

# Ascend

BUILT ON HIGHER STANDARDS

# Sell your Property

Everything you need to know



[ascendproperties.com](https://ascendproperties.com)

## **We're Ascend**

**Welcome to an independently-run,  
independently-minded estate and  
lettings agency.**

We were founded on a deep-rooted, decade-long knowledge of our city, by a team of savvy individuals who love helping people invest, move and live in it.

We're a team of quick thinkers and good listeners who do that rare thing: treat customers like people instead of transactions. Because we know great service isn't just about experience and expertise, it's also about keeping the promises we make.

“...it's about keeping  
the promises we  
make.”

Ascend was built on this one very simple belief; that estate agents could do better. Much better.

# About us

**With over a decade of experience, we're well-versed in the ebb and flow of the market.**

Not only do we know what works and what doesn't, we also have the knowledge and connections to get things moving and your property sold quickly.

Communication is vital to a healthy and happy working relationship with our clients. Which is why we don't just sit behind a desk in our office, talking amongst ourselves. We make sure to keep you in the loop on a regular basis and we promise you won't get passed from pillar to post.

Our team have 5\* star reviews across the board (from genuine landlords, tenants, buyers and sellers) – so it's no surprise that our award-winning people are our biggest asset.

Our team are top-notch at what they do and we pride ourselves on maintaining high standards.

So whether you're selling your home for the very first time or are a seasoned pro, our friendly and dedicated team will be with you every step of the way offering you a first-class service.

## By working with us, you become part of our team

**We're proud of the work we do and we're sure you'll join the long list of happy customers.**

If you fancy checking out the comments from our fantastic customers, then pop on over to [www.allagents.co.uk/search/ascend-properties](http://www.allagents.co.uk/search/ascend-properties)

# Why Ascend?

**We're different from other estate agents. We were founded on the belief that things could be done a lot better and that's exactly what we strive to do. When it comes to property, there's no stone we leave unturned. If we say we'll be somewhere, we'll be there. If we say we'll do something, we'll do it. We overcome problems with well thought out solutions. We treat you as you would like to be treated, instead of you feeling disheartened and unloved.**

On top of that, we know exactly what sells and what doesn't. So we'll get your property looking at its absolute best before putting it out there, which means you can get the best price possible. Want your property to create a buzz? We'll make sure to go that extra mile when selling your property where other agents won't - especially at our open-house events.

We also know that marketing is key, which is why we don't just do your regular postcards-in-a-window kind of stuff. Our highly-targeted marketing means we can use different avenues to reach the right people.

Not only will we keep you up-to-date and in the loop throughout the entire process, but we'll act as an advisory service for you too, helping you to plan your entire approach.

After all, our clients are our main priority.

## What do we do...?

- > Create a buzz
- > Use highly targeted marketing
- > Keep you in the loop
- > Make you a priority
- > Keep the promises we make

## The little things

The little things make a big difference, and this is something that sits firmly with each and every member of our team. Take the description of your property for example. We won't just settle for a bulleted list of your property's features. We'll create compelling descriptions to really capture the interest of the reader. We can take them on a journey that glides through your front door and highlights the main features of your home.

We carry this philosophy when organising our successful open house days too.

From staging and refreshments to greeting guests and showcasing your property to pre-qualified buyers, we've got you covered.

Our open house viewings create a mass buzz and generate over asking price offers pretty much every single time.



**View our open house  
video on YouTube**

It'll turn to 'sold'  
before you know it

## Striking photography

We never underestimate the importance of good photography and you shouldn't either! We've all seen bad property photos, whether it's a messy room or bad lighting. We like to think of your property photos as your shop window - which is why we make sure to take super-professional photos.

These images will show your home in the best possible angle, so you can rest assured knowing your property will be looking its absolute best. Having a cracking set of photos generates huge interest among our buyers and will help to sell your home that much quicker.

“...lights, camera, sold!”

