

Bartram & Co make their mark in a tough market!

Marketing conditions for selling houses is challenging in these times but with hard work, great team effort and dedication, Bartram and Co are selling and letting homes Faster in Lutterworth and the surrounding areas in this ever competitive market! They have many years of local knowledge combined with a proactive and motivated team that are always looking at initiatives to create buyer activity. They have proved that they Do Deliver Results! They do not sit back & wait for things to happen, as they continue to build a reputation as the 'fastest selling agent' in Lutterworth & surrounding villages.

That is the message from Trish Hayes, Managing Director of Bartram & Co in Lutterworth.

The team are delighted with their results to date and for cementing themselves as a major force in Lutterworth and the surrounding areas, based from their Prominent Lutterworth town centre offices.

They have set themselves high conversion targets and with above average customer service levels, are proud to uphold these high standards whilst achieving a 77% completion on all of the properties listed to date. An astonishing result in this climate!

Conversion rate of 77% - How do Bartram & Co accomplish this in such as demanding market for people wishing to sell or let their property?

Recognising the changes in buyer's activity is crucial to finding that vital purchaser or tenant. The natural movement in the local market has changed dramatically due to the significant changes in lending which has resulted in a reduction of local buyers being unable to aspire to a larger property. Historically this has been the backbone of the local market but we are working in a transformed marketplace where the lion's share of purchasers are a result of relocation, lifestyle changes and retirement, the majority of which involve a change in location. During 2011 the majority of Bartram & Co sales and

lettings were to customers out of the area clearly demonstrating that access to Nationwide buyers is imperative!

Bartram & Co Offer You This Essential Network of Buyers

Instructing an agent who can provide you with National Exposure and Marketing is Imperative, the majority of buyers are no longer Local but in fact National.

Bartram & Co who are part of the Guild of Accredited network of over 600 National Estate Agents can offer clients access to these vital nationwide buyers.

In current times a hard working agent that applies various multi marketing initiatives to reach those prospective buyers is a must. Presentation of the property is also vital, from the first impression to the final viewing. Furthermore Bartram & Co provide an experienced property staging service as part of their standard package and professional photography to wow those prospective purchasers.

The Local Market Place

Although Nationwide exposure is important Bartram & Co continue to appreciate that there remains a consistent level of local activity with those clients who can take advantage of the current property market. Sellers who appreciate the market has changed and are prepared to be realistic with their pricing will sell faster and in turn are in a position to proceed and take

our house **SOLD within days!**

Demand Way Outstrips Supply in the Lettings Market

Bartram & Co are proud of having over 20 years experience in the letting and management of properties whilst achieving higher than expected rental income on behalf of landlords. Due to the ongoing lending restrictions for large sections of potential buyers, they have a vast Nationwide database of tenants waiting for properties to let, resulting in the majority of properties being let within days if not hours. Lutterworth is a highly desirable location offering excellent schools for families, motorway networks and accessible railway links for commuters.

Local landlord Mr F Doherty highly testifies on the efficiency and outstanding service of Bartram & Co.

Currently with reduced fees. For management of properties, there has never been a better time to put your property into the hands of Bartram & Co Lutterworth.

advantage of the savings on their onward purchase. The major advantage here is the reduced financial cost of upgrading than in previous years when property prices were higher.

Bartram & Co have built a reputation on knowing the local market and not being afraid to be honest with their clients. As testified by Mr & Mrs Herbert from Broughton Astley, the frank approach from Bartram's was refreshing,

Currently with reduced fees on offer. There has never been a better time to SELL your property through Bartram & Co Lutterworth.



• Bartram & Co managing Director Trish Hayes



• From left to right: Roy Hayes (Marketing), Tracey Swindell (Sales Administrator), Matt Clarke (Financial Advisor), Luke McAfee (Sales Negotiator), Vanessa Marriott (Property Manager) & W. Fowkes (Sales Manager)