

HOMES

OF DISTINCTION

Issue 01 | Summer 2011

CREATING A POSITIVE FIRST IMPRESSION

Hints and tips from Georgina Tierney Burke,
Alexandra Rose Estates Area Executive
for Brentwood

LICENSE OPPORTUNITIES

Find out how to join our rapidly expanding
team of property professionals

WELLBEING OF WOMEN

Improving women's health through
research, training and education





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Welcome

Welcome to the first issue of Alexandra Rose Estate Magazine. We aim to discuss new and innovative trends in the art of selling quality homes in the UK, guidelines and ideas of presenting homes for sale, guest editorial slots from skilled people in the industry along with news and progress on Alexandra Rose Estates and our franchise owners across the UK. Enjoy reading our first publication and as always in everything we do at Alexandra Rose Estates, your feedback is greatly appreciated!

To feature in this magazine or for any feedback please email: incoming@arestates.co.uk

Magazine Design

Tim Maulden
www.VirtuebyDesign.co.uk

Editor

Christopher Walkey

Writers

Christopher Walkey
Georgina Tierney Burke
Sam Crozier
Cyril Williams
Kate Faulkner
Roger Lynn

Sponsored Charity

www.wellbeingofwomen.org.uk



WELLBEING OF WOMEN



Why choose Alexandra Rose Estates?

At Alexandra Rose we are delivering higher standards in estate agency, by offering the very best customer care and service.

It is not about whether you use the internet to market your property, it's how well you use it...

As well as traditional marketing, we showcase homes on the internet using professional photography

and video tours, both enhanced by our complimentary home styling consultation.

“Only 8% of home buyers did not use Rightmove.”

Sunday Times, January 2011

If you are thinking of selling your house you could do no better than put your trust in our expertise

and place your property with us, Alexandra Rose Estates.

To speak to one of our property executives in your area call us now on:

01206 700123

incoming@arestates.co.uk
www.AlexandraRoseEstates.co.uk





A Picture Paints a Thousand Words?



It is Alexandra Rose Estates wish to showcase their homes of distinction in the best possible way on the internet and we strongly believe that Property Video Tours are the way for attracting internet browsers.

With figures saying that over 90% of home buyers search on the internet first, it is vitally important that we grab viewers attention by offering levels of marketing that portray homes in the best possible light... If a picture can paint a thousand words, just how many can a HD Video offer?

As part of standard marketing packs, Alexandra Rose Estates are pleased to be offering all our vendors and

internet browsers the chance to enjoy our homes of distinction on video. We have chosen Property On Video to provide quality HD property video tours nationwide and do so with the minimum of fuss for the home owner.

Videos are now the chosen way forward for delivering news and information on the internet and we strongly believe that this trend will filter into the UK property industry. Many of the national property portals such as Rightmove and Zoopla now allow videos though estate agents rarely take up this option. We believe that as television and the internet are now merging, it is important to give browsers the chance to view everything on video.

When someone views your home on the likes of Rightmove and Zoopla you can rest assured that it will be marketed in the best possible light with browsers being able to view as if they were actually there in person guaranteeing that enquiries come from those that have already captured the splendor of your home.

Are photos really enough in a world full of video playing devices such as Android and iPhones, iPads and SmartTV?

www.propertyonvideo.co.uk
Tel: 0845 363 9960

Picture This...



Underwear slung over a chair, dirty dishes piling up in the kitchen and an overflowing wheelie bin in the front garden. Doesn't exactly entice you to pick up the phone and arrange a viewing with the estate agent does it.

The world of property marketing has changed. The emergence of the internet and online property marketing meant that the industry was suddenly required to provide more information about a property including photography, floorplans and virtual tours. Just years ago it was the norm for an estate agent to pop round with a compact camera and take a few badly exposed snaps, whereas professional photography was reserved for high end properties.

More recently specialist companies like CP Creative Ltd have appeared who provide the market with affordable yet beautiful visual

marketing. Sam Crozier of CP Creative explains "we are primarily a property photography company and our aim is to produce great photography regardless of the value of the property. To make life easier for our customers we also produce floorplans, virtual tours, brochures and energy performance certificates. All of which we can do in one visit.

