



**NEILSON & BAUER**

**SALES GUIDE**



## Sales Guide for **NEILSON & BAUER**

Neilson & Bauer is a new independent estate agency formed by James Neilson and Graham Bauer. James and Graham have more than 50 years' estate agency experience between them, over 30 years of which have been spent in Islington, Highbury and Clerkenwell.



## JAMES NEILSON

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James has worked in sales, lettings and new homes for well over 35 years, mainly in and around Islington, Highbury, Hackney and the surrounding areas.

James' family roots go back to James Neilson Estate Agents, established in 1889, so you could say agency is in his blood. During his time in estate agency, he has helped sell some of Islington's most prestigious residential properties, including hundreds of the area's fine Georgian and Victorian homes.

James is married to Dian and is the father of three boys, the eldest of whom is currently at Chelsea School of Art. He is proud to continue supporting several local charities, schools and other good causes.

James is a fellow of the National Association of Estate Agents (NAEA) and a member of the Association of Residential Letting Agents (ARLA).



## GRAHAM BAUER

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Graham is originally from Carlisle, and his passion for property was first shown when he became an avid fan of the Cumberland News property section when he was a young boy. He can still recall waiting for the newspaper every Friday, discarding the other sections and heading straight to the property section.

With Graham's mother and father also involved in property, it was written in the stars that he too would have a career in the property world. He moved down to London after graduating from Sheffield Hallam University and embarked on an estate agency career in 2004. Graham has worked in some challenging markets over the years, yet still held a strong track record in gaining market share through excellent customer service.

## OUR ETHOS

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At Neilson & Bauer, we share a simple outlook in how we approach estate agency. We believe in honesty, professionalism and hard work. Above all, we focus on using our experience in our clients' best interests and always treat them with the same respect and care as we would their family, friends or neighbours.



Selecting the right local independent Islington estate agent is essential. When selling your property, you want to be confident that you have the best team working for you. When we meet you, we will ask you what you are looking to achieve and listen to your requirements so that we can put together the best marketing plan for your property. We know from experience that professional, hands-on and thoughtful advice backed up by a well-executed marketing plan can save you tens of thousands of pounds and speed up your sale.

It tells you a lot if a client comes back and uses the same agent more than once. James Neilson and Graham Bauer have sold several properties repeatedly over the decades in Islington and surrounding areas. They are lucky enough to have acted for wonderful clients who come back time and again for the professional advice, caring service and good results we offer. For example, James has acted on the sale of one property in Canonbury no less than four times over the past 20 years.

Neilson & Bauer are proud to have attained several industry accreditations, which help us ensure that our service is the best it can possibly be. We are members of NAEA and ARLA Propertymark, which means we meet higher industry standards than the law demands. We adhere strictly to their regulations, ensuring that we provide a first-class service and offer you the best possible advice. We are also members of The Property Ombudsman, who provide an impartial ruling on complaints.

We promise to guide you through the moving journey and take the stress out of the moving process.

## WHAT OUR CLIENTS SAY ABOUT US

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*“Graham was a trusted advisor to our family during the sale of two London properties. The process was, on both occasions, navigated with great patience, integrity and good humour. During such a stressful time we were very grateful to have Graham on our side as he could be relied upon to tell us the truth and to go the extra mile.”*

— Jo Roach

*“In volatile market conditions it’s really important to choose an estate agent who has great experience and knowledge and Graham is one of those agents. He is one of the most professional, genuine and one of the best negotiators you could use to buy or sell a property. I cannot recommend him enough.”*

— Lynda Parkinson Garde

*“I’ve known James for almost 16 years now. My family and I have dealt with James in buying a house, managing and letting it and then selling this for us. I always go to James for straight, honest advice and results.”*

— Alex F

*“I have personally known James for over 20 years now and am thus qualified to say that he has always shown himself to be a most amicable, trustworthy and reliable friend – a true gentleman.*

*In addition, in my very recent professional dealings with James where he found a tenant for me and let my apartment, he has proven himself to be a positive, honourable and highly effective individual. Suffice it to say, I have no hesitation in recommending James for any undertaking in the future.”*