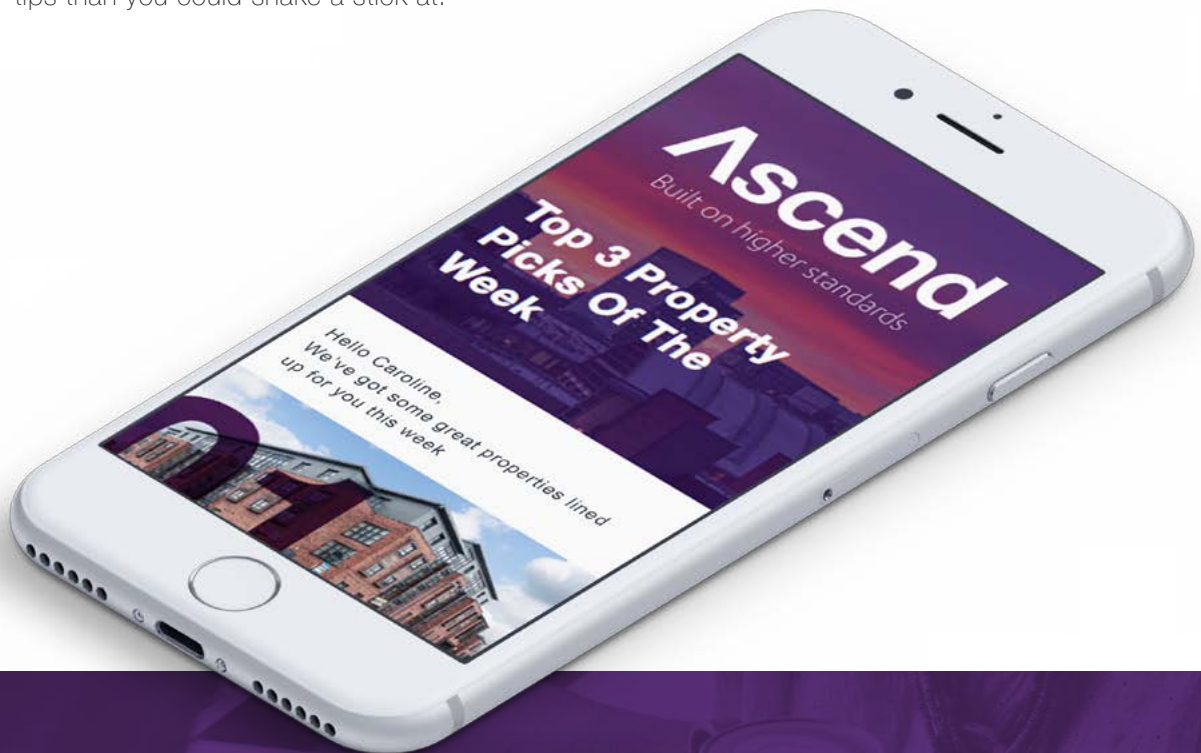
On our website, on RightMove or on our interactive touchscreen, your images will be the first thing potential buyers will see - make them count

# Digitally savvy

Whilst we know that Rightmove and Zoopla are high up on the 'must have' places to get your property seen, we don't just stop there. We make sure to use additional tools such as 'premium listings' which can help achieve 30% more exposure and give your property that extra push.

Of course, your property will also take pride of place on our very own swanky website. Aside from being pretty, our website is fully updated with all our available properties, information on our many services and more helpful hints and tips than you could shake a stick at.

You'll also find us over on Twitter, Instagram and Facebook where we'll be engaging with potential buyers and giving your property even more exposure.



Feel free to join  
the conversation...

Website: [ascendproperties.co.uk](http://ascendproperties.co.uk)

 @ascendproperty

 ascendmcr

 ascendproperties

# Quick routes to market

You won't ever have to worry about your property not being seen by the right people, because we have an array of fancy tools at our disposal which takes care of just that.

Our intelligent platforms help us to match our pre-qualified database with properties of interest to them. Our ability to instantly communicate with our clients across multiple platforms at the mere push of a button means that we have a much wider reach. It also means that your property will be sold that much more quickly.

