



Welcome

Pygott & Crone are a multi award winning independent Estate Agency specialising in all aspects of property & land.

We aim to provide unrivalled, honest and trusted advice whilst continually exceeding the expectations of our clients.

Pygott & Crone aims to guide you to achieving the best possible price for your property and through the whole moving process.

Through our discussions and in these materials, we hope to demonstrate the best way to reach these goals, with the most successful outcome possible for you.

In the end, we hope to give you a better understanding of two things:

- 1. What is involved in achieving your objective.
- 2. How our unique service is your unique advantage.

Thank you for trusting us with the sale of your home.







Our unique approach

Once you have instructed Pygott & Crone, our company has a unique structure that puts a team of support behind every client.

Whilst our valuer will oversee the marketing of your property and communicate with you regularly, they will be supported by a dedicated office-based sales negotiator and a 24/7 support team to ensure you achieve the best possible result.

Providing personal service and support through the whole process is very important, the legal transaction time can be lengthy and having a dedicated person to guide you through this stage is invaluable.



Local Expertise. Worldwide Coverage.

Whilst we have an excellent local High Street presence & brand awareness, it is vital that our local property experts are supported on a much wider scale to ensure we can attract the best possible purchasers for our clients.

Our web and design teams ensures our website, combined with Rightmove, Zoopla, On The Market and our social media, allow us to reach a global market.

In addition, if you are moving out of area, we have built up a database of excellent estate agents throughout the UK. We are members of the Land & New Homes Network, and working with IAmProperty, gives us access to agents that can assist you to relocate in the UK.







Experience Matters

We are a leading independent estate agent, with over 33 years experience.

On average our team sold, subject to contract, over 120 properties a month in the last year.

Obviously, the market has been very challenging over the last 12 months and having the experience and ability to adapt to ensure our clients are well advised through different market conditions is very important.

Our experienced sales team have an excellent record of handling clients' sales. Our teams' experience and service leads you to better results.





Expect More

Most people think of promotion when they consider marketing. We want the most effective result for the client.

Great promotion is only one component of marketing. The property's price must also be right; the best promotional strategies will not sell an overpriced product. Equally the best priced product will not sell as well without great promotion. In addition, the product must be presented in the best possible light.

Every major successful company selling products puts as much time into developing people, product studies and pricing strategies as they do promotional efforts.

It is with this comprehensive planning and investment that we approach the sale of your property. We work hard studying the market to ensure we give you the best advice and plan to get your property sold for the best possible price.



Every Lead Answered

Pygott & Crone have invested in the latest technology to ensure that all enquiries are responded to.

