



the **property** experts



Relax, you're with the property experts

At Fineholm we are proud of our reputation as one of the leading independent property companies in Scotland's central belt. As a household name with over **35 years** experience in your local market we know how to maximise your property's value in the shortest time possible.

Our aim is to provide personal, friendly and efficient service to all our clients. Our experienced staff are dedicated to making your journey with Fineholm as smooth as possible with an honest and truly personal service - you will be given a **dedicated negotiator** who will deal with your property from start to finish.

By reaching the widest possible audience over the web, using creative visual marketing and through our proactive applicant matching system our aim is to sell your property quickly, at the best possible price and with as little disruption to your life as possible!

Our new dynamic and interactive website www.fineholm.co.uk means we reach directly over 20,000 prospective buyers every month - in their homes 365 days a year, 24 hours a day. We increase this potential audience further by marketing all our properties on rightmove.co.uk (the UK's biggest property shop) and s1homes.co.uk (Scotland's biggest property shop)

If a buyer is looking online, you can be sure that they will find your property!

Our name is synonymous with property transactions – if you are thinking of buying, selling or letting let us live up to our name as the property experts...

Call now on
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0131 221 9131
www.fineholm.co.uk



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The Sales Process...

Your journey with Fineholm will start with an experienced valuer visiting your property to give you an honest and realistic valuation on your property which will be supported by recent price comparables. They will explain the services that we provide and how we can most effectively market your property. They will discuss the pricing level – offers over, increasingly offers around or fixed price - a price set too high may put off potential buyers, too low may encourage unrealistic offers.

Preparation of the particulars for marketing will include full colour brochure, photographs, floorplans, virtual tours (neg) and details on the property. Different options are available depending on your needs.

A home report is commissioned by the seller which provides detailed information about the property. It includes:

- **Single Survey** – information about the value and condition of the property
- **Property Questionnaire** – key details provided by the owner (e.g. factor charges, council tax bands)
- **Energy Performance Report (EPC)**

We work in conjunction with Allied Surveyors who provide an excellent service to our sellers through the one survey network. We can arrange this on the seller's behalf. (Costs vary according to valuation)

Marketing Your Property

All our properties are marketed online and in the press (where necessary), through our applicant matching service and weekly property updates to prospective buyers and using for sale boards.

- Online:**
- www.fineholm.co.uk
 - www.rightmove.co.uk
 - www.s1homes.co.uk

By marketing your property on these sites we reach a huge audience of prospective buyers who can view your property from anywhere in the world at anytime they choose to look. This means we have the best possible chance of reaching the buyer who may purchase your property!

Applicant Matching: All properties are entered onto our system and then matched to prospective buyers. This process is done on a weekly basis so we target all buyers. With a constantly changing database of 1000's of potential purchasers from buyers newly registering on the web, current investor landlords, current tenants looking to buy you can be sure we will target as many potential purchasers as possible.

Accompanied Viewings: All viewings are accompanied by a representative and are carried out at times to suit buyers and sellers alike.



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The Sales Process... the property experts

Personal Service

When you choose Fineholm you will be given a dedicated negotiator who will help and guide you every step of the way.

We will liaise with you regarding your particulars, provide full and thorough feedback on all viewings and deal with any offers. Your negotiator will guide you through these offers and the process of setting a closing date where necessary. The experience that Fineholm offers will ensure that you can make a fully informed decision on which offer best suits your circumstances.

We offer a personal service to all our clients so you feel that you can truly trust and be confident that we are getting you the quickest and best sale.

Why choose us?

With 35 years experience Fineholm are well placed to achieve the best possible price for your property. As a truly experienced property company we are aware of both the past and current sales and rental markets - as such we are able to offer comprehensive advice to home owners, investors and landlords. We can also offer a full range of financial services from mortgages to pension advice.

A truly personal, efficient and hassle free approach to selling your property- call us, the property experts....

Please contact us to arrange a valuation and get more details on our services.

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