



sparks ellison  
independent estate agents

*'how property should be sold'*

residential sales | residential lettings | mortgages | land & new homes | auctions

*"The difference is we really care..."*



## An insight into our unrivalled service



### Personal and individual service

The sale of your property will be personally dealt with from start to finish by Adam and Mark, the two Directors of Sparks Ellison. Providing you with the highest level of service is paramount to us as we realise our reputation is our future. We care about your needs and your aims for moving. To us you are a customer today and for the future, not a statistic for a head office. It is our own business and the difference is we really care.

### Experience

Our team have over 50 years combined experience in estate agency spanning various locations and diverse markets. We have encountered changing market places with an ability to adapt to ensure we get our customers the right result, particularly in difficult situations. With our combined local knowledge we are very well placed to offer our customers the benefit of our experience.

### Flexibility

We understand that our customers require flexibility when needing advice on selling their property, viewing others or simply needing to talk to us. We therefore offer an out of hours telephone and appointment service 7 days a week designed to complement you.







*"We care about your property because we care about our business and our reputation..."*

### Property brochure

This is probably one of the most important pieces of marketing material that an estate agent produces, as it is the first impression people will form of your property. Therefore, the highest quality digital sales brochures are printed and incorporate several colour photographs both internally and externally where required, together with detailed floor plans showing the layout. Since opening our business buyers have continually complimented us on the quality of our brochures and the information that is contained within them.

### Newspaper and magazine advertising

We are the only estate agent in Chandlers Ford to take a whole page every week in the Southern Property Advertiser. We therefore can guarantee, if required, to advertise your property as often as necessary in a format that can be seen. It is vitally important that your property stands out from amongst hundreds that are advertised every week. Periodically throughout the year we also take a full colour page in magazines which are targeted at a deliberate sector of the market and delivered on a very wide basis throughout Hampshire and Dorset.

### Website advertising

In 2004 we received over 1.7 million hits on our website. The website is now one of the main sources of enquiries that we receive. We take the time to ensure that your property is presented to the same high standards on the internet and as much information as possible is available. Your property will be advertised globally 24 hours a day on the biggest website for property in the UK, rightmove.co.uk. From our website buyers are able to download the full brochure to your property with floor plans and photos.

### Window and office displays

Our office occupies a very prominent location in the centre of Chandlers Ford with clear, smart and well lit displays which includes a 40" LCD screen enabling us to project your property onto the High Street in a very innovative way. Our offices offer a welcoming atmosphere in smart and professional surroundings.

### Pro-active selling

On receiving your instructions we will immediately contact buyers by telephone and e-mail to encourage viewings straight away. We will prepare the particulars and send them out once they have been approved by you. We will organise the window display, erect a board, register it on the website and LCD screen and place it in the earliest copy of the newspaper. Our levels of enthusiasm and attention to detail are second to none.

### Accompanied viewings

It is our job to sell your property. We would welcome the opportunity to show buyers around. However, if you wish to do this we are happy to fit in with any arrangements you require. We will feedback all comments about your property within 24 hours of the viewing.

### Regular updates

Probably one of the most important aspects of selling your property is for you to be kept up to date of developments. We will feedback viewing comments when they happen as well as an overall update on a regular basis. If in the event your property remains for sale for six weeks, we can revisit you to discuss further marketing.

### Home finder service

It is not just our role to sell your property. We offer, free of charge, a home finder service. Simply let us know the area or even a certain road that you would like to live in and we will actively go about trying to find a home for you to move to.

