

# 7 Things you should know before instructing an Estate Agent

and more ...



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## Dear Homeowner,

When selling or letting your property, finding the right agent to fit your needs can be difficult. Most Vendors and Landlords will go with the agent that offers to get them the highest price, with the lowest fees, but this is not always the best method for finding the right agent for you.

In this guide, we explain the 7 things you, as a Vendor or a Landlord, need to think about before you decide on the best Estate Agent for you. We also discuss the main problems you need to look out for, and how to avoid them.

As a seasoned property professional, with over 35 years experience as a Landlord and Property Developer, I am able to confidently advise on what you need to look out for when engaging an real estate agent.

I hope you will find this guide useful when engaging agents in the future, making your experience as stress free as possible.



Bernadette Teuma BBS CA  
**Director**



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# 7 Things you should know before instructing an Estate Agent

When instructing an estate agent, most vendors and landlords will go with the agent that offers the highest valuation, with the lowest fees. Although this criteria is probably the most popular, it has been proven not the most successful in terms of actual sales or lettings.

When a property first goes up for sale or letting, there are literally hundreds, if not thousands of potential applicants to present it to. These buyers or tenants have the knowledge of all the properties like yours that are for sale or letting at the same time, and they use that knowledge to compare your property in terms of value for money, and to decide whether they view yours or not. If yours looks more expensive than other similar properties then they are highly unlikely to book a viewing. Even if you do get viewings, those buyers or tenants will be comparing it with similarly priced homes that offer so much more for their money.

The first 4-6 weeks that a house is on the market, while it is still fresh, provide the greatest chance of getting the best price for your property. In a tougher market this time frame is likely to be extended. Once beyond this critical time period, your home is already going stale and it's highly unlikely that anyone will pay you top price. The ideal opportunity has been missed and, particularly in a falling market, you will have to reduce your price to keep up with fresh, more attractively priced homes. Even in a rising market overvaluing is still dangerous.

Whilst the market price will eventually rise to meet your high asking price, the house that you want to buy will also have increased in value; if it is a more expensive house than yours to start with, it will now cost you even more to buy it!

By having a correctly priced home, listed at the right time and targeted to the right buyers or tenants you will appeal to the target market with more buyers or tenants and are therefore more likely to have multiple offers; this creates competition between those buyers or tenants, who will have to pay a premium to secure your home.

With our Guide to the 7 things You Need to Know, we believe everyone can find the right agent, who meets their requirements. Further, you can also find tips on what to look for in contracts, and the average prices for using Estate Agents to Sell or Let your property in 2018.



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# 1. Valuation Accuracy

Question: What evidence do you have to support your valuation?

## 1. Valuation Accuracy

Valuing a property over the realistic marketing price is a common tool used by agents who are interested in getting as many sign ups as possible. This 'Quantity over Quality' approach often works in achieving a high number of listings, but often fails in turning these listings into finalised deals.

Getting the price right is a complicated process and the most important aspect of listing a property and includes a number of factors.

An over-inflated price will not help you achieve a quick sale or let, but a low price is not necessarily good for you either! It is a fine balance between a realistic price and effective negotiation. If a property is up for sale for too long it can go 'stale', and can end up costing you tens of thousands of pounds during the negotiation process, especially if you have to slash your price to make the sale. If a property up for letting for too long it will cost you in void periods of not only lost rent but council tax too.

When dealing with agents, any vendor or landlord should request details on how the agent has determined the suggested marketing price. Evidence supporting their marketing price will come in the form of comparative reports, best price guides or sold prices that agents have specific access to. Any experienced agent will research carefully and compile various evidential documents before finalising a suggested marketing price of a property for letting or sale.

These reports can be supplied to the vendor/landlord to discuss with your agent whilst still in the valuation stage. Transparency is key between you and the agent as they should freely provide the information for you to jointly decide marketing price and strategy with sufficient knowledge of the market place.

If the agent you are working with is not willing to provide you with the evidence, or you feel that the information provided is not substantiated, explore other options and ask other agents for valuations. If time is short, ask for desktop valuation, which can provide a rough estimate without the consideration of the condition of the property.



