

A GUIDE TO SELLING

Put your trust in our experience



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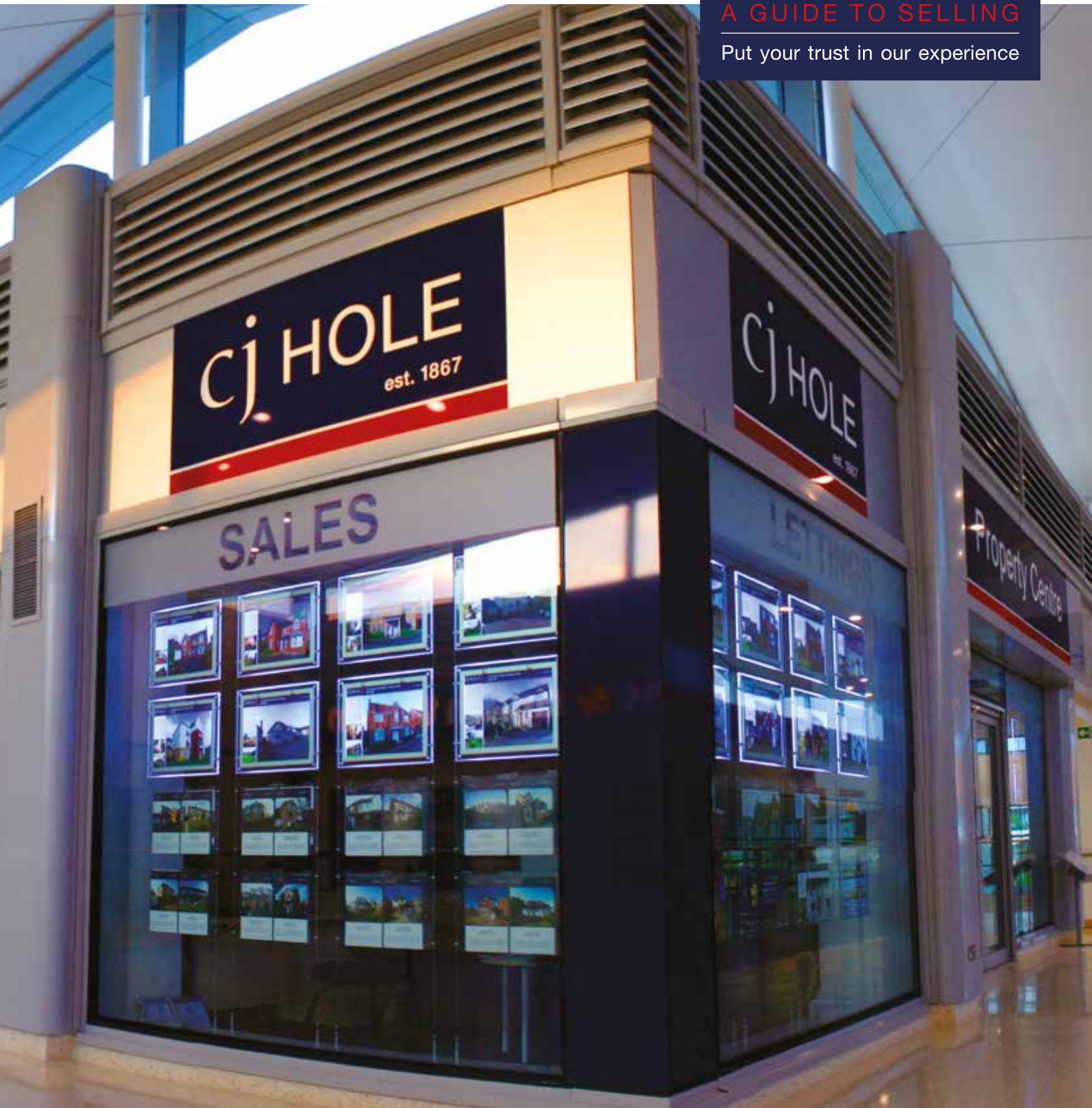
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01. Who are we?



CJ Hole estate agents are a professional network of independently run offices, strategically positioned to cover an extensive area of the south west of England.