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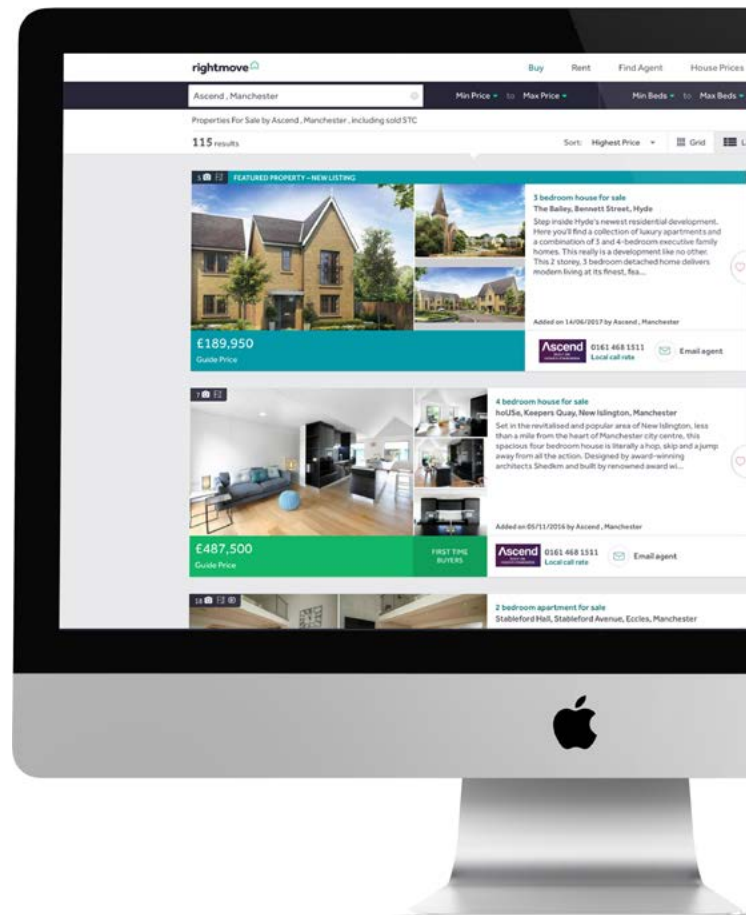
## ENGAGEMENT RATE

By using our systems, our engagement rate is around 35%, which is 15% higher than industry standard\*

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Unlike competitors, we give our clients the ability to choose what communications they want to receive. We don't want to spam them with properties they're not interested in; we genuinely want them to love everything we have to send them. And that's exactly what they do.