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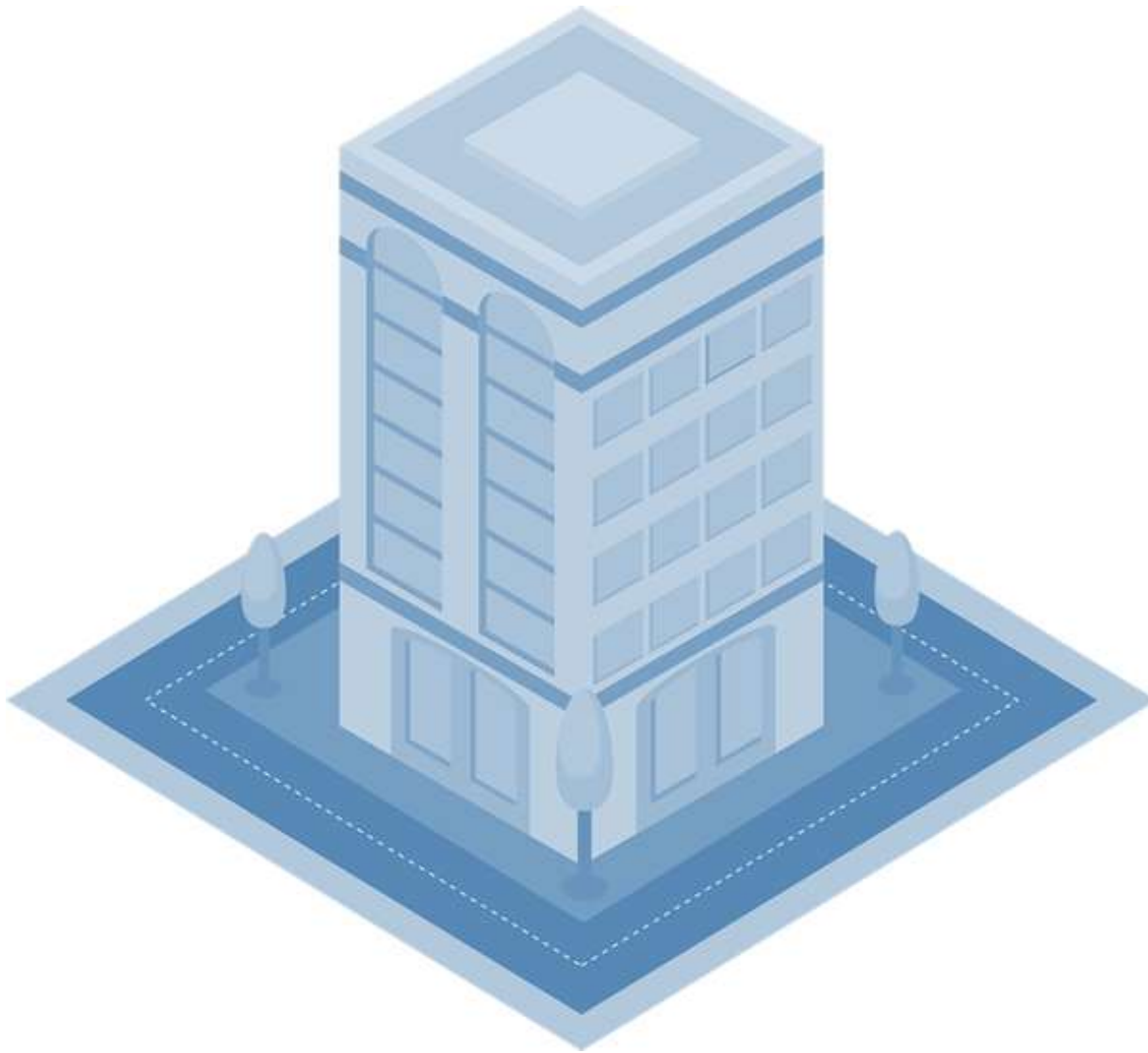
At Coldwell Banker we pride ourselves in instilling confidence with our Landlords and Vendors, throughout the process and communicating all knowledge regarding the market place.

We communicate effectively and timely with our Landlords and Vendors on all aspects of their property and regularly review the price to ensure it remains competitive. We have established a strong relationship based on trust with all Vendors and Landlords who we have worked with for many years. We provide all our Landlords and Vendors all supporting documentation of Best price guides and rationale for suggested marketing price



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## 2. Agent Specialism

Question: Which properties do you specialise in selling/letting?

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## 2. Agent Specialism

Although many agents deal with many types of properties and many different types of lettings and sales, agents may have a type of property or area they have more experience and specialise in.

