

Five things  
we'd like you  
to know

# Sell smart: think Darlows



**Dar**lows

**We're on a mission  
to get you moved.**

**We have unique technology  
that gets your home hundreds  
more clicks, agents who listen  
and will negotiate hard on your  
behalf, and you don't pay us a  
penny until we succeed.**

**Here are the five things that  
mean we sell homes smart,  
fast and for more than you  
might think.**

**Think Darlows.**

1

## It's not just local, it's personal

Our agents focus on the reasons why you're moving, so they understand how to help you best, and will negotiate hard on your behalf, to get the result you need.

Agents like to tell you how much local knowledge they have. But we think there's something that's far more important than the ability to Google school catchment areas – and that's finding out the reasons for your move, so we can help make it happen in the way that's right for you.

Instead of just selling themselves, all our agents take time to really get to know you and your circumstances, in order to tailor-make a sale strategy that delivers the results you need.

We work **24% more hours** than most agents\*



\*We are available 8am-10pm every day.

## We're large but perfectly-formed

We're built to do one thing really well – get you moved. Our size allows us to invest in people and technology to do that smart, fast and for more than you might think.

From Plymouth to  
Doncaster we cover  
**4,953 postcodes** in  
England and Wales\*



When it comes to selling houses brilliantly, there are good reasons to choose an agency with clout.

Our scale means we can invest in the very best training for our people, developed by us and for us, so you can be sure of consistently high quality service from people with up-to-date skills and know-how.

And we have developed leading-edge technology to market your home, ensuring it gets maximum exposure with the people most likely to make an offer. Combined with our huge database of registered buyers and market insights means we know who they are, and how to find them.



## Get viewings, not just views

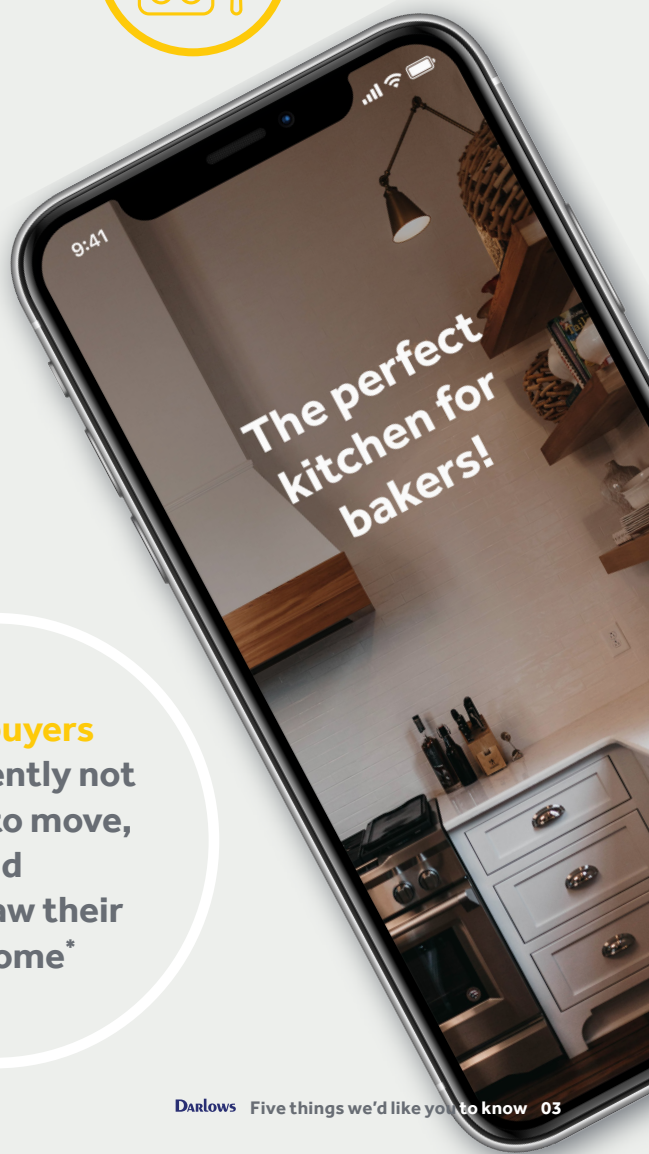
**FLINK™** is a unique technology that matches your home's best features with the things your buyers love, so they're more likely to click, arrange a viewing and make an offer.

Some agents can make your property visible on social media. But in a world where 90% of content is scrolled past, FLINK™ is different.

FLINK™ creates multiple online ads for your property, highlighting its best features, and then targets those ads to those who we know are interested in those things. Keen bakers will be told about your beautiful kitchen. Green fingered types will be shown your large, sunny garden.

FLINK™ finds the buyers who are not actively looking, but who would make a great offer if they were presented with the home of their dreams. The buyers other agents don't reach.

**66% of buyers** are currently not looking to move, but would if they saw their dream home\*



\*Survey of 2,010 homeowners throughout the UK carried out by Atomik Research (June 2017) for haart group network.