\* Industry standard engagement rates from Mailchimp research 2017

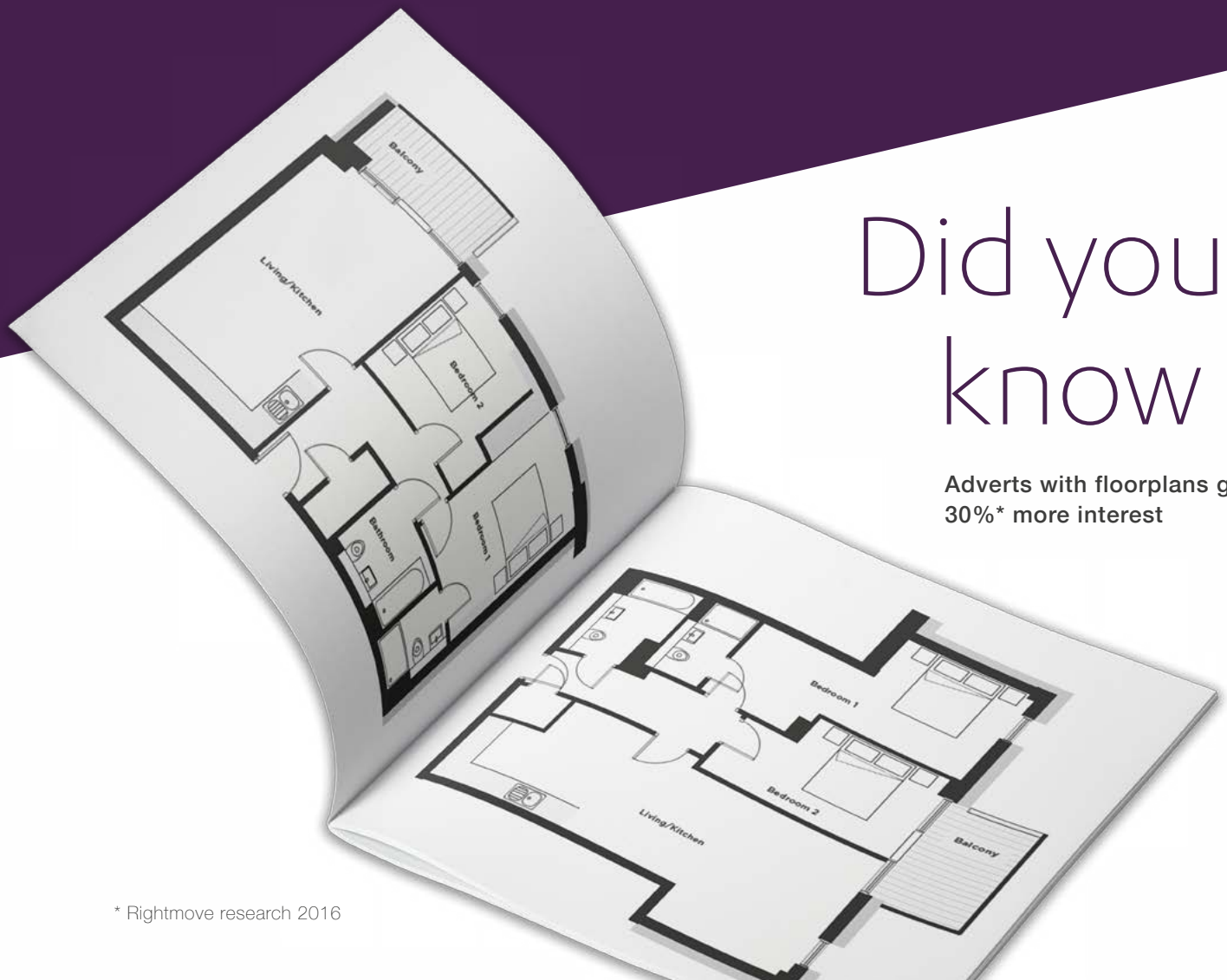




# Detailed floorplans

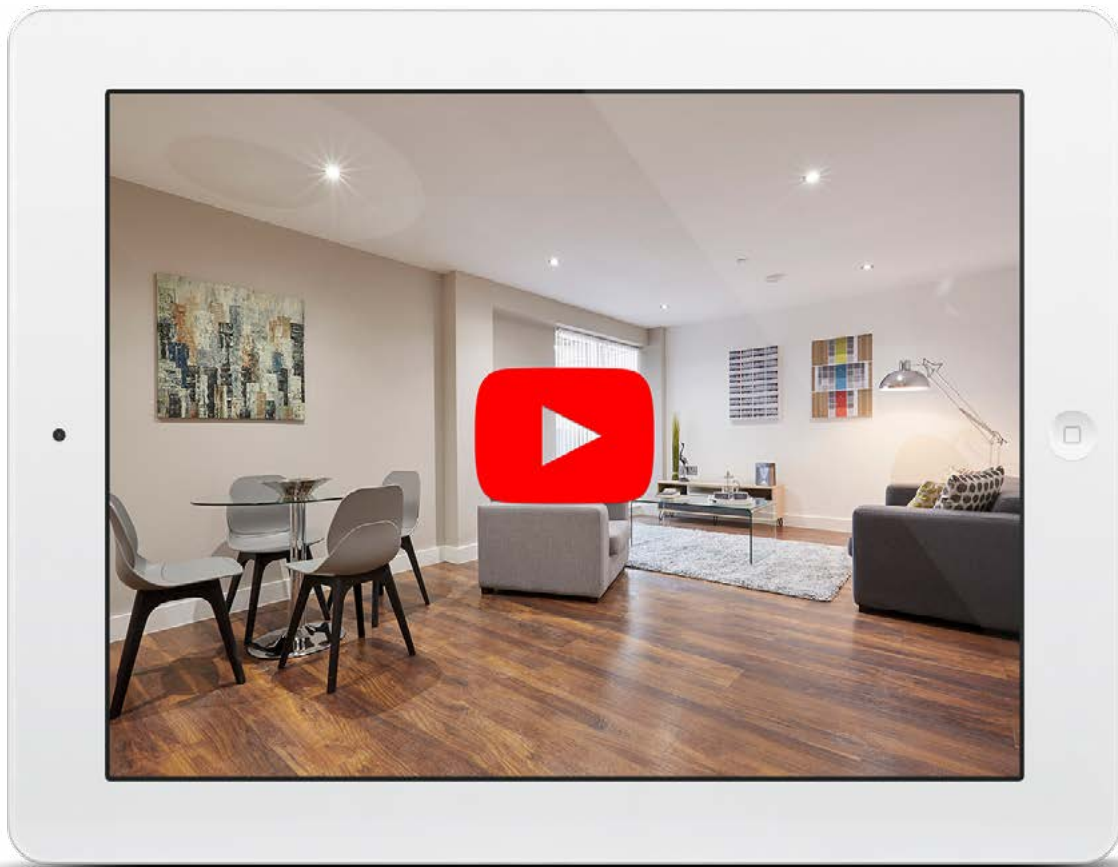
Gone are the days where floorplans were something nice to have. They're now a necessity. With clever photography, it can be difficult for potential buyers to gauge the true size of a home from just images alone. Whilst you want as many viewings as possible, you don't want timewasters either - a problem which a floorplan can solve.