— Malcolm D’Crus

*“I have bought and sold through James, and am forever indebted to him for his professionalism and for always going the extra mile for his clients. I would have no hesitation in recommending him to anyone.”*

— Azza Brown

*“Graham Bauer was instructed by the seller when we purchased our flat in the City of London. Although Graham was acting for the seller he made a really good impression when he showed us the flat. He looked after us from beginning to end and was always very prompt, helpful and friendly. It was a pleasure to deal with Graham and we highly recommend him and will definitely use his services in the future. We wish him much success with his new venture.”*

— Sonal, Jatin and Maya Haria

*“We were looking for an investment property that was low maintenance and rents out easily. Graham understood what we wanted. He was knowledgeable in the neighbourhood of EC1 and provided sound professional advice. We felt comfortable with Graham at the offset with his friendly and personable approach. We had confidence in him as our agent. We had a rather laborious seller and Graham managed the situation efficiently and effectively. He was responsive to communication which was important to us as we lived overseas. We would very happily recommend Graham to our friends and family and use him again in the future.”*

— Simon and Kenny

*“I bought through James and then sold again a few years later with James. I was very happy with the way I was treated and his experience and professionalism. He knows his stuff and I am sure this saved not only my sale, but sale price also. I wouldn’t hesitate in recommending him.”*

— James Holt

*“Graham handled the successful sale of our flat in London early in 2019. He not only suggested the best asking price from the agents we contacted but achieved a sale price close to that asking price, something he was able to do from his intimate knowledge of the local market.*

*He kept us in close touch with what was going on during the selling period and as the sale progressed. Everything was done professionally and with just the right amount of personal warmth. We think he is a very good man to deal with.*

*With best wishes and the best of luck.”*

— Nick and Lyn Russell

## WHY USE NEILSON & BAUER

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We encourage our sellers to commit to a 'lock-in agreement'.

We are not saying that we don't trust our buyers, but we always check their financial arrangements and details of their chain so that we get an idea of what hiccups may occur.

However, with nearly a third of sales falling through nationally, we like to give our sellers extra reassurance and encourage them to commit their buyers to a 'lock-in agreement'. As buyers do not have to commit financially to get a sale underway other than instructing solicitors and arranging a survey, we believe there is a fault in the system.

A lock-in agreement ensures that the buyer is financially committed to the purchase by requiring them to forfeit an agreed sum of money if they pull out of the purchase other than due to a problem with the survey or property searches. This protects our sellers and gives them peace of mind that the buyer is committed financially. Please contact us if you would like to discuss this in further detail.

## OUR CARBON FOOTPRINT MATTERS

As part of our social responsibility, we strive to lower our carbon footprint wherever possible. We walk to all viewings within a mile radius of the office. To save trees, we do our utmost to have a paperless office. However, if we have to use paper, then we use sustainable paper only. Additionally, our For Sale and Lettings boards are made of Corex, a lightweight plastic that can be recycled and converted to biofuel. The posts for our for sale boards come from timber grown in Scandinavia, and for every tree felled another is planted. Any paper, glass or plastic that comes our way is recycled.

## WORKING ALONGSIDE THE COMMUNITY

James and Graham have a strong community spirit, supporting many worthwhile local charities and the local community. These include Little Angel Theatre, Blackstock Gardeners, Islington Giving, Local Schools and many others. To show that James and Graham are putting their money where their mouth is, they will be donating to the local charities and schools from every single fee Neilson & Bauer receives.



Having witnessed the sad loss of so many local independent and family businesses in and around Islington over the past few years, James and Graham are committed to proving that local, independent, hard-working and professional businesses are still best.

We also hold free art exhibitions for local artists from Islington, Highbury, Clerkenwell, Hackney and the surrounding area, and if you would like to get involved, please get in touch.

