



Our Accelerated Purchase System

Unlike traditional Estate Agents, we are able to speed up transactions and prevent fall-throughs, gazumping, gazundering, and similar transactional problems by using our unique hybrid transaction process. The main facets of this are:

- We prepare a **legal pack** up front and offer buyers insurance against fallthrough. This ensures that your buyer can commit early and ensures a speedy transaction.
- Our method also enables us to obtain a **signed agreement** and a **10% deposit** from the buyer, **on acceptance of their offer**.
- We only entertain pre-qualified, **proceedable buyers**. This includes:
 - Ensuring their budget is sufficient *before* arranging any viewing
 - Obtaining proof of funds and/or mortgage offer or agreement in principle
 - We do not normally deal with buyers in a chain unless their exchange of contracts is imminent. They can always come back when they are more proceedable, assuming your property is still available for sale at that point. This way, you don't lock in with a buyer whose own sale is not yet secure.
- Although we tailor our strategy for each client, we often use **guide pricing** rather than ceiling pricing. This encourages buyers to see the added value rather than try to figure out how much they can knock you down from your asking price. Our properties typically sell for **5-9% above** our guide prices.
- Speedy transaction: - A **completion date is agreed** at the beginning of the transaction. It can be set for any date which is convenient for all parties. Usually if the purchaser requires a mortgage, this would be set for between 6-8 weeks, but can be as little as 3-4 weeks if all parties are agreed.

Our Ethos

Our mission is to provide our clients with the best possible service and to make selling a home as stress-free as possible. We know that many homebuyers and sellers find the entire process very stressful and that Estate Agents are amongst the least trusted professions in the UK. In addition, up to one in three transactions fall through each year. At Alexander Munro, it is our mission to change that perception and make transactions more secure, and we are always looking for feedback and opportunities to provide an even better service level.

Because of our belief in offering outstanding Customer Service, we do not tie vendors in to a minimum marketing period. Our contract requires a simple 7 days notice at any time should you wish to cease using Alexander Munro's services. However, if at any point you are disappointed with the service or feel that we could be doing better, we would actively encourage you to discuss this with us first in case we can change things to improve our service to you and all our clients.

Our prices (see attached price list for full details)

Option 1 - Standard (AM Home Sales):

Listing fee of £300+vat

+ No sale no fee commission 1.5% + vat (minimum fee £1,750 + vat)

Option 2 - budget (AM Home Sales):

Up front fixed fee (full service) of £2,500 + vat (on properties £201,000 – 500,000)

Up front fixed fee (full service) of £5,000 + vat (on properties £500,000 and upwards)

Option 3 - Platinum (Alexander Munro):

Premium listings:

Marketing fee of £1,500+vat

+ No sale no fee commission 1.4% + vat

What does our price include?



All our clients benefit from:

- **HONEST, EVIDENCE-BASED APPRAISAL, & no lengthy tie-in**
 - we will not inflate our valuation just to win your business.
 - we will not tie you in to a drawn-out contract period.
- Our **SALE AGREED GUARANTEE** and our **EXTRA MILE GUARANTEE**
- Fully accompanied viewings
- Regular feedback
- 'Accelerated Purchase System' and free entry into regular online auction
- Full 'offer to completion' sales progression support
- Expert negotiation
- Marketing on two major portals as well as several other online locations
- High quality photography
- Optional upgrades
- Regular strategy review



In addition, our tenanted listings get:

- Manage tenant relationship during sale
- Initial period during which we will exclusively market to investor buyers to avoid unnecessary tenant evictions wherever possible



In addition, our premium service includes:

- Professional home staging
- Cleaning and garden tidy
- Virtual walkthrough
- Virtual staging (ideal for vacant or dated properties)
- Professional lifestyle photography
- Professional copywriting
- Printed brochure
- Bespoke for sale board