So along with professional snaps of your property, we'll also make sure to include a detailed floorplan too - this means that potential buyers walking through the door for a viewing will have a genuine interest in your property.



## Did you know?

Adverts with floorplans get 30%\* more interest



## Video walkthroughs

Does 20% more viewings sound good? Well that's what you're likely to achieve with a video walk-through of your property. Something that we're able to help you with.

On top of that, it's a fantastic way to get your property to stand out from the crowd, whilst helping potential buyers understand the flow of a property.

Visit our YouTube channel for some examples.

- 
- ✓ Pre-qualify buyers
  - ✓ Eliminate time-wasters
-

# Boards

**‘For Sale’ boards are still an essential part of an estate agent’s toolkit, and we must say, ours are really pretty (if we do say so ourselves).**

Obviously there are times when a board is not possible, such as on city centre apartments, but with a whole host of other tools at our disposal, we assure you this won't be a problem. We'll still be able to give your property the full attention it deserves.

# Accessibility

**With offices located right in the heart of Manchester and Liverpool city centres, we make full use of our prime central locations. Not only are we easily accessible, but we’re even promoting your property when we’re closed.**

If you take a stroll down Deansgate in Manchester, you'll find our interactive touch screen that gives potential buyers a 24-hour shop window that's available for viewing long after the lights have gone out. 39% of screen interaction happened outside of office hours last year, so your property is still being seen even when we're not hard at work.



## Sales progression

For that extra peace of mind, we'll also make sure you have a dedicated team member to look after your sale and ensure that you and your property are getting the attention it deserves.

### *This means...*

A dedicated sales progressor will be assigned to your sale. They'll make sure things move along quickly and efficiently

You'll receive regular updates including full detailed reports, where possible

You'll have access to a team of panelled solicitors who are the best in the industry; and by working with Ascend you'll also have access to preferential rates too