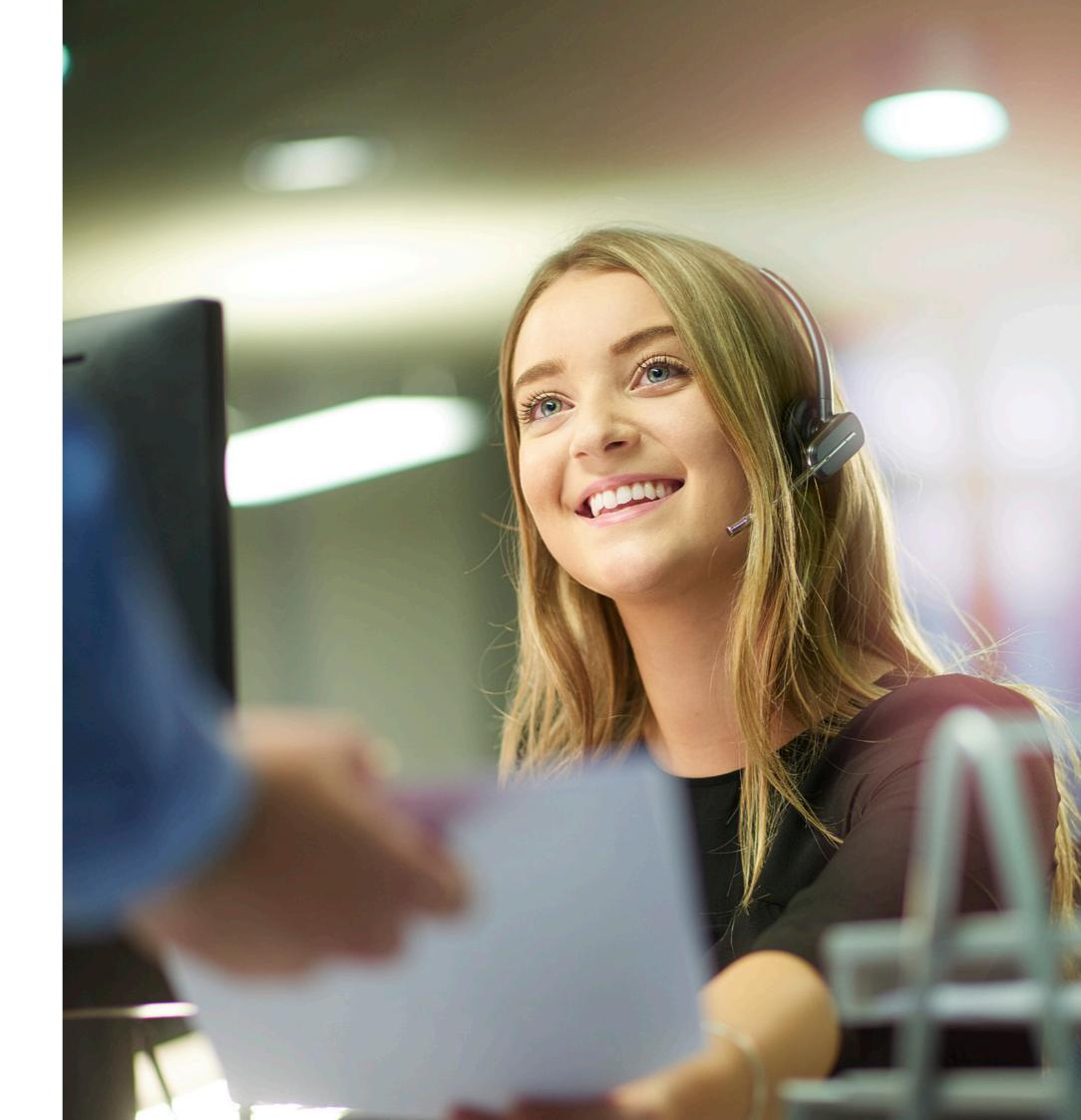
Enquiries from buyers are received by email, live chat, text, phone call or in person and our teams are well trained to provide good levels of service across all enquiries.

A quick knowledgeable response is required by all potential buyers and sellers in today's society and it is very important to have the correctly trained teams dealing with enquiries.

With over 33 years of local knowledge, our teams are able to advise potential buyers on all relevant factors, including schools, amenities, and transport.

We aim to respond to every enquiry as quickly as possible via an experienced member of our team who will provide a confident response.







Customer Reviews

Mrs Y

feefo ****

Helpful, knowledgeable estate agents who keep the client regularly

Very helpful and knowledgeable staff. Consistently provided viewings to our property and always kept us updated with viewing feedback. Helpful weekly updates from the sales progressor.

Mrs M

feefo ****

Fantastic Service.

I am so pleased that I chose to sell my late father's house with Pygott & Crone. The service that I received was absolutely brilliant!

They gave me a very realistic price to sell the house at, they kept in touch by phone and email, they were informative and supportive throughout the selling process. Nothing was too much trouble for any of the staff in the Grimsby office and I would absolutely recommend them to anyone.

Mrs R

feefo ****

Excellent service.

Excellent service from beginning to end. Good communication and very professional. All members of staff most helpful. Cannot fault them and would thoroughly recommend their services for selling a property.

Mr K

feefo^{ee} ★★★★★

Helpful.

Friendly and helpful, good communication ensuring we were kept informed at all times. Very approachable.

Mrs B

feefo

Highly recommend.

Friendly helpful staff. Nothing was to much trouble when finding out information for us on our house purchase, and accommodating additional viewings.

Mrs S

feefo +++++

Excellent customer service.

Excellent service by the team. They kept me up to date frequently and were very understanding of the situation. Sam Bettinson in particular went above and beyond.



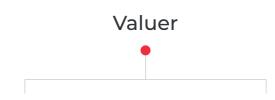
Houses. Homes. Harmony.

Houses. Homes. Harmony.

Your Personal Agent

There will be dozens of people involved in the sale of your home; some very briefly, others for longer periods depending on at what stage the transaction is.

As the valuer responsible for your file, I will constantly be involved through the entire transaction.



