



Morrison
ESTATES

MORRISONS, DUBLIN'S TOP PROPERTY MARKETING SPECIALISTS

MARKETING YOUR HOME

We are one of Dublin's leading Estate & Letting Agents and we have our own in house marketing department that plans in detail every part of marketing campaign process. Once we have the property details our team will write the perfect script to describe in detail every part of your property so that all details are noted and conveyed in the best possible way. We are an experienced team and can spot details that others might miss.



TECHNOLOGY



Morrison's are premium advertisers on Ireland's largest property portals including Myhome.ie and Daft.ie and we regularly feature our top properties at the top of the area listings which ensure our ads are listed in prime position above our competitors. As we are experienced property professionals we know what is likely to attract a buyer's eye.

We promote open views weekly for our Open Saturdays which we have designed to attract as many potential buyers as possible who may not be able to make it to our weekday viewings which are available from 8am to 8pm due to work commitments.

Our social media channels are integrated with our website so the entire engine feeds each other when new listings are placed and we create a constant rotation of properties through the premium portals so our properties or image never becomes stale.

Our PDF brochures are listed with every sales listing to create the best possible impression for your buyers.



Ireland's Biggest Property Site



CUSTOM DESIGNED BROCHURES



We spend time creating the best quality brochures featuring high quality digital images of your property and colour floorplans printed to the highest international standards so that buyers can take them away from the viewing so it keeps your property at the forefront of their thoughts for as long as possible.

Has any of your friends ever showed you a really good brochure of a property they were considering buying?

You get the idea!

PROFESSIONAL PHOTOGRAPHY



Presentation is everything, and we use our specialist photographers to visit your property so that it can be presented in its best possible light, we use the latest techniques and wide screen digital photography so that your property will catch the eye of a potential buyer.

At the same time we will produce a colour floorplan for the property and also advise on the very best ways to present and market your property in order to maximise the price and give you tips on selling.

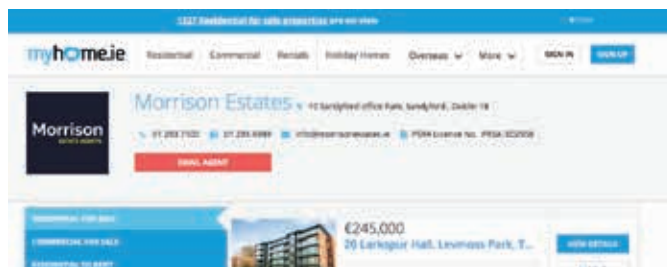


FOR SALE BOARDS



Our distinctive and eye catching “For Sale” boards help identify potential properties for buyers. They are great for neighbours who may not be doing any online property searches but would appreciate knowing of something locally for sale so that they could advise family and friends who may be looking to relocate to that area.

FEATURED LISTINGS ONLINE



Each week, our sales team email target buyers that are registered for online searches in specific areas. This is a new tool for Irish estate agents that use the services of the premium listing services on Daft.ie. This service is not available to regular listings, and access is only on an advert that costs approximately €495 (which we may include on your listing for free depending on the months availability and quantity of listings).



GETTING READY FOR SELLING

A STEP BY STEP GUIDE

WHO IS YOUR TARGET MARKET?



It may seem obvious but marketing your home for sale is all about first impressions. The first impression your home will make to a potential purchaser will be a lasting one.

At Morrisons we look at how we can help our sellers to sell their property at the highest possible price in the shortest possible timeframe. It is a simple mantra but is all based on all factors in the process being looked at in order to maximise the overall package to the buyer.

Keep it simple and don't get stressed. Simple means on the outside paint the front door if needed and tidy up the outside lawn and garden and any hedging that may be overgrown. Inside if there are very bright loud colours you may consider a neutral colour in order to appeal to a broad range of buyers.

When your selling you should consider who is your target buyer? For example are they a first time buyer an investor or perhaps a family or downsizers. All of these groups may require a different property and Morrisons agents will be able to advise you on what your typical buyer profile will be. When this is identified it will assist in tailoring the presentation to attract that buyer. For example if your property is targeting a family with children it may be worthwhile turning an office or study back into a bedroom in order to appeal space wise and move the workstation to another area of your house.

DECLUTTER AND FRESHEN UP



Buyers need to imagine themselves living in your house, so it is important to ensure there is no excess clutter left around. If there is large furniture it may be worthwhile considering putting any oversized pieces in storage. A fresh coat of paint can make a big difference and makes any property look fresh. Look at bathrooms, is the tiling ok and would it benefit from a re-grout. Check for any leak stains or anything that would cause concern to a potential buyer.

CLEANING UP

If required it may be a good tip to engage the services of a professional cleaner at the start of the sales campaign to focus on bathroom and kitchen and to generally make the house shine and smell fresh. If you have pets make sure to open windows prior to viewings to freshen up.

PREPARING FOR VIEWINGS



Check the garden is tidy and lawn is mowed. Bring any pets out for a walk. Open curtains and blinds. Your Morrisons agent will arrive early and turn on all the lights!