Without the right equipment and expertise interior photography is tricky and capturing a property's true essence can be a challenge. Sam explains "Obviously a good camera will help however the most important things are a wide angle lens, a sturdy tripod, sufficient lighting but first and foremost photographic knowledge."

The great thing about the use of these services is that it benefits everyone. Agents get amazing photos which helps



promote the property and the image of the company. Buyers get to see fantastic photos of potential new homes, while the sellers get increased exposure, more potential buyers whilst also getting to experience a professional photo shoot of their property. Not to mention some wonderful souvenirs of their precious homes to keep forever.

For more information visit www.cpcreative.co.uk or call 0845 544 0871




CP|CREATIVE
Property Marketing

Creating Positive First Impressions



A home has the same impact on a guest as the first impression made at a social gathering or networking event. What does your home say to your guests? What kind of exchange happens between your home and the person that walks up to and through the door to your private life? Think of your home as having a personality of its own.

Many of my clients when describing their home will often say “I just fell in love with this house.” You will likely spend more time in your home than you will with relationships you value. Your house is like a dear friend. As you settle in you will intimately know every

step, creak, turn, scent, and lighting mood for each season. Sleepy-eyed, you will navigate the path from one room to the next with confidence that your friend did not change overnight.

Comfortable and cozy in your home you will want to embellish the décor with your favourite things. Dress it up. Make it pretty, manly, or somehow reflect your personality. When you are preparing your home for livability, the natural course is to make it feel like you. That will work out fantastic, if you know what “you” feels like. You could end up with an eclectic mixed match of absorbed likes or dislikes of other people.

When you prepare your home for sale, you want to let the home speak for itself. Always keep in mind the power of first impressions. Open spaces are always better than filled spaces. Tidy is better than clutter. Neutral colours are better than big, bold colours. Think of that house as a best friend for whom you want to help find a perfect mate. Let it woo the next person for whom it will be a best friend.

Georgina Tierney Burke is the Alexandra Rose Estates Area Executive for Brentwood. She also owns the interior design companies Blina Interiors and Georgina Designs.



The Importance of Estate Agency Training



We all know that a lot of the reasons for our business and life success is education. If we hadn't gone to school, we couldn't read, write and do sums. Smart business people know that if you want to be the best you can be in business – whatever your profession – you are more likely to stay ahead of the competition, coming up with award winning ideas that you turn into profitable products and services.

Estate agency is no different. Not only will your business depend on keeping up with latest legal rules and regulations, but while we are clearly going through a technological revolution which affects every part of the buying and selling a home process, it is essential to keep up with how businesses are increasing revenues and reducing costs in this 'new world' of IT we now depend on. Consumers are changing their behaviour to and understanding how this will affect your business before it does is vital.

KNOW YOUR CUSTOMERS

In estate agency, your primary customer is the seller. But to deliver to your customer, you need to deliver buyers. Understanding how to reach both and how to ensure you deliver a good service to both requires treading a careful path.

Marketing to both sides and following through the purchase/sale at every stage takes time to learn. Even as a Chartered Marketeer, I know that I don't know everything, I have to carry on learning to retain my Chartered Status.

It's no different for estate agents. If you want to know the best ways of reaching consumers in the today's and tomorrow's property market and do so in the best and most cost effective way for the industry, working with professionals at the forefront of their field is vital.

Kate Faulkner
Property Market Analyst
and Commentator

www.designsonproperty.co.uk



Woodlink UK Lyptus[®] decking



Woodlink UK's Lyptus[®] hardwood decking was recently introduced to the UK and took centre stage at the Chelsea Flower Show in the Gold-medal winning Monaco Garden. Developed by Woodlink UK, Lyptus offers a sustainable alternative to traditional tropical timbers as it is produced from fast-growing trees on responsibly managed plantations in South America.

This high quality hardwood decking is made from Lyptus, a fully-certified alternative to traditional tropical species. Manufactured from

eucalyptus trees grown on managed plantations in Brazil, Lyptus can be harvested in less than 20 years, guaranteeing sustainability of supply, as well as source.