It is important that any agent you are instructing is the most likely to attract the buyers or tenants you need. If an agent is working in an area known for listed buildings all marketed for over £1,000,000, then the majority of their database will be applicants looking for this type of property. A good agent knows each buyer's requirements intimately and is able to use this knowledge to show the property to the best advantage. When you match a buyer's or tenants needs, they are more likely to pay more! Giving your detached house with land to an agent that sells mostly flats (or vice versa) is only going to make your home harder to sell or let because they won't have the right marketing experience, buyers or tenants for your type of property.

Buyers or tenants looking for individual houses generally have to look over a wider area, as they are less common. This means that some staff from multi-branch agents will actually be competing against each other, which can be confusing for all. Find an agent who has experience in letting or selling the type of property you are marketing, and who works your patch well. You can find out how much an agent knows by asking about developments/properties around yours, ask about average prices, trends etc.



At Coldwell Banker Southbank we specifically target all types of high end properties and river side developments with specialism in the Southbank, Waterloo, Kennington and London Bridge areas however we operate all over Central London.

We have targeted and farmed a few particular high end riverside developments in SE1 and thereby have become the most active agent with a wealth of knowledge and expertise within those specific developments enabling us to provide expert market knowledge to our Landlords and Vendors and our Tenant and Buyer applicants.

We have an extensive database of tenants & buyers looking for properties in the area. We keep our clients & applicants well informed about available properties and the market place and market trends with our Monthly Newsletters & Hot Property Mailouts.

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## 3. Marketing Quality

Question: What marketing materials will be produced for my property?

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At Coldwell banker Southbank we always make time to stage the property before taking our professional photographs. A beautifully set table can impact a dining room immensely, and a clutter free nursery can really give the home a warm feeling.

We will always produce brochures for our properties and provide them to our applicants well before any viewings to ensure the property suits their needs to ensure we are not wasting anyones time. The less surprises the applicant has, the better!

*"A book is judged by it's cover, and you only have one shot to make a good first impression"*



S. Lappin, Founder  
[Listingdoor.com](http://Listingdoor.com)

### 3. Marketing Quality

With the dramatic increase in the number of people using the web to find the right property, presentation has become even more critical. You only have a few seconds to catch their eye, so top quality photography is essential to attract buyers and tenants.

The 'point-and-shoot' digital cameras used by many estate agents don't produce pictures of high enough quality. When combined with poor lighting and composition (and the wrong lens) this can produce harmful results.

With regards to selling or letting property, the purpose of the photography is to encourage further inquiries and viewings, not to give the applicants all of the information beforehand. Potential buyers or tenants don't want to see multiple angles of the same room, or dirty towels hanging over the shower screen. Nor are they interested in photos of the toilet or rooms where the blinds or curtains are closed.

The way photographs are composed and the choice of images used can make a big difference. Having a dull front photo and changing it for a sunny one can significantly increase response from prospective buyers or tenants. Likewise, the quality of the brochure created to sell or let your house can dramatically affect the number of viewings, and the end price you achieve. Make sure that you check the agent's websites for photos of all their properties, not just the ones that they show you on the valuation.

The quality of marketing materials produced for you by the agent, will give you an indication of how much time the agent is investing in the property. The quality of pictures, brochures and floor-plans can make a vast impact on the response the property receives from the various channels it can be marketed on. A poorly marketed property will not attract much interest, where as excellent photographs and floor plans along with accurate and complete property descriptions and brochures make all the difference especially to an agent who is time pressured wanting to only attract the right applicants and minimise time wasters. Producing the effective marketing tools, and supplying brochures to potential applicants means only serious inquiries make it to the Agent. Always scour the Agents website to view how they present properties and what information is available. Research is key.

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## 4. Marketing Channels

Question: How will you advertise my property? Which portals will you reach? How large is your database?



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At Coldwell Banker Southbank, we market on all major property platforms, and distribute monthly newsletters and 'Hot property' mail outs to our database and to our social media platforms.

All our listings are also published on our national website [www.coldwellbanker.co.uk](http://www.coldwellbanker.co.uk) and our international website [www.coldwellbanker.com](http://www.coldwellbanker.com) and for luxury property onto [www.coldwellbankerluxury.com](http://www.coldwellbankerluxury.com)

For properties that really dazzle, we also have access to Homes and Estates Magazine, an elite international property magazine - See London on the cover here: <http://blog.coldwellbankerluxury.com/2017-issue-3/>

## 4. Marketing Channels

Marketing your property in difficult market conditions means, distribution across different platforms and channels is vital. The more people your property can be presented to, the more likely you are to find a buyer or tenant.

