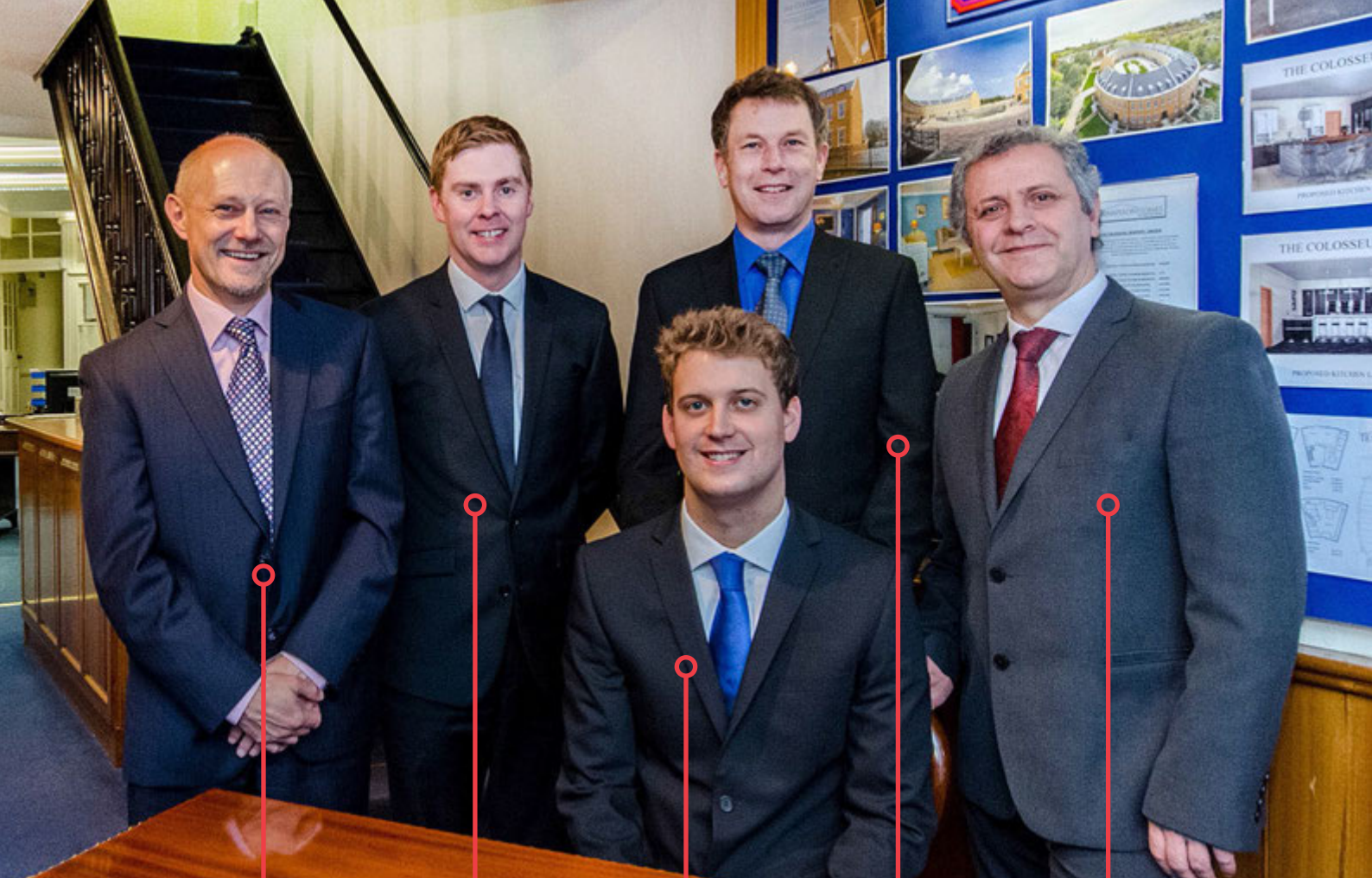
We have long standing, professionally trained valuers' who possess an intimate knowledge of the market for your home, which enables them to advise you on the marketing and sales approach needed in order to obtain the best possible sale price within the timescale your require.

All our valuers' are, or have been trained by an RICS Registered Valuer, the highest professional qualification for property valuation worldwide. Their work is under constant review. There are regular formal training requirements and of course they conduct continuous in depth research of the local market.

From our initial meeting, we carry out a detailed inspection and assessment of your home. This assessment will take into consideration our knowledge of comparable properties sold in the area and a thorough understanding of the marketplace, locally, regionally and nationally. Following our visit a formal report or letter will then be issued outlining our opinion on pricing and how we will provide a bespoke sales and marketing campaign, tailored exactly to your needs.

We look to provide all our clients' with realistic pricing expectations and seek to advise on how the timescale within which you wish to see a sale concluded, will influence the pricing options you have available for your home.

Our valuers' expert knowledge on pricing and the marketing of a wide and often very unique range of homes, in varying locations and settings across the county, is at your disposal.



Tony Wing
DipSurv MRICS FNAEA
Sales Director

Alastair Boulton
BSc (Hons) MRICS

Nick Wadsworth
BSc(Hons)
MSc(Hons) MRICS

Clayton Liddy
Residential Valuer

Zoran Ristic
Residential Valuer

“At **Robert Bell & Company** we believe all clients’ homes have unique qualities that deserve the no-nonsense professional marketing service we offer. Let our passion for your home lead you to sales success”



Additional Services

- Planning & Development Consultancy
- Land Agency & Farming
- Auctioneers
- Commercial & Business Services
- Surveyors & Valuers
- Residential Lettings & Management



Office Contact Information

Lincoln Office

43 Silver Street,
Lincoln, LN2 1EH.

Tel: 01522 538888

Email: lincoln@robert-bell.org

Horncastle Office

Old Bank Chambers,
Horncastle, LN9 5HY.

Tel: 01507 522222

Email: horncastle@robert-bell.org

Woodhall Spa Office

19 Station Road,
Woodhall Spa, LN10 6QL.

Tel: 01526 353333

Email: woodhallspa@robert-bell.org

Mayfair Office London

Cashel House, 15 Thayer Street,
London, W1U 3JT

Tel: 0870 112 7099

Email: info@mayfairoffice.co.uk
www.mayfairoffice.co.uk

Robert Bell & Company on Twitter: [@robertbellandco](https://twitter.com/robertbellandco)

www.robert-bell.org