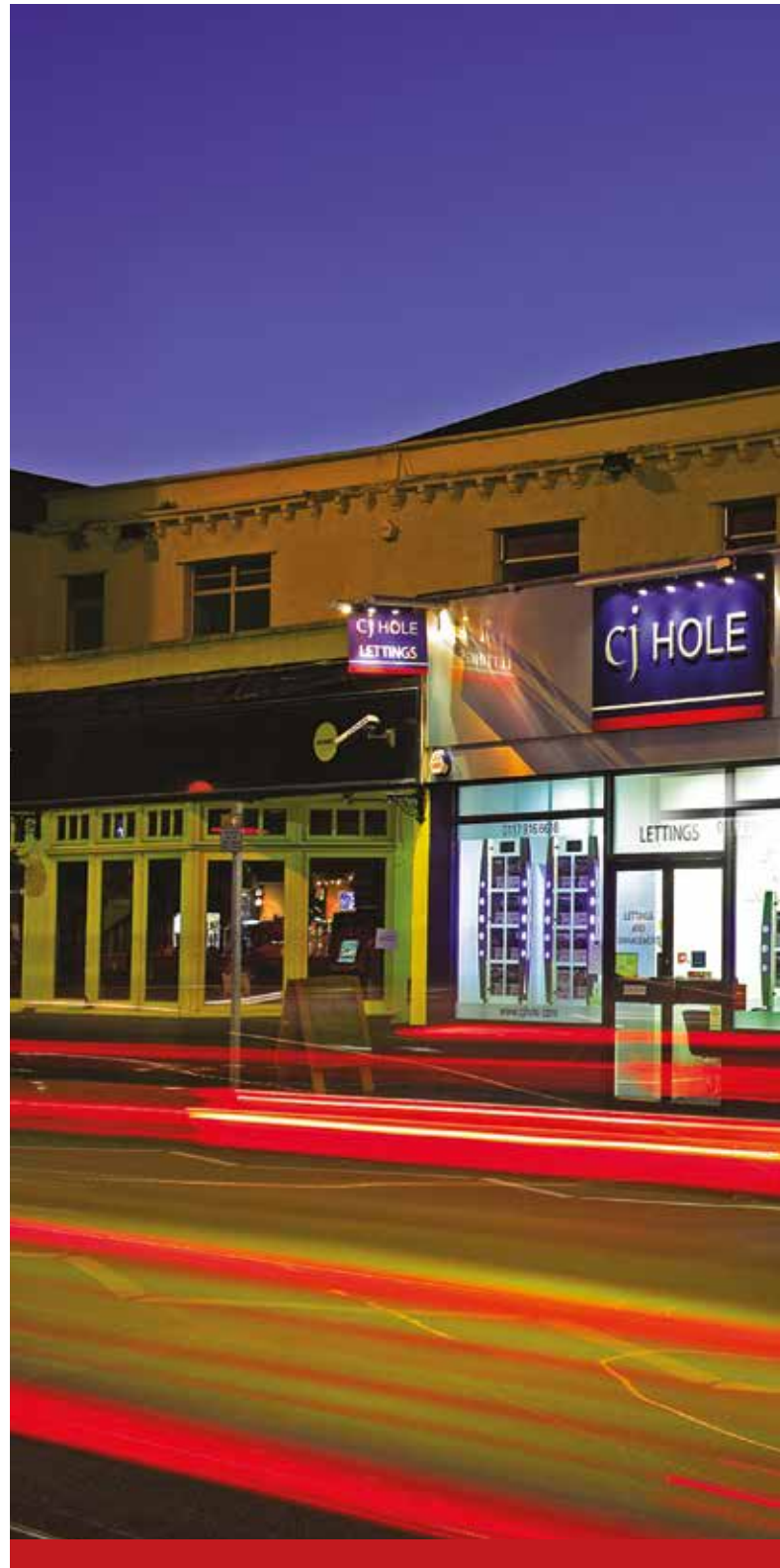


With many years of experience in the property business, we have earned a reputation for providing a high quality service, a reputation we work hard to maintain. We are proud of our expertise and

always strive to achieve the highest levels of customer satisfaction, through our service delivery provided by teams of qualified and motivated property professionals.



02. We are connected



There are many reasons why CJ Hole stands out from the crowd. We believe a major factor is that each office is independently owned and operated under a franchise licence within a well-regarded specialist network.

Steadily expanding, CJ Hole is part of the biggest multi-brand property franchising specialist in the UK, The Property Franchise Group. It contains five well-known estate agency and lettings brands: CJ Hole, Ellis & Co,



Martin & Co, Parkers and Whitegates. Making cross-office referrals to other interested house buyers is all part of the service. With over 280 offices across the network nationwide, CJ Hole offers outstanding service, including country-wide referrals and access to leading edge technology platforms.