4

We run  
**2,400 hours**  
of training  
for our staff  
each year

## Successful selling takes time and training

Listing a house and accepting the first offer that comes along is easy. Successfully achieving the best possible price for your home needs trained, skilled negotiators.

Accepting the first offer is easy, and anyone can sell a house below its true market value. But knowing when and how to apply pressure to increase an offer, having the confidence to know when to hold out for a better one and taking the temperature of buyers? That takes training, commitment and experience – something we make sure our people have in spades.

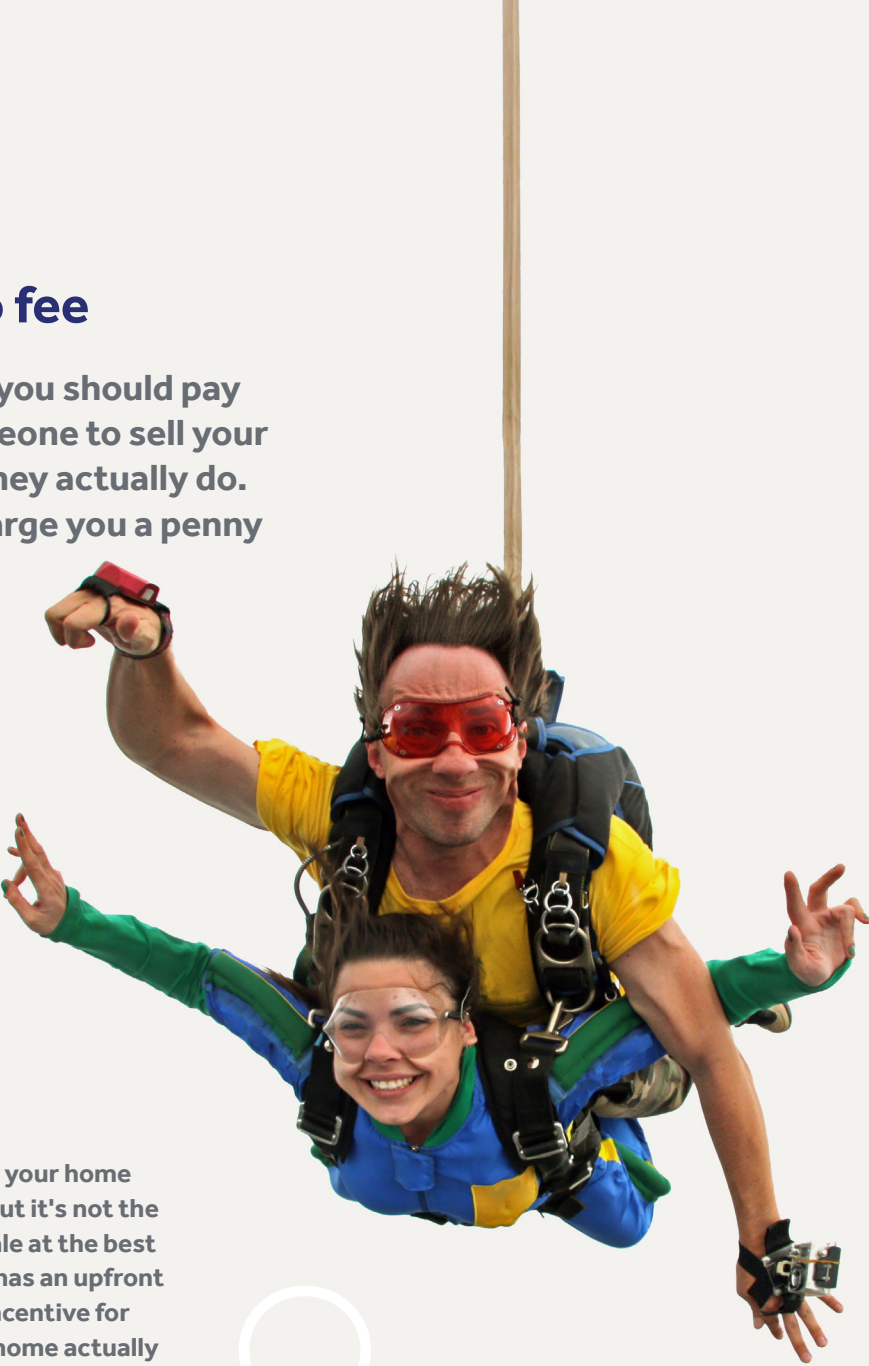
It's how we earn our fee – and how we add value to your sale. Usually we'll more than cover what we charge by negotiating a sale price significantly above the initial offer. Leaving you better off.

## No sale, no fee

We don't think you should pay a penny to someone to sell your home, unless they actually do. So we don't charge you a penny until we have.

Paying up front to list your home might seem simple. But it's not the way to guarantee a sale at the best price. Once an agent has an upfront fee, then there's no incentive for them to ensure your home actually sells - they've been paid anyway.

We don't get paid until your home is sold - at a price you're happy with. You're not under pressure to accept a low offer - you're free to hold us to the promises we made when we valued your home. The risk is ours, not yours, and we think that's how it should be.



Our website averages  
**1,390,200 views**  
per month\*