## **OUR OFFICE PET POLICY**

We are super pet-friendly. So much so, that we have our own resident labradoodle, Kiki. Admittedly, she's not the best on providing information on market trends, but she does have excellent knowledge of the local parks and green spaces. She loves to be stroked, so please drop in to say hello – you'll be guaranteed a friendly welcome and a wagging tail!

## **WHO YOU WILL DEAL WITH AT NEILSON & BAUER**

We have all been there – you meet the representative of a company, buy into them and wish to work with them, but once you've signed up they disappear. Not at Neilson & Bauer. We understand the importance of consistency and building relationships. After all, buying and selling a house or flat is not only a business transaction, it's an emotional investment too.

## **WHAT WE DO**

Neilson & Bauer provides accurate valuations using vast experience and market knowledge, supported by facts and figures. More than anything, we have our finger on the pulse of the local and wider property market.

When you book a free, no obligation, appointment with us, we will chat through all these issues and find out what you are looking to achieve. We will discuss current market conditions, what is likely to happen around the corner, the timing of any sale, and what your options are. It may be that now is not quite the right time for you to move, and we will be open and honest about this.

We will prepare a plan of action for your sale (avoiding typical estate agency jargon) and explain what we would do in your position.

## **PERSONAL SERVICE**

A successful sale relies on personal trust and rapport. Our dedicated, friendly staff will go the extra mile on your behalf to ensure a successful sale. As a client of Neilson & Bauer, you will be given the owners mobile numbers so that you can speak directly to us and we are available whenever suits you.

In such a fast paced world, you only have a few seconds to really engage and make an impression to not only encourage a potential purchaser to view your property, but get them excited to do so. They are not just purchasing a property, but buying into a lifestyle.

All sales staff will visit and get to know your home before we start viewings. This allows us to show with confidence.



## PR AND EDITORIAL

We have used many marketing options over the years, and PR and editorial sit firmly among our war chest of marketing options. Where possible, we will secure local and national press coverage for your property. James and Graham have been quoted extensively in national newspapers, property journals and magazines including the Sunday Times, The Times, Evening Standard, Metro, Country Life and other print and online publications. Effective PR and editorial rely on having a personal angle or a property having some special characteristic or history. We would be happy to discuss this further with you.

## WEBSITE

Once you instruct us, we will update our website with details of your property. We also have the option to offer a 360° degree/virtual tour of your property, to help promote it to potential buyers.

## ONLINE PORTALS

We advertise all properties on our website and on online portals Rightmove, Zoopla, On The Market and Primelocation.com. Within seconds of being uploaded, your property will be available to be seen throughout the world via these portals.



## FOR SALE BOARDS

Around 30% of sales result from having a 'for sale' board up outside the property. This isn't always appropriate, though, and there may be occasions when we advise against this. The decision will depend on what is right for you and the sale of your property.

## OFFICE AND WINDOW DISPLAY

We aim to have an attractive, inviting and interesting window display, located on Upper Street that stands out from the crowd. As well as a selection of our available properties, you may also see the display props from The Little Angel Theatre's latest production, for example, or something else featuring the local community that will appeal to the high volume of foot and road traffic that passes our window.



## IN-HOUSE INTERIOR DESIGN SPECIALIST

Once you instruct Neilson & Bauer, we will offer you a free one-hour interior styling consultation with our trusted property dressing partner. They will advise you on the best way to present your property in order to show it to its best advantage.

Neilson & Bauer will also go through a list of what is needed to prepare your property for market. This will include:

- Helping to arrange an EPC (Energy Performance Certificate) for your property (which is a legal requirement)
- Arranging professional photography
- Appointing a planner to prepare floor plans in accordance with the Royal Institution of Chartered Surveyors (RICS) guidance
- Asking you for information about your property's history for forthcoming viewings

We will only show applicants your home at times suitable to you. We will not release keys to your property without your express authority and only then once we have put the correct checks in place. We will lock up as we find and make sure your home is secure when we leave.

## ALTERNATIVE MARKETING OPTIONS

We will use alternative marketing options where it is prudent to think outside the box in order to get results. We promise to never treat you like a number – you will always be treated as an individual.