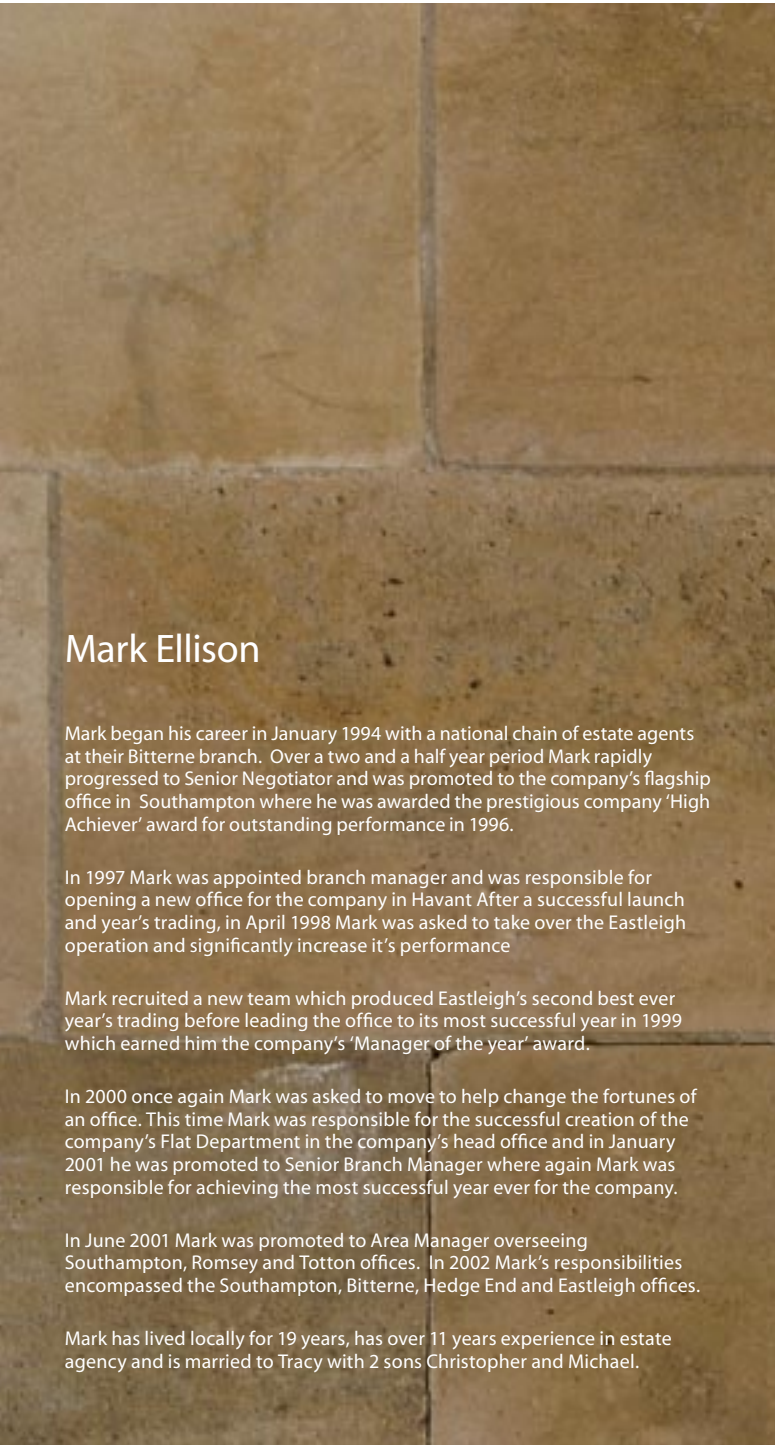
## Ensuring we get the best possible buyer

We take great care to ensure that your buyer is in a strong position to complete the transaction on your property. Speaking with their solicitor and estate agent verifies the position so we can safely recommend them. Your buyer will also be spoken to by an independent mortgage adviser who will check the situation with the mortgage arrangements on the proposed purchase. We will continue to monitor the progress of the sale up and down any chain and report back to you all developments on a regular basis until completion.

On accepting an offer from a buyer we will be happy to recommend a tried and trusted person to act in a legal capacity. We will also recommend, if you have not already done so, speaking to our recommended Independent Mortgage Adviser who could save you money by checking that you have the best mortgage deal. We are also happy to recommend a removal company for moving day.







## Mark Ellison

Mark began his career in January 1994 with a national chain of estate agents at their Bitterne branch. Over a two and a half year period Mark rapidly progressed to Senior Negotiator and was promoted to the company’s flagship office in Southampton where he was awarded the prestigious company ‘High Achiever’ award for outstanding performance in 1996.

In 1997 Mark was appointed branch manager and was responsible for opening a new office for the company in Havant After a successful launch and year’s trading, in April 1998 Mark was asked to take over the Eastleigh operation and significantly increase it’s performance

Mark recruited a new team which produced Eastleigh’s second best ever year’s trading before leading the office to its most successful year in 1999 which earned him the company’s ‘Manager of the year’ award.

In 2000 once again Mark was asked to move to help change the fortunes of an office. This time Mark was responsible for the successful creation of the company’s Flat Department in the company’s head office and in January 2001 he was promoted to Senior Branch Manager where again Mark was responsible for achieving the most successful year ever for the company.

In June 2001 Mark was promoted to Area Manager overseeing Southampton, Romsey and Totton offices. In 2002 Mark’s responsibilities encompassed the Southampton, Bitterne, Hedge End and Eastleigh offices.