This expansive network provides CJ Hole's customers with referrals from all over the country and giving your

property the highest possible exposure to purchasers from every corner of the UK.

At the same time, as a franchise, every office is independently owned and managed, offering personal commitment and proficiency and a personalised, knowledgeable local service within a regional network; the best of both worlds.



03. We are ready to talk



Selling a home can be a stressful experience, but we are here to make the process run smoothly. We are committed to keeping you informed about the progress of a sale, with immediate feedback from viewings, honest opinions, and regular support and advice.

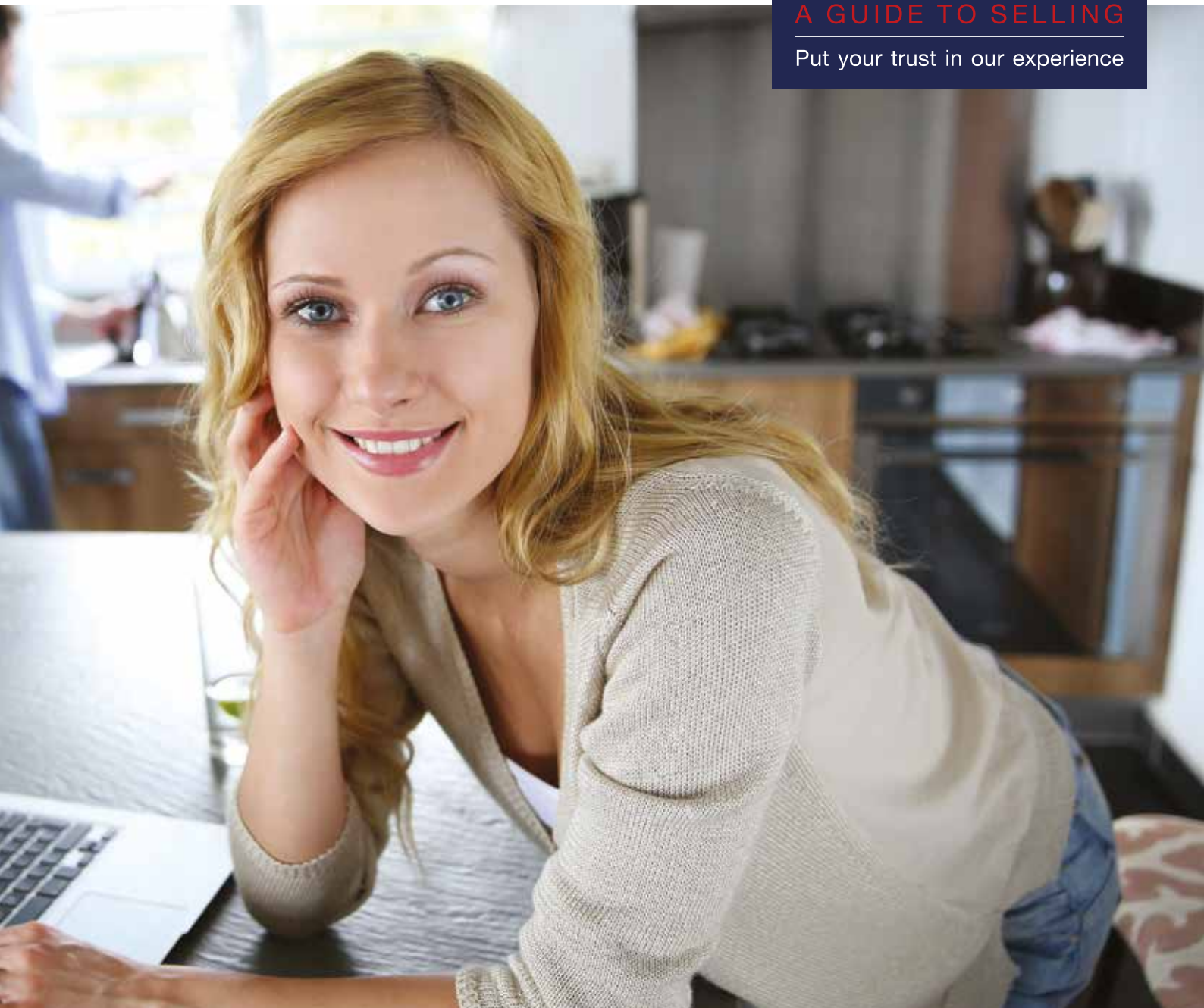


We will keep you aware of advertising and PR coverage, buyers' opinions, and market information and how best to market your property to attract the right buyer and achieve the best price. We believe frequent communication is a vital part of the service.