## DISCREET MARKETING

If you would prefer to keep your sale private, we can provide a discreet marketing service, targeting serious buyers without putting your property on the open market.



## UPDATING YOU ON YOUR SALE

Neilson & Bauer will update you at least weekly with an overview of the progress of your sale, although you can contact us at any time for an update. We aim to give you immediate feedback after each appointment and in any event within 24 hours of each viewing. We will provide you with ongoing proactive reports during the marketing.

## OFFERS

We will put forward all offers to you as soon as possible, and in any event within 24 hours. Our team is highly experienced at sales negotiations and will keep lines of communication clear, concise, factual and helpful.

Furthermore, Neilson & Bauer will provide written correspondence of the offer, confirming the potential purchaser's position along with financial details and any chain details, if applicable.

## SALE AGREED

Neilson & Bauer will carry out due diligence on all buyers in order to comply with legal requirements. We will make every effort to obtain reassurance that prospective buyers are able to afford the property.

Once a sale is agreed, we will issue a memorandum of sale to you, the buyer and the parties' respective solicitors. We can recommend good lawyers to act on your behalf, if you require.

We will assist with the progression of the sale to exchange and completion. We have heard many times from conveyancing lawyers that a good agent can keep a sale on track. We have some of the lowest fall through rates due to the manner in which we care for and progress sales.

We think ahead to prepare for eventualities and often avoid future problems. Our experience counts and helps reduce the stress of the move.

# ESSENTIAL REQUIREMENTS WHEN SELLING YOUR PROPERTY

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## PREPARING TO SELL AND COMPLIANCE REQUIREMENTS

Preparing your property for sale is a relatively straightforward process, although there is certain legislation that landlords must adhere to. Neilson & Bauer has put together this guide below, to ensure vendors are aware of some of the essential requirements when marketing a property for sale.

## CLIENT IDENTIFICATION / ANTI-MONEY LAUNDERING MEASURES

Under the provisions of the Money Laundering Regulations 2017, Proceeds of Crime Act 2002, and subsequent related regulations, it is a legal requirement that estate agents must be able to identify their clients. All vendors must provide proof of ID and proof of current address. Therefore, we require a minimum of two documents to comply with HMRC regulations and this will be held on file in accordance with The General Data Protection Regulation 2016/679.

Where there are joint vendors, a copy of the relevant identity is required for each owner. Where the vendor is a company, Neilson & Bauer requires a least two directors or a director and company secretary to provide us with the relevant identification.

Neilson & Bauer uses the services of Veriphy and other professional companies for anti-money laundering, international ID, PEP, and company checks.

## BELOW IS A LIST OF ACCEPTABLE DOCUMENTS (FOR INDIVIDUALS), AND WHERE AND HOW, THESE CAN BE CERTIFIED

- Passport
- Photocard driving licence – this can be used as photo-ID or proof of address but not both
- National ID card
- Council tax demand
- Utility bill, no more than three months' old
- Current UK and EU bank statement or credit card statement can be accepted

## **BELOW IS A LIST OF PEOPLE WHO CAN CERTIFY YOUR DOCUMENTS**

- A bank or building society official
- A councillor
- A minister of religion
- A dentist/doctor
- A chartered accountant
- A solicitor or notary
- A teacher or lecturer
- The Post Office

## **THE PERSON YOU ASK MUST NOT BE**

- Related to you
- Living at the same address
- In a relationship with you

## **THE CERTIFICATION SHOULD BE AS FOLLOWS**

The third party must have seen the original and must write above their signature that the copy is a true replica of the original and (if applicable) that the photograph bears a true likeness. They must print their name, state their capacity, contact details and the date of signature. A company stamp is desirable, but not essential, unless from a solicitor's or accountancy practice. A solicitor should also print their name and SRA number and phone number.

## **TERMS OF BUSINESS**

Once you have decided which service to go for, we'll go through our terms of business with you in full and answer any questions you may have. All the owners of the property (or their authorised attorney) will need to sign and date our terms. These can be sent in paper form or electronically, if easier.



**NEILSON  
& BAUER**

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