## **Premium listing upgrade package**

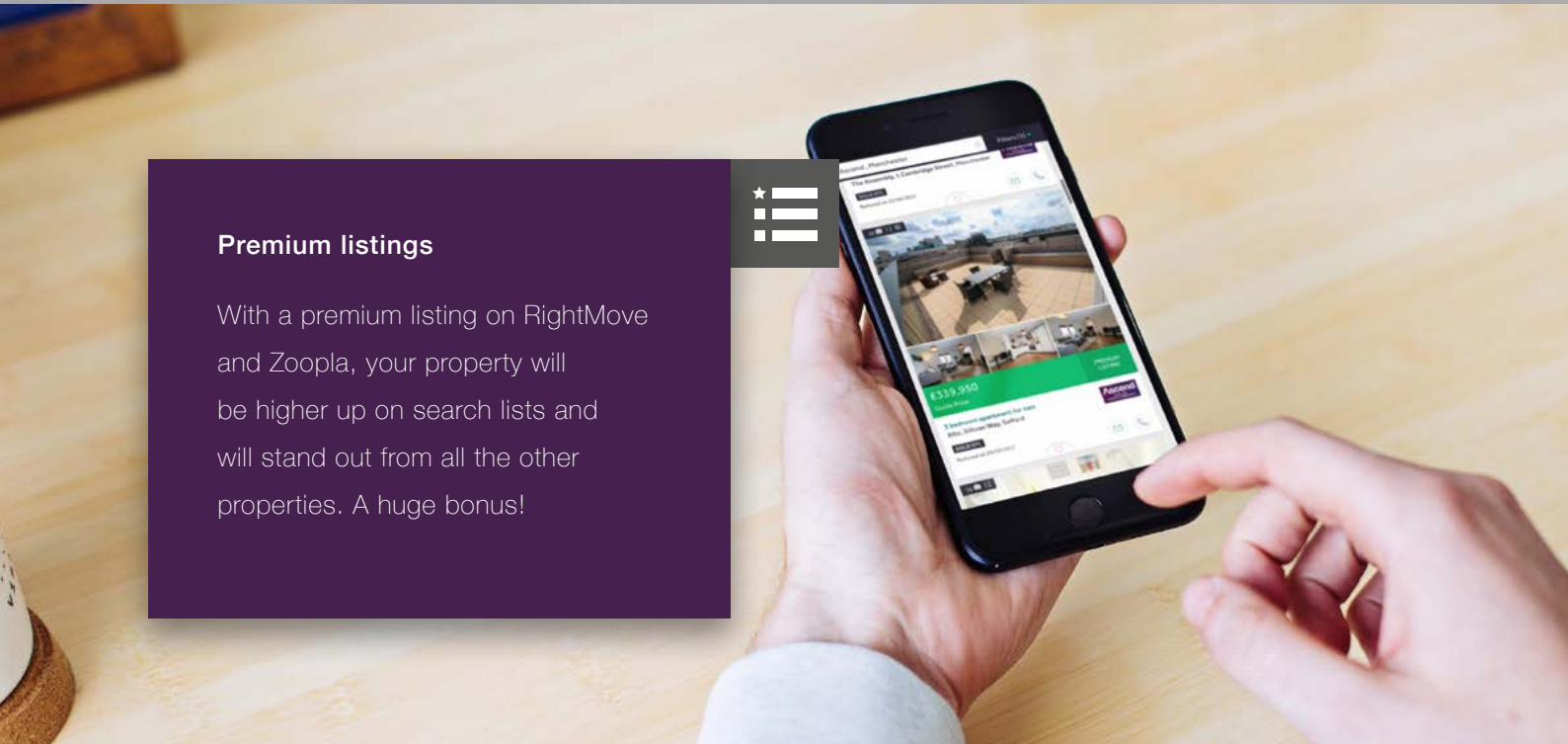
Want to give your property that extra push?

We can also offer you a special premium listing upgrade package for a small fee, which will give you access to extras to help sell your home that much quicker.



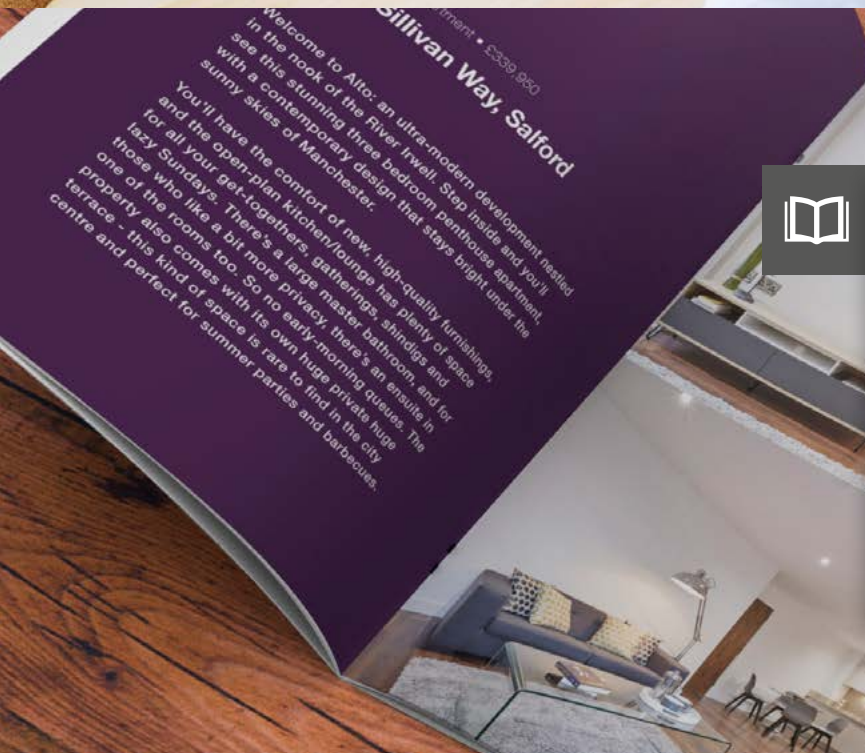
### Professional pictures

To make sure we're showing off your home at its absolute best, these snazzy photos will generate high interest and get potential buyers through your door.