04. We are property marketing experts





CJ Hole know that the only way to sell or rent a property is to achieve the right marketing mix – from using eye-catching sales boards to securing prominent advertising and PR coverage.

CJ Hole have developed a comprehensive marketing programme to ensure that every property we put on the market achieves the highest quality exposure possible to the broadest market segment.

High quality, full-colour sales brochures are produced swiftly, and mailed to an extensive database of potential buyers. These details include expert internal and external digital photography, detailed floor plans and the

necessary EPC graphs – promotion specifically designed to increase interest from potential buyers and achieve the best possible price for your property.

Our fortnightly online magazine is not only sent out to our extensive database of applicants but also to online users who register to receive it. Each edition of our E-zine is currently being sent to over 43,000 people.

That is only the start. Together with prominently positioned offices and our dedicated, highly professional sales team, we offer a marketing programme that is second to none – and achieves results, time after time.



05. We know about advertising and PR





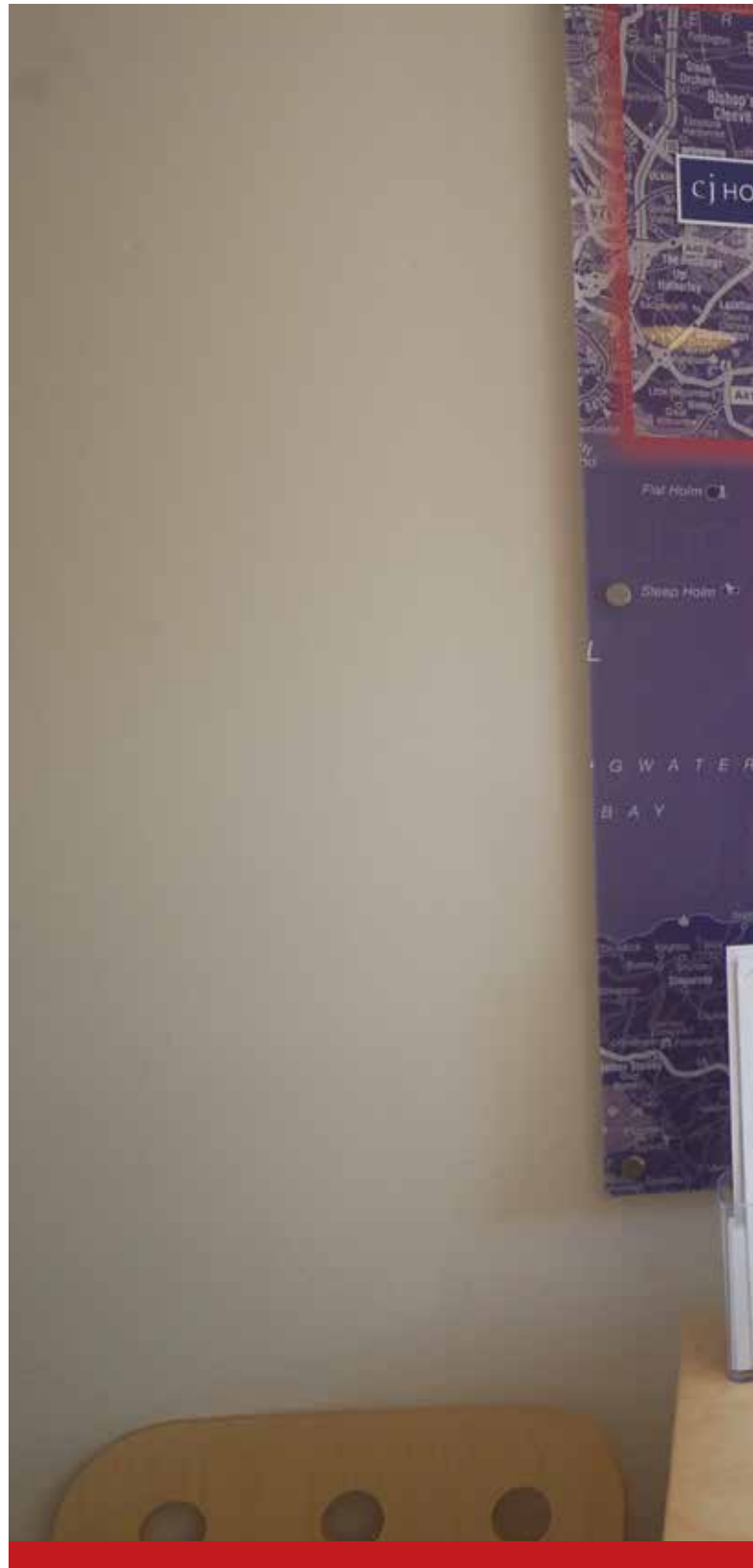
CJ Hole recognises the importance of advertising and PR as part of the marketing mix. Our advertising schedule is extensive.