RECEIVE OFFERS

As soon as a buyer makes an offer we will contact you to communicate full details, plus any special conditions, to help you decide whether or not to accept. Under the PSRA regulations as a licensed agent we record all offers and normally have them all by email with confirmation of funds in order to assist in deciding the best option to accept, whether they are cash buyers, mortgage approved or in a chain and needing to sell before they buy your property.



ACCEPT AN OFFER

Once you accepted an offer we will do the following:

- Prepare a memorandum of sale
- Confirm the agreed price with all parties
- Ask you to confirm your solicitor's details
- Communicate to all parties – vendor, purchaser and both Solicitors for each party the full details of the sale

Your solicitor will then send out a draft contract to the buyer's solicitor who will then carry out preliminary enquiries.

At this stage you will also be able to agree on dates for the survey on your property, the exchange of contracts and proposed date for completion.

We will advise you and negotiate on your behalf throughout this process. There are no legal obligations until contracts are signed.

COMPLETION

Completion is when the residual monies (usually 90%) are transferred from the buyer's solicitor to your solicitor's account.

Your solicitor will call you when the money has cleared in your account and will formally inform us that we can release the keys.

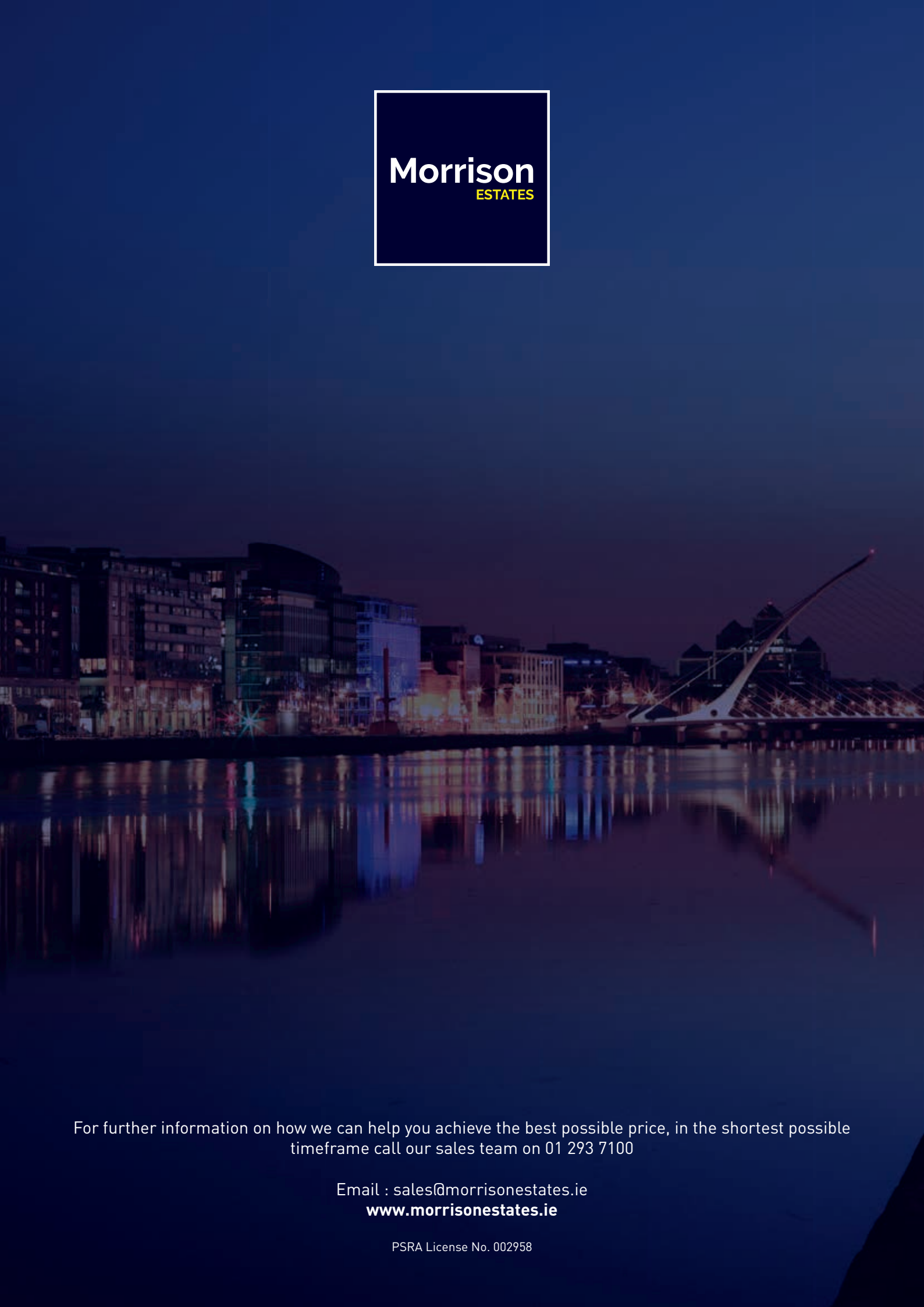
Congratulations, your property is now sold!

SOLD





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For further information on how we can help you achieve the best possible price, in the shortest possible timeframe call our sales team on 01 293 7100

Email : sales@morrisonestates.ie
www.morrisonestates.ie

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