The advantage of instructing an agent, is that you will have access to online marketing property platforms such as Rightmove, Zoopla and Prime Location, where your property will be viewed by hundreds and thousands of interested buyers and tenants. Further the agent will promote your property on the social media channels as well as offline marketing in the Press, on For Sale boards, brochures and window displays

When asking your agent, always make sure to get responses on exactly where your property will be marketed. This will enable you to know where to look to research previous and comparable listings, and to gather as much information on the agent and their experience as possible. These channels also require maintenance, so does your agent update their properties, change the images so that the listing always looks fresh?

Are there properties on their portals that have been up for a while, that still say 'Available in the new year', and it's March already? This type of listing obviously has not been updated since listed months ago. Ensuring these sites are maintained is a long process in itself, but a seasoned, experienced agent will understand this and always be looking to refresh their listings.



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# 5.Staff , Systems and Processes

Question: How good are your staff in selling or letting properties like mine?

What systems are in place to ensure that any acceptable Sales offers progress to final stages ?

What systems are in place to ensure my property is properly managed?

Who will look after me and my property during the house sale process?

How will you assist in ensuring I am compliant with all the legislation for letting my property?



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## 5. Staff, System and Process

Incentivising staff in the right way means they remain focused on providing a top-quality service, rather than continually looking for the next sale or let at any cost. Negotiators who are paid on individual commission tend to focus only on properties they are responsible for, therefore a shared shared commission pot will help alleviate some of the problems.

Many agents feel that once a sale or let is agreed their job is done, but that's when excellent or outstanding agents really get to work. Proactive chasing of all parties involved in the sale or let, by experienced staff, means that potential problems can be easily identified and tackled, before they become sale/let- threatening issues. The most frustrating aspects of selling or letting a house is not knowing what's going on. If you are not seeing progress from going on the market and the pre-offer stages through to offer acceptance and final contracts, how do you know what's happening? Ideally having one main point of contact keeps things clear and simple for you, resulting in a much less stressful sale.

Nationally, 30% of sales fall through (source: Quick Move FTI), and houses are harder to sell second time around. Abortive sales are distressing, time-consuming and expensive for you. Agents should qualify the buyers and check their property chain upfront, to make sure the sale is less likely to collapse.

Excellent agents will make sure that their landlords are well informed in relation to Landlords legal obligations when letting out their properties. The law keeps changing so it is most important that your Agent keeps you well informed and up to date with all the changes. There are a number of obligations that must be met by each Landlord in relation to the following which a good agent should highlight and assist with compliance on behalf of the Landlord:

1. Gas safety certificates
2. Electrical PAT testing for all electrical appliances
3. Energy Performance certificates
4. Smoke alarms
5. Carbon Monoxide alarms
6. Non Resident Landlord tax obligations



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Highly trained and experienced staff together with well-established links with quality professionals involved in the process means we can qualify any offers by checking buyers' chains and their financial situation, reducing the risk of the sale falling through. We maintain a high level of contact with you throughout the sales and lettings process, where we will talk you through viewing feedback, and Rightmove.co.uk performance statistics. We deal with the other buyers, sellers, estate agents, solicitors, mortgage advisors and surveyors involved, so you get the full picture. Also, your sale will be looked after by the same staff that accompanied your viewings. We also have rigorous Tenant referencing and Right to rent checks. Our tried and tested processes and strict adherence to legislation results in the saving of thousands of pounds for our clients as well as reducing much unnecessary stress.

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## 6. Feedback

Question: How often will the agent be in contact with me? What policy does the company have in place for keeping the landlord/vendor in the loop?



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## 6. Feedback

The adage 'the devil's in the detail' is very important for most things, especially property. That is why if proper feedback is not completed for each viewing, you don't get an accurate picture of whether your selling price is too high (or too low), and this can result in missed offers.

Getting swift feedback is important so you know exactly what is happening with your property and potential buyers or tenants are kept excited about it too. It is not unreasonable to expect your agent to keep you in the picture; you are paying them, after all! Fortnightly calls (or weekly as appropriate) keep you up-to-date with all activity, but also highlight any trends in the market which may affect the progress of the sale or let.