We advertise across many of the property sections of the most prominent local papers, as well as specialist advertising in selected high circulation regional and national publications, newspapers and magazines.

CJ Hole's advertising layouts are professionally designed to be eye-catching and memorable, and we limit the number of properties we advertise to ensure each property receives the attention it deserves. In addition to offering a comprehensive advertising plan, CJ Hole employs a team of media-smart PR professionals who work with the editorial staff of local and national press, to secure coverage for CJ Hole properties.



06. We work in print





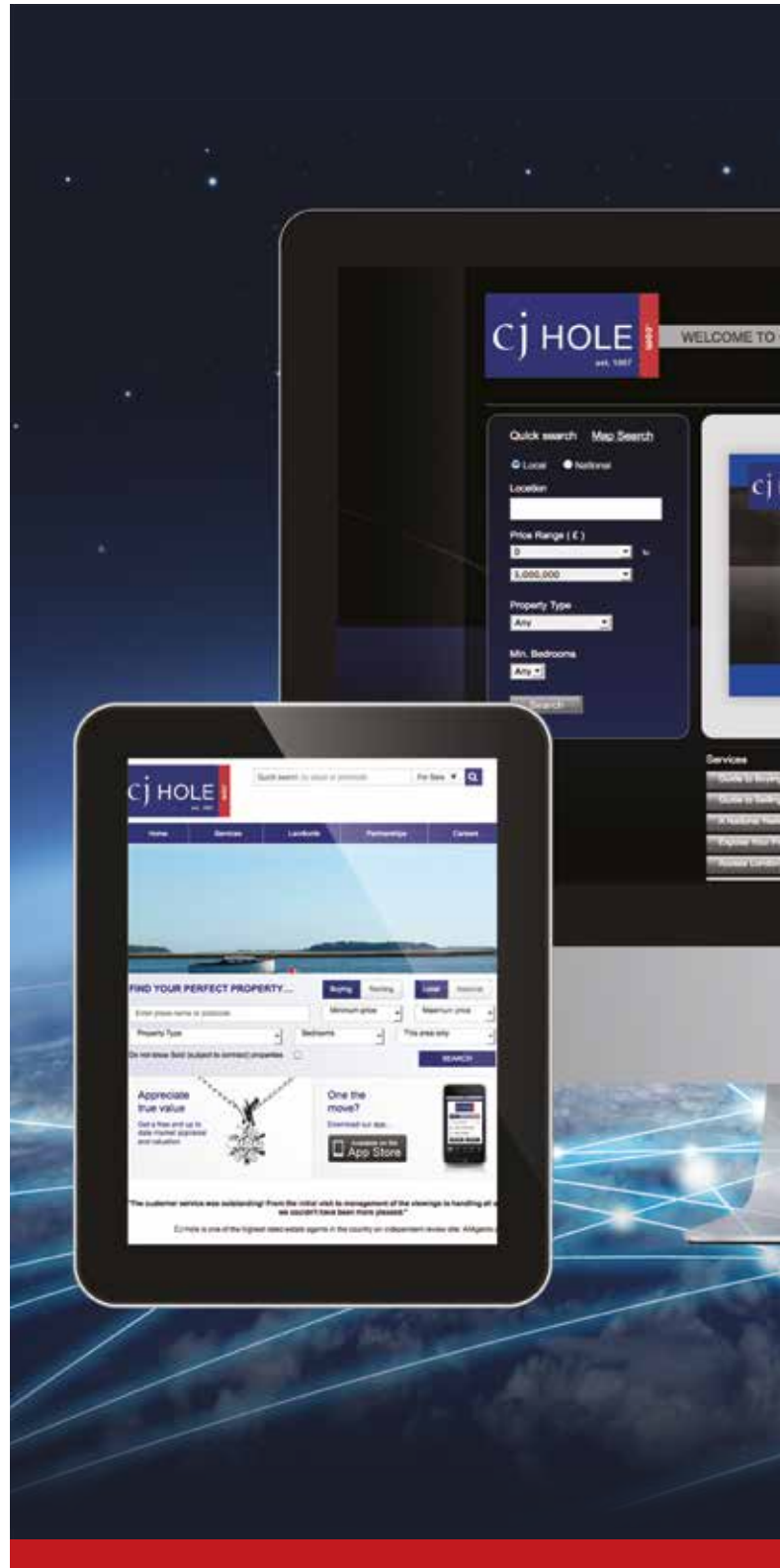
CJ Hole produces high quality comprehensive property listing brochures, but recognising that potential buyers want more, we have launched our own property and lifestyle magazines.