Described as "tough, resilient and it provides a wonderful bronze surface striking through the centre of the garden; set to revolutionise decking, in our landscapes and gardens". The product is being aimed at the higher end of the market as it adds an undoubted touch of class to gardens as well as terraced areas needing updating. Along with its beautiful appearance.

Woodlink UK feel this product is "our small contribution towards solving the problem of sourcing hardwood decking from endangered areas and species".

For more information contact Woodlink UK & Co. Limited:
Tel: 01787 475238
Email: sales@woodlinkuk.com
Web: www.woodlinkuk.com

Cyril Williams,
Managing Director Woodlink UK

Luxury Kitchens

In such a competitive market a well designed luxury kitchen offers a much needed edge which could prove vital to attract buyers and encourage them to purchase.

The kitchen is quite often viewed as the most important room in the house, and can be one of the most expensive to renovate or replace.

As a result more luxurious fittings offer an incentive to buyers, sparing the effort and expense of refurbishment when moving in.

On trend beige ecru and off white shades look beautiful and are perfect for creating a light and

airy space. Sleek, linear, handleless designs are particularly popular and effortlessly create a sense of luxury. These neutral hues also provide a blank canvas and won't intimidate potential buyers who wish to personalise the space.

Cococucine
020 8968 9555

enquiries@cococucine.co.uk
www.cococucine.co.uk

Roger Lynn, MD of Cococucine



Wellbeing of Women



Eve Pollard, Kay Burley,
Sarah Brown & Natasha Kaplinsky
at a WoW lunch.

Wellbeing of Women is the charity that improves women's health through research, training and education. It funds medical research to develop better treatments; it supports specialist training to improve doctors' effectiveness and it provides education for women so that they can stay well.

Wellbeing of Women was established in 1964 and has been raising funds ever since to invest in medical research and the development of specialist doctors and nurses working in the field of reproductive and gynaecological health.

To find out more about Wellbeing of Women, visit www.wellbeingofwomen.org.uk

WHY DOES WELLBEING OF WOMEN EXIST?

- 1 in 2 women in the UK will suffer from some kind of reproductive or gynaecological health problem
- 17 babies a day die in the UK at or near birth
- 140 women a week in the UK die of a gynaecological cancer
- 2 million women suffer the pain of endometriosis
- 1 in 3 women will suffer from urinary incontinence at some point in their lives
- 1 in 5 pregnancies ends in miscarriage

WHAT DOES WELLBEING OF WOMEN DO?

Wellbeing of Women raises money to fund medical research into any area of reproductive and gynaecological health. Wellbeing of Women has a very good reputation for selecting only the best possible projects for funding and has been awarded a 'Certificate of Best Practice in Medical Health Peer Review' by the AMRC.

Wellbeing of Women have been funding research since 1964 and many of the developments in this area that are now taken for granted will have been helped into being by this work; fetal scanning, IVF, vitamin supplements for pregnancy, cervical cancer screening.

License Opportunities

At Alexandra Rose Estates, we associate ourselves with professional women. People with the enthusiasm and motivation to establish their own regional property businesses, or those looking to enhance their own. They should possess high levels of customer focus, interpersonal skills and dedication.

Even though experience in estate agency or running your own business would be an advantage, it is not a requirement as we provide full training and ongoing support.

If you would like to discuss this opportunity further please contact us on:

01206 700123

incoming@arestates.co.uk

www.AlexandraRoseEstates.co.uk





HEAD OFFICE

Tel: 01206 700123

Email: incoming@arestates.co.uk

www.AlexandraRoseEstates.co.uk

BRENTWOOD

Georgina Tierney Burke

Mob: 07999 477196

Tel: 01206 700123

Email: Georgina@AlexandraRoseEstates.co.uk

CHELMSFORD

Etholle George

Mob: 07585 606563

Tel: 01206 700123

Email: Etholle@AlexandraRoseEstates.co.uk

NORTH ESSEX

Angela Lock

Mob: 07899 843583

Tel: 01206 700123

Email: Angela@AlexandraRoseEstates.co.uk

**LONDON BOROUGH OF
HAVERING & THURROCK**

Debbie Hunt

Mob: 07793 132623

Tel: 01206 700123

Email: Debbie@AlexandraRoseEstates.co.uk