Sadly, many agents only make contact on an adhoc basis, and rarely contact the seller or landlord again unless there is a problem. Keeping in contact with Landlords and Vendors seems an obvious thing for agents to do, but it may surprise vendors and landlords when lack of clarity surrounding feedback can leave them without communication over a long period of time.

A good agent will always communicate to the vendor/landlord regularly with viewings feedback, offers as well as market trends and price movements and provide feedback as soon as it is received from the applicant and all offers are put forward irrespective. This transparency means you are always aware on what is going on to enable you to make informed decisions in relation to your property.

At Coldwell Banker, for each viewing we ask our applicants to provide feedback in relation to 5 points: location, condition, garden, price and overall how the property fits in with what they are looking for.

This system really analyses buyer or tenant feedback and makes it so much easier for you to understand what the market thinks of your home. It will also tell you precisely what you need to do to in order to achieve a better price or a quicker sale or let, with facts not just hunches.

Where possible we will give you viewing feedback on the same day, or next day at the latest.



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# 7. Testimonials

Question: Can you provide me with some testimonials

How do your customers rate your service?



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## 7. Testimonials

The best way to be protected from poor estate agents is to see how their customers rate their service. Be careful though, as most agents will have several good testimonials that they can show you, but you need to know that these aren't just one offs and that there's consistency in their performance. Firstly, check how recent any testimonials are; it's no good if they are older than 2 months ago as staff may have left or processes changed. If there's no date on them, be extra cautious!

Determine whether they relate to sales and/or purchases, or rentals, as people's expectations between the two processes can be very different.

You also need to know how consistent their service is, so you'll need to make sure that the agent has an ongoing tracking system for measuring their performance. Some agents may say that a high number of their customers are satisfied or happy to recommend them; you need to ask how they obtain this data or have they just made it up to sound impressive?

There are independent review websites, especially for estate agents. Visit ones like [www.trustpilot.co.uk](http://www.trustpilot.co.uk) and see how well your chosen agent is performing.



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We send questionnaires to buyers, sellers, tenants and landlords after each deal and to those who have taken their houses off the market with us to gauge how well we have performed.

We ask a series of questions and invite comments. We also ask for a rating of our services which is done directly onto our profile with Trust Pilot which is an independant review website

By measuring responses, we are kept well informed of our service provision and how we can continue to improve it.

We are very proud to say we have achieved a 5 STAR rating on TRUST PILOT. Check out our reviews on <https://uk.trustpilot.com/review/www.coldwellbanker.co.uk>

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# Make sure you clarify these points before signing your contract



Contracts can be daunting, especially with all the small print attached on to agent contracts.

Most agents make precise contractual points clear to a consumer whilst in the stage of discussion, but sometimes, a few major points may get glossed over!

It is of course, always sensible to read through your contract, but what do the terms mean? Here we explain some items to look for in a contract which if not careful could leave you with a heavy bill, and an even heavier sense of regret!

**- Just a percentage fee with no mention of VAT**

Most consumers are unaware of the fact the all fees displayed to consumers by an Estate agent must be inclusive of VAT in accordance with the Committee of Advertising Practice code, where is is stated:

*"3.18 Quoted prices must include non-optional taxes, duties, fees and charges that apply to all or most buyers(namley Lanldords and Vendors). However, VAT-exclusive prices may be given if all those to whom the price claim is clearly addressed pay no VAT or can recover VAT. Such VAT-exclusive prices must be accompanied by a prominent statement of the amount or rate of VAT payable."*

Since almost all Estate Agency and Letting Agency customers are consumers, they cannot reclaim VAT, meaning it must be displayed inclusive in all fees.

Always check if fees are inclusive of fees as if not, you may be footed with a bill a lot higher than expected!

**- Tie in Periods**

It is common practice for agencies to have a tie in period. This is a common clause which allows the agent time as a sole agent to market your property to their fullest of abilities. The issue can be the length. A common tie in period can be 10-12 weeks. This is the longest necessary. Always be wary of agents asking for longer tie in periods, and always remember you can negotiate!

**- Hidden fees**

All fees should be clear and concise, and addressed in such a way not to be secretive. Always read all small print to make sure no hidden fees are mentioned there, as such things as 'marketing fees' can be hidden as a separate clause altogether!Any additional fees should be agreed by the consumer in advance to you being charged.