Our regular listings magazine, Property Scene is produced quarterly as a lifestyle magazine, distributed throughout our offices and online. Property Scene

features our most impressive properties alongside refreshing, inspirational and entertaining articles on aspirational lifestyle, travel and property-related topics.



07. We are online



We recognise that the internet is one of the most important tools for home buyers and that is why we made a serious investment in online technology for promoting and selling property.

CJ Hole's newly developed website uses cutting edge technology and is updated the instant a property's status changes. With links to Rightmove, one of the UK's largest property portals, it offers a sophisticated but simple-to-



use method of accessing property details and ensuring these details are available to a broad audience of potential buyers.

Buyers, landlords and tenants are all served by our online systems. We will make sure your property is immediately visible, and with a single entry the details are instantly distributed throughout the network. With all of this at your fingertips, it is not surprising that more than 31,000 users

visit the network's websites every month, 58% of which come from new visitors.

Websites are not enough. CJ Hole also communicates with buyers and tenants across social media platforms, keeping investors immediately informed of new properties and local and national market updates. CJ Hole distributes information via Twitter and Facebook to ensure your property gets the maximum exposure.



08. We set high standards





CJ Hole has an established reputation to protect. We ensure our franchisees meet and exceed the highest professional standards.

All CJ Hole offices are members of The Property Ombudsman and have staff who are members of NAEA (the National Association of Estate Agents, the most prestigious professional body in the industry) or are in the process of becoming members. This means both

vendors and buyers can rest assured that they will receive professional, unbiased advice at all times.

Commitment to the highest standards is developed within our team through the CJ Hole's training academy's unique mix of on-the-job training and external professional development courses. We are proud of our teams, and are committed to making sure we provide premium service – the service you deserve.

