



**Russell Baldwin  
& Bright**

We guarantee your property matters



# 10 good reasons to sell your property with Russell Baldwin & Bright

Invaluable independent advice is the key to our personal service. Right from your free market appraisal, you'll find our professional staff possess excellent local knowledge and the motivation to help you achieve the maximum price, while bearing in mind your specific timescale. Before you say all agents could claim the same, consider these 10 compelling reasons why Russell Baldwin & Bright are so well placed to sell your property.



## 1 Matching your property to online buyers

We believe in transparency and integrity. One way we achieve this is through our innovative Buyers' List. This online database allows prospective sellers to see how many registered buyers we have looking for similar properties in their area – and you can use this facility before you start marketing.



## 2 Use of the latest marketing techniques

Besides traditional methods, we always seek new ways to market properties. We were the first agent to inform buyers of the latest properties using text messaging and, of course, all our properties appear online. We also send useful feedback after viewings via text message and/or email, as well as the traditional telephone call.



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## MOVEFIRST

### 3 Our MoveFirst service attracts serious buyers

MoveFirst sends a clear message to potential buyers, once you instruct us, we will appoint a specially selected MoveFirst lawyer to start the legal preparations immediately, while a high-profile branded marketing campaign reflects this urgency.



### 7 Recognition within the industry

The 11 prestigious Daily Mail Property awards we have received in the past 3 years speaks volumes, as well as winning the Cartus Cup for Best Independent Estate Agent 2006 from the Home Sale Network of over 750 of the UKs most successful agents, which recognises the "Best of the Best".



### 4 Your property appears in full colour

Showing your property at its best is vital. This is why we produce full-colour particulars as standard, with the option of professional photography and floor plans working alongside an online and newspaper presence, 'For Sale' boards and window displays.



### 8 Using the latest marketing techniques

Your marketing campaign will make the most of today's communications, including the internet and mobile phones. Your property will be seen, on average, more than 100 times per day\* through our website and leading partner sites.



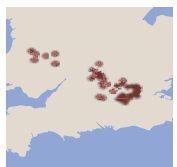
### 5 Google adwords for your property

We understand how many buyers search online, so each MoveFirst property will benefit from a sponsored Google adword. This creates the fast link to your property which is being constantly optimised to ensure maximum exposure.



### 9 Members of the Home Sale Network

This is a group of more than 750 handpicked independent agents across the UK, each representing the best in their area. It means buyers from all regions can see your property; the network also has many referrals from Cartus, the world's leading relocation company.



### 6 Networking across the UK

Our widespread connections through the Home Sale Network ensure a nationwide presence, including our own network of 50 computer-linked offices, so that people relocating to your area will, through the Home Sale Network, naturally see us as the agent to contact for their property needs..



### 10 Impartial Financial Advice

Our unbiased Linear Financial Services advisers can simplify the mortgage process for you. Using the latest online sourcing system, and based on your specific situation, they will make one recommendation from thousands of options.

\*Please note that we make no guarantees that all properties marketed through Russell Baldwin & Bright will be advertised on all partner sites. Site advertising is carefully monitored to optimise the exposure to the Internet on the basis of property type and geographic location

YOUR HOME MAY BE REPOSSESSED IF YOU DO NOT KEEP UP REPAYMENTS ON YOUR MORTGAGE



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