### **- Type of contract arrangement**

Make sure the agent explains to you what type of contract you are signing. The types are explained below:

#### **Sole selling rights:**

Be very wary of agents that are asking for Sole Selling rights. This means that the agent will be due a fee even if they had no responsibility in the sale or let of the property. For example, if you were approached by a friend about buying the property, and you were still in contract with the agent, and your friend privately agrees to buy the property, the agent may still be due a fee. This is very confusing, but some agents can have this type of agreement as it assures them that they will be paid. If you would like to go with an agent who is offering this contract, our advice would be to divulge the name of any interested parties before signing and make them an exception to the clause.

[At Coldwell Banker Southbank, we do not deal with Sole selling rights contracts.](#)

#### **Ready, willing and able purchaser:**

Another contract type to be wary of. In this type of contract, the agent may find a buyer who offers on the property, and if the seller pulls out at any time for any reason, the fee is still payable. For example, if the seller is selling a property for £800,000, and agrees an offer from an applicant the agent has introduced, but later pulls out as they lose their job and need to stay put, the 3% fee is still payable. So the seller must pay the agent almost £25,000 out of their own pocket. Situations and circumstances can change, so this type of contract is never a good idea.

[At Coldwell Banker Southbank, we do not deal with Ready, willing and Able purchaser contracts.](#)

#### **Multi Agency:**

With this contract, you can use as many agents as you like, with the confidence that you only pay the agent that introduces the buyer. Normally the fees are higher than those of a Sole Agency contract.

#### **Sole agency:**

This is the same as Sole selling rights, but if you do find your own buyer or tenant nothing is payable to the agent. The strict rules around the 'Ready, willing and able purchaser' also do not apply.



### **- Double Fees**

Although an uncommon practice, some agents can in fact have clauses in the contract meaning they are due a fee even if the property is seemingly let by another agent.

Picture the scenario:

You instruct 'Agent A' to let your property, but dissatisfied with the service you terminate the contract and instruct 'Agent B'. Agent B then goes ahead and lets your property for you. The commission is payable for them and you pay in due course. All of a sudden you are approached by Agent A, asking for their percentage as the tenant was originally introduced by them.

This could happen months after the end of the contract.

The best way to avoid this is to ask the Agent if this clause is included in the contract and have a thorough reading of the contract yourself.



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# Selling/Buying - What are the costs in 2018?

Selling, Buying or Letting is not getting cheaper.

Coldwell Banker Southbank have summarized the cost of moving house based on buying and selling an average valued property in SE1.

The price for selling and buying increases with the value of the property

In SE1 the average price for a property currently stands at £1,339,070 ([http://www.home.co.uk/guides/house\\_prices.htm?location=se1](http://www.home.co.uk/guides/house_prices.htm?location=se1))

In the tables on this page, we summarize the total cost of selling or buying an average property in SE1 - at £1,339 070. Some fees are fixed like Postal Redirection however most fees will increase as the property price increases.

At Coldwell Banker Southbank, our sister company Elan & Co. Chartered Certified Accountants, can help with tax related issues, and we can even point you in the direction of solicitors and maintenance teams that are fairly priced and vetted by us. So you don't pay more than you have too.

The Cost of Buying	
Stamp Duty	£77,567
Property Surveyors	£400
Conveyancing	£750
Valuation Fee	£1,350
<b>Buying Total</b>	<b><u>£80,067</u></b>

The Cost of Selling	
Estate Agents	£20,085
Conveyancing	£950
EPC	£80
<b>Selling Total</b>	<b><u>£21,115</u></b>

General Moving Costs	
Removal Company	£1,200
Postal Redirection	£45
<b>Moving Total</b>	<b><u>£1,245</u></b>

Source: Information found and reviewed on: <https://www.comparemymove.com/planning-moving-day/cost-of-buying-selling-moving-house>



# Letting - What are the costs in 2018?


'This is Money' have devised a very handy tool to allow Landlords to see how much letting their property would cost them. You can find this tool at: <http://www.thisismoney.co.uk/money/buytolet/article-3233909/Calculate-costs-run-buy-let-property.html>

We have used this calculator to calculate the cost for the average property in SE1, which lets for £2663.00PCM, see results in the calculation table across. Most costs are unavoidable, but always check with your agent to see if they can point you in the right direction in terms of services you require surrounding the letting of the property.

We at Coldwell Banker Southbank, have partnered with a conveyancing law firm and a mortgage broker and we also have access to a number of property maintenance contractors, who we can introduce to you.