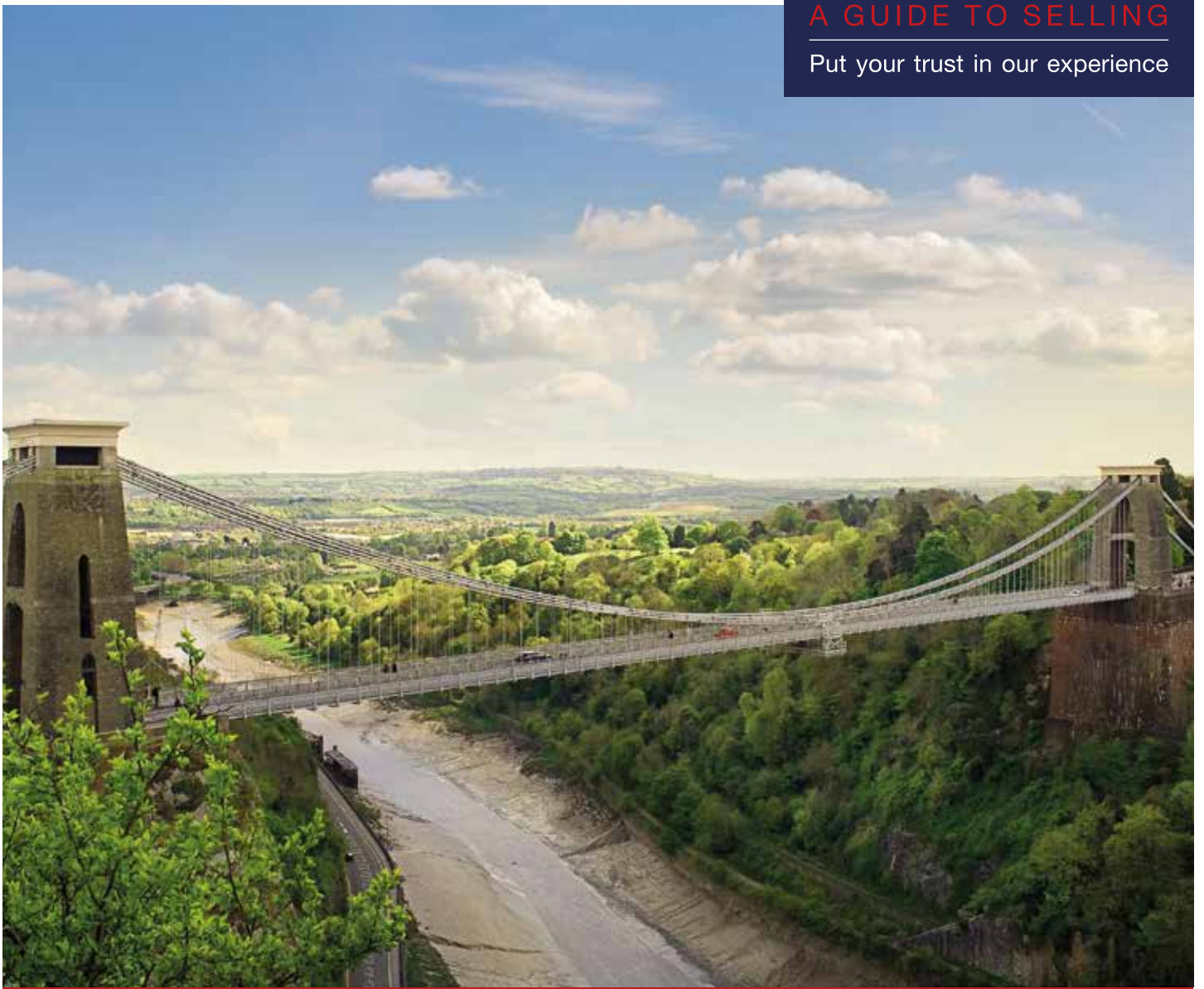


09. We are committed to the community



Whether it's sponsoring a school fete or running a marathon for a local charity, we take our responsibility to the local community very seriously.

Each one of our offices has established close links with schools and charities in the areas in which they operate and collectively CJ Hole raises thousands of pounds every year in support of important causes. We are founding members of the Estate Agency Foundation, a charity dedicated to help homeless people across the UK.



10. We are near you



CJ Hole has over 20 offices covering the South West of England stretching from Cheltenham in the North, throughout Bristol and Somerset right down to Bridgwater. Having sold properties in the area for nearly 150 years, whatever your property requirements we will be able to help you.

If you would like further information about our range of extensive services, please contact your local agent listed on the rear of this guide or visit our website at www.cjhole.co.uk



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| | |
|------------------------------------|---------------|
| CJ Hole Bishopston | 0117 9232 888 |
| CJ Hole Bishopston Lettings | 0117 916 6616 |
| CJ Hole Bradley Stoke | 01454 626 300 |
| CJ Hole Bridgwater | 01278 455 255 |
| CJ Hole Brislington | 01179 803 700 |
| CJ Hole Burnham-on-Sea | 01278 780 000 |
| CJ Hole Cheddar | 01934 740 055 |
| CJ Hole Cheddar Lettings | 01934 740 022 |
| CJ Hole Cheltenham | 01242 255 101 |
| CJ Hole Cirencester | 01285 655 158 |
| CJ Hole Clifton | 0117 9238 238 |
| CJ Hole Congresbury | 01934 830 333 |
| CJ Hole Downend | 0117 9565 655 |
| CJ Hole Gloucester | 01452 899 965 |
| CJ Hole Hanham | 0117 935 2535 |
| CJ Hole Henleaze | 0117 962 9221 |
| CJ Hole Hucclecote | 01452 619 777 |
| CJ Hole Southville | 0117 9634 373 |
| CJ Hole Wedmore | 01934 713 296 |
| CJ Hole Westbury On Trym | 01179 500 118 |
| CJ Hole Winscombe | 01934 843 450 |
| CJ Hole Worcester | 01905 610 100 |
| CJ Hole Worle | 01934 512 537 |



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