



How will you choose your estate agent?

Many estate agencies simply act as a broking service that matches people to property. Indeed even the selection of an agent is often based on the strength of their marketing glossies or the personality of the valuer. However, we are acutely aware that there is far more to a successful house sale and in fact it is often the performance of your agent after an offer is agreed that makes the difference.

Many property transactions form part of a chain of related sales. Of course a chain is only as strong as its weakest link and, as a national statistic, unfortunately one in every three chains will fall apart, often at the eleventh hour. This happens for a variety of reasons from one party's mortgage glitch to an unpleasant surprise in another's survey or title enquiries.

However, the most common factors affecting a chain breaking down is simply that the opportunity for one party or another to pull out on a whim exists, and often extends to several weeks under the current property buying system in the UK. "Buyer remorse" is a recognised syndrome, where buyers worry that they might not have made the right decision and their commitment wavers. Without any form of pre-contract commitment, the problem is likely to be with us for some time.

We go to great lengths to ensure that a chain not only remains intact, often by our involvement several links away, but also that the time between finding a buyer and exchange of contracts is reduced to the absolute minimum.

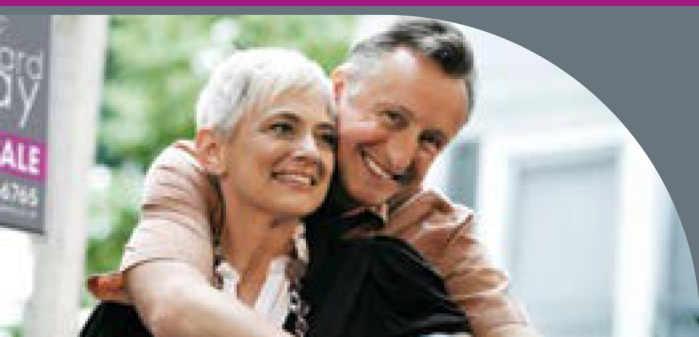
As part of a successful legal practice with a strong conveyancing arm Leonard Gray is ideally placed to ensure that our clients never become the weakest link.

Finding a buyer for your property is often the easy part, but selecting an estate agent with its own conveyancing department who will ensure the sale actually goes through is just as critical.

At Leonard Gray, 91% of our sales complete successfully in comparison with a current market abort rate of 29%.

Contact us today to find out how "joined-up" estate agency could work for you.

Always here for you.



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