The costs can further increase with the new compliance legislation in relation to gas safety and electrical PAT tests and energy performance certificates and the recent property tax changes, so it is most important to be well informed. Further Non Resident Landlords, may experience new tax implications. Our onsite sister company Elan & Co. Chartered Certified Accountants can help and assist in all property tax matters for both Resident and Non Resident Landlords and Vendors and Buyers.

**BUY-TO-LET COSTS CALCULATOR**



Monthly rent £ 2663

**CALCULATE ANNUAL COSTS**

Agents fees	£ 3994.50	i
Maintenance	£ 250.00	i
Insurance	£ 155.00	i
Appliances	£ 160.00	i
Void periods	£ 2663.00	i
Overall costs	£ 7222.50	

**How will costs affect your returns?**

Annual rent	£ 31956.00
Rent minus costs	£ 24733.50

\* Figures based on standard letting and management fees, ONS Family Spending report, SimplyBusiness average insurance cost. These should only be used as a guide, individual costs will vary. Agents fees based on standard 12.5% charge. Mortgage costs may also apply.





# Coldwell Banker Southbank

Coldwell Banker Southbank is part of the global brand Coldwell Banker which operates in 49 countries from over 3000 offices with 88,000 representatives and is the largest and oldest real estate brand in the USA

We here at Coldwell Banker Southbank are based in the heart of fashionable Bermondsey Street in London Bridge. We are independently owned and operated and we pride in our reputation for excellence in client services which stem from the system's founding in San Francisco, California. The client's best interest must be the guiding force behind all services and we are aware of the importance of preserving the legacy and contributing to the Evolution of Excellence. Coldwell Banker will remain focused on the values that have served their clients well over 100 years - integrity, honesty, and uncompromising professionalism.

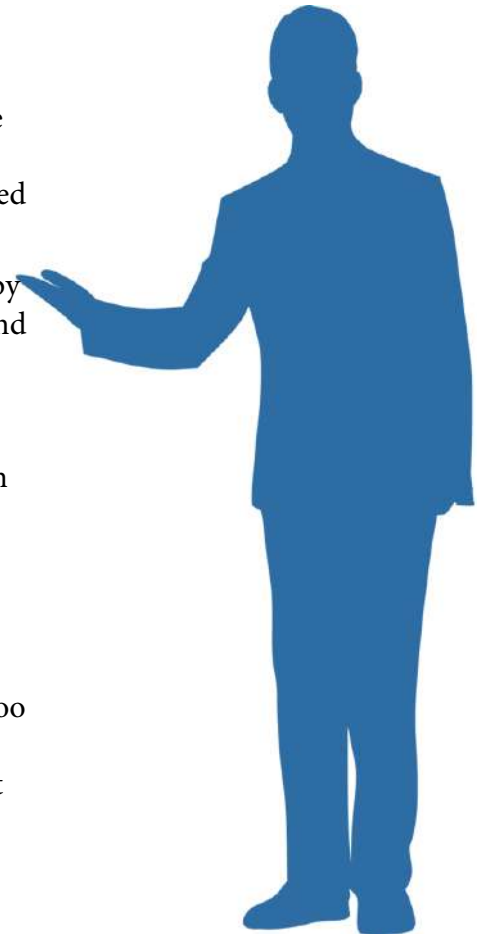
Coldwell Banker Southbank operates across London and specialises in all the SE postcodes and was founded by property professionals who have lived and worked in the Southbank for over 25 years. They arrived in 1995 and discovered the area ready for massive change, and are now determined to showcase the massive regeneration the area has on offer to anyone looking to live in this part of central London.

The Southbank along the river in particular lies in the heart of the SE1 London postcode, and the regeneration of the Southbank has been the focus of the major Riverside London Regeneration projects and catapulted this area into the London property premier league. The London Eye, The Shard The Tate Modern, Shakespeare's Globe are just a few of the spectacular landmarks in The Southbank, and they all sit in some of the most beautiful architectural spots London has to offer.

The Southbank is exceptionally well served by rail and road. Major public transport terminals include Waterloo and London Bridge stations with numerous underground stations also coming to Southbank. The night tube, having been introduced last year earlier this year also includes the Jubilee line, which comes through the heart of Southbank.

