marketingproperty

macleod & maccallum

solicitors, estate agents and letting agents

www.macandmac.co.uk

Opening Hours
Monday-Friday: 9:00am-5:00pm



For a free marketing appraisal

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a moving experience



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Call us today for a free marketing appraisal on 01463 235559.

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Marketing package

Our all-inclusive package includes:

- Free market appraisal *
- Accompanied viewing service, in selected areas.
- 12 months registration in HSPC. The full brochure will appear on their website (www.hspc.co.uk).
- Right Move and On The Market registration.
- Regular coverage on our Facebook, Instagram and X pages
- Opportunity to appear as property of the week in our office and on our website (www.macandmac.co.uk).
- Eye-catching “For Sale” sign.
- Production of full colour professionally prepared sales brochures and PDF file for online display.
- Access to the Mac and Mac website (www.macandmac.co.uk) which will feature your property.
- Property Tracker, provided by HSPC, which enables you to see how many people are looking at your property on the website, on a day to day basis.
- 360º virtual tour of your property.

3D virtual tour of your property

We use Matterport 3D virtual tour cameras to allow prospective purchasers the chance to view your property remotely with a 3D virtual tour. Our virtual tours are of a high quality and will allow interested parties from all over the world to view your property. This 3D tour will give your property a competitive edge when going on the market and interested parties are more likely to call about a home which has a 3D tour available.

* You may be liable to reimburse us for the cost of the mileage if the negotiator has to revisit the property to take measurements and photographs in order to prepare a sales schedule for marketing.

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The property doctor guide:
How to prepare your property for sale

- Adequate lighting and fresh flowers add to the appeal of a property. A bright, airy property is more inviting than one with a stuffy atmosphere.
- Try to avoid cooking anything with a strong odour before your viewers arrive. Home baking or the aroma of coffee can be appealing.
- Pets are best kept under control, perhaps in a separate room or out walking - not everyone loves that friendly dog! Ensure pet bowls are fresh and clean.
- If there are any smokers in the house ensure all ashtrays are empty or removed from display. A new air freshener can help.
- No time to finish laundry? Then place it tidily out of sight. A clean and tidy property with fresh linen and towels gives a nice impression.
- A warm house feels welcoming and comfortable. If you have a feature fire try to make the most of it.
- A well maintained and tidy garden enhances the property. A hanging basket or some pots can brighten up even a small garden and create an appealing feature.
- Try to schedule viewings to show off your property to its best advantage.
- Allow viewers adequate time alone to take a second look around in order that they can relax a little. This helps them to think of any questions they may wish to ask and avoids them leaving the property with any unanswered queries.
- Advise any interested parties to note their interest through their solicitor or to contact us.
- Remember presentation is important - first impressions are often lasting impressions.