### Premium listings

With a premium listing on RightMove and Zoopla, your property will be higher up on search lists and will stand out from all the other properties. A huge bonus!



### Professional brochure

The pièce de résistance. Get your property onto the glossy pages of its very own brochure. Guaranteed to capture the interest of any potential buyer.



# EXPEDITE FINANCE

**Here at Ascend, we'll also be able to put you in touch with a reputable mortgage advisor. These advisors will find the best mortgage products and rates specifically to suit your needs - it's all part of the service.**

Their mortgage advisors can talk you through a variety of options including:

- First Time Buyer Mortgages
- Remortgages
- Home Mover Mortgages
- Buy to Let Mortgages

So, sit back, relax and let them do the hard work. Like us, they'll also make sure to keep you informed every step of the way.

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# An award winning team

We have quite a few award-wins and badges under our belt, and very proud we are too. Not because we love a good trophy, but because they were voted for by real landlords, tenants, vendors and buyers.

## AllAgents Awards

- Gold - Best Overall Agent in Manchester (2016)
- Gold - Best Letting Agent in Manchester (2016)
- Gold - Best Letting Agent in Manchester (2015)
- Gold - Best Letting Agent in Greater Manchester (2015)
- Gold - Best Letting Agent in the North West (2015)

## Landlord & Lettings Awards

- Winner - Overall Letting Agent of the Year (2016/17)

## ESTAS

- Gold - Best Letting Agent in North West (2017)

## We were also finalists for:

### Insider North West

- Sales and Lettings Agent of the Year

### RESI Awards

- Newcomer of the Year

### Letting Agency of the Year Awards

- Lettings Agent of the Year  
(Single Office/Property Management 1001+)

### EN Awards

- Property Entrepreneur of the Year 2016

### The Negotiator

- North West Agency of the Year 2017





# Reputable agents

It's important for us to maintain high service levels and we're fully committed to adhering to the best ethical and professional standards. This is why our sales negotiators are NAEA qualified and we're licensed members of ARLA, The Property Ombudsman, NALS and Safe Agent. Trust us when we say you and your property are in safe hands.

Five icons that are marks of our higher standards.



## NAEA PROPERTYMARK

National Association of Estate Agents (NAEA). Our sales negotiators are NAEA Propertymark qualified and are subject to conduct and membership rules, offering you added protection when buying or selling your property.



## ARLA PROPERTYMARK

Not every agent can become an ARLA member. They have exacting criteria for registration, and all agents that are part of the body must commit to the best ethical and professional standards.



## THE NATIONAL APPROVED LETTINGS SCHEME (NALS)

After a strict approval process, this licensing body allows us to be part of a Client Money Protection scheme and offer you access to an independently-monitored customer complaints procedure - giving you, and your tenants, peace of mind.



## THE PROPERTY OMBUDSMAN (TPO)

A true mark of quality, a TPO member must provide consumer protection that goes way beyond the standard requirements of law. It also acts as a platform for complaints and any issues that could arise between tenants, landlords or agents.



## SAFE AGENT

The granddaddy of approval schemes, SAFE agents must have good accounting standards, have the right insurance and be part of a number of other accredited schemes - including ARLA and NALS - before they can bare the honoured mark of a Safe Agent Fully Endorsed.

# So, think we'd be a good fit?

We'd love to chat to you.

## Ascend

Built on higher standards

### Manchester

241 Deansgate

Manchester

M3 4EN

0161 637 8336

[manchester@ascendproperties.com](mailto:manchester@ascendproperties.com)

### Liverpool

Unit 1A

Old Haymarket

73-89 Victoria Street

Liverpool

L1 6DE

0151 305 2577

[liverpool@ascendproperties.com](mailto:liverpool@ascendproperties.com)

### Monton

192 Monton Road

Monton

Manchester

M30 9PY

0161 707 7584

[monton@ascendproperties.com](mailto:monton@ascendproperties.com)

### Leeds

Park House

Park Square West

Leeds

LS1 2PW

0113 487 5850

[leeds@ascendproperties.com](mailto:leeds@ascendproperties.com)

## Property Management

### Centre

Stafford Court

145 Washway Road

Sale

Manchester

M33 7PE

0161 669 4982

[propertymanagement@ascendproperties.com](mailto:propertymanagement@ascendproperties.com)