Coldwell Banker Southbank is an integral part of this community recognising London as one of the most important property markets anywhere in the world and the centre of attention for many buyers, sellers. Landlords and Tenants and investors.

For further information on the Coldwell Banker Southbank website goto: [www.coldwellbanker.co.uk](http://www.coldwellbanker.co.uk)



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# Coldwell Banker International

The Coldwell Banker brand is the oldest and most established residential real estate franchise system in North America. In fact, in many ways it was the original real estate “start up.” Founded by young entrepreneurs Colbert Coldwell in 1906 and later Benjamin Banker, Coldwell Banker changed the way people bought and sold homes across America, ultimately becoming one of the most trusted real estate brands in the world. More than 100 years later, the Coldwell Banker network is still continuously recognized for its innovation and leadership and is one of the most trusted in the world, with a global presence across 49 countries and territories worldwide operating from 3000 offices with 88,000 affiliates.

For further information on the Coldwell Banker International website goto: [www.coldwellbanker.com](http://www.coldwellbanker.com)



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# Coldwell Banker Luxury

Coldwell Banker Southbank can offer clients who own Luxury properties in the UK, access to the international Coldwell Banker Global Luxury program which provides an international platform to market their property. Coldwell Banker Southbank have access to international Masters of the Coldwell Banker Luxury Program, ranking among the best in the world by exceeding expectations and creating exceptional experiences for their discerning clients every day.

## 360° Marketing Approach

The Coldwell Banker Global Luxury program offers an unrivalled global stage from which to showcase your Luxury home. Coldwell Banker Property Specialists are truly borderless and come armed with a complete suite of tools designed to share the beauty of your home with an affluent audience at all times, no matter where they happen to be in the world.

## Elite International Syndication

The Coldwell Banker Global Luxury program has partnered with some of the world's most exclusive and high-performance real estate syndication websites to maximize the global exposure of your luxury home.

## Coldwell Banker Luxury website

Newly launched, the Coldwell Banker Global Luxury website connects an affluent audience to the world's finest homes. From golf course properties to wine country estates, the website's cutting-edge lifestyle search allows potential buyers to select properties according to their passions. Multiple language translations and currency conversion tools also allow international buyers the ability to tailor their user experience. A built-in referral network for Property Specialists' exclusive use links them to other high-end real estate professionals locally and around the world.

For further information on the Coldwell Banker Luxury goto:

[www.coldwellbankerluxury.com](http://www.coldwellbankerluxury.com)



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# Coldwell Banker Southbank Partners

We work very closely with our Partners to assist our clients with an end to end property service.



Coldwell Banker Southbank has onsite access to a team of professionals at Elan & Co Chartered Certified Accountants that can provide much needed Accountancy and Tax services related to property. When buying or selling or letting property there is a host of areas of expertise required to ensure property transactions are executed in an efficient manner. All property investment transactions have tax implications and it is important to ensure that you gain professional tax advice to ensure that the transactions are structured in a tax efficient way to avoid unnecessary tax consequences and to plan ahead of constant tax changes. Elan & Co LLP specialise in all areas of property tax including giving advice in buying, selling or letting a property in the most tax-efficient manner, choosing a property investment strategy that saves you tax, offsetting allowable property expenses, how to obtain tax savings from buying a second home or holiday home, stamp duty savings, capital gains tax minimisation, AETD, non-resident landlords tax and advice and inheritance tax planning. [www.elantax.com](http://www.elantax.com)



Coldwell Banker Southbank work closely with Solicitors and Conveyancers at Colman Coyle. Their team has established an enviable reputation through the department's in-depth and comprehensive knowledge of the real estate market. The work of the team covers all aspects of property related work including Residential sales and purchases; Commercial Property; Site Acquisition and Development Projects; Property Finance and Investment; Joint Ventures; Party Wall, Right of Light and other easements; Enfranchisement and Right to Manage; Construction and development/investment vehicles. SME's and private clients and property disputes. Clients cover a wide spectrum including major development/investment vehicles, SME's and private clients. [www.colmancoyle.com](http://www.colmancoyle.com)



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## Get in touch

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[www.coldwellbankerluxury.com](http://www.coldwellbankerluxury.com)



*"A complex world made simple  
Coldwell Banker Southbank  
made the complex world of house  
hunting simple. We received  
simple and proactive  
communication..." - Conor*

Rated 9.4 / 10 | 38 reviews on



Coldwell Banker Southbank is rated



based on 38 reviews



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