Mark has lived locally for 19 years, has over 11 years experience in estate agency and is married to Tracy with 2 sons Christopher and Michael.

The service and the professionalism offered to you  
is about the people behind the company name.

## So who is selling your property?



## Adam Sparks

Adam began his career in 1986 with a local agent in Chandlers Ford whilst conducting business studies. In 1988 he joined a corporate agency in Winchester as sales negotiator progressing to senior negotiator just a few months later.

At this time Adam was studying at the College of Estate Management where he gained qualifications in estate agency practice, valuation, agency law and building construction.

In 1991 Adam decided to break from his career and spent nearly a year travelling across Europe and the U.S.A gaining some valuable experience. On returning in 1992 he was approached by a national estate agency chain and was duly appointed Senior Negotiator at their head office in Southampton.

After two successful years Adam was to take up his first management role returning to home ground in Chandlers Ford. The office celebrated its most successful year in history and went on to repeat this the following two years, receiving various awards which earned him promotion to Senior Manager.

In 1997 Adam was given the challenge of managing the much larger business in Winchester. Once again sales records were set year on year and Winchester became a top 10 office out of nearly 400 in the UK.

In 2001 promotion followed and Adam was appointed to Area Manager running Chandlers Ford, Winchester, Basingstoke and Eastleigh. Later that year 7 offices were under Adam’s wing. By 2002 Adam was responsible for 14 offices and over 80 staff finishing that year as the top performing region.

Adam has lived in Chandlers Ford for 34 years, has over 18 years experience in Estate Agency and is married to Zoe with a son Henry.







## Our further range of services that complement our residential sales department

### Residential lettings

Due to the outstanding success of our residential sales operation, it was a natural step to open a residential lettings department where the same high level of service and marketing is carried through to this discipline.

The two operations run hand in hand as very often there are occasions where people decide to rent their home as an alternative to selling and people that prefer to rent than buy. Our lettings business offers the full range of services from tenant introduction through to property management.

We have established links with various major blue chip companies in the area who have employees wishing to rent for the term of their contracts.

### Mortgages

Our partnership with an independent mortgage specialist offers our customers completely independent and impartial mortgage advice. Our fully qualified consultant has many years experience in the financial world. Their task is simply to find the best mortgage for you.

### Conveyancing

Through our partnerships with local firms we are able to recommend practices that are tried and trusted to represent you with the legal work involved. These companies are dedicated to providing you with the same high level of service that you will receive from us.

### Removals

We are happy to recommend the services of a large, family owned, local and international removal company. Getting a quotation from them at an early stage will help in the budget process for your pending move.

### Land and New Homes

Adam and Mark have gained extensive experience in this complex market over many years. They have established relationships with national and local developers. Sparks Ellison can offer advice from a single unit plot that may be part of a large garden, to multi unit sites.

### Auctions

Occasionally there are times when marketing a property via auction provides the best solution. This could apply to a property that is semi commercial, has a defective lease, sitting tenant or is structurally unsound. We have an excellent relationship with an auctioneer that can provide extensive coverage for your property.





## Our achievements

### Estate agency of the year awards 2004

In 2004 we were shortlisted in the top four for the national estate agent of the year award.

### Members of professional and regulated bodies

In demonstrating our professionalism and core values we are members of the National Association of Estate Agents. The National Association is widely recognised as one of the leading regulatory bodies ensuring that its members adhere to the Estate Agents Act 1979 and general code of high conduct.

By ensuring that high standards of service and customer satisfaction are met at all times, our customers can be assured that they are dealing with a professional organisation that pays particular attention to its business ethics.

### Amazing statistics for 2004

Viewings arranged... **3650**

Market appraisals carried out... **over 700**

Instructions to sell received... **over 350**

Combined value of property sale agreed... **over £74 million**

**Averaged nearly 40% market share (based on SE board surveys in 2004, representing agents based in Chandlers Ford)**



### sparks ellison in the community

As a local business, we feel it vitally important to integrate into the local community by adding support to many local organisations. We take great pride in putting something back into the community and since opening in May 2003, we have donated over £10,000 for various initiatives.

Our biggest donation has been teaming up with AFC Hiltingbury Football Club whereby we purchased brand new home and away kits for every player in the club from under 8's to under 21's. Other organisations to benefit are Naomi House, Age Concern, Eastleigh Borough Council, Music Youth Orchestra, Eastleigh Football Club and several local schools and charities.

Our support in the local Community and good causes will increase further as our company grows and where we can, we are very happy to help.



*'Wherever I look, I keep seeing'*



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