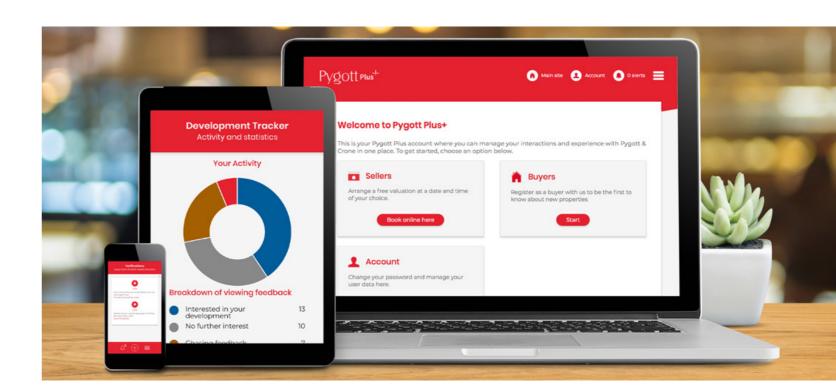
- Viewing Co-ordinator
- Energy Assessor
- Sales Negotiators
- Buyers
- Customer Service Advisor
- Sales Progressor
- Board Erector
- Financial Advisor
- Building Society/Bank

- Marketing Team
- Film Company
- Conveyancer
- Insurance Company
- Surveyor
- Professional Photography
- Removal Company
- Utility Companies
- Contractors



Pygott Plus

Your personal property journey.

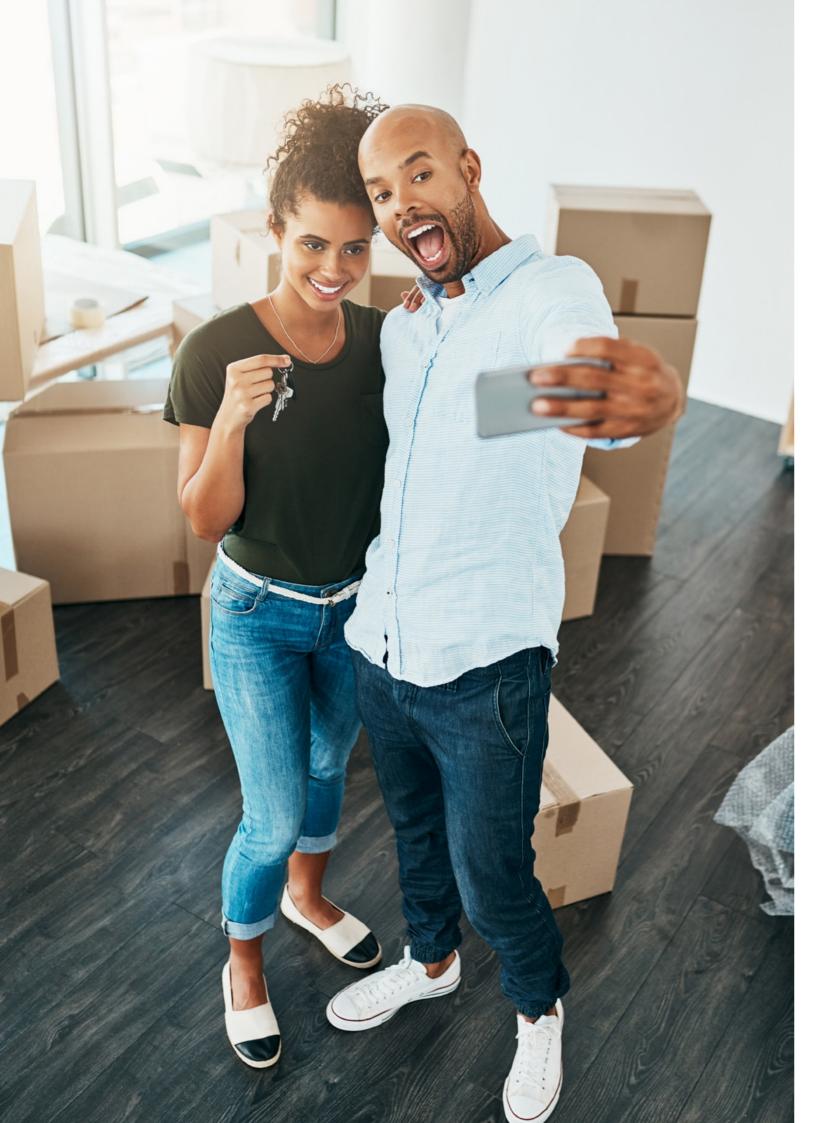


We offer Pygott Plus, which allows you to register online & input your search criteria.

Once registered, you are able to book viewings online, set up email alerts and provide viewing feedback, register your interest and make an offer. Our online service provides more flexibility and enhances our normal 24/7 available services.

- Register your personal requirements.
- View property information & title.
- Book viewings online
- Provide viewing feedback.
- Register your interest.

- Make an offer.
- Convenient & accessible from any device.
- Fully integrated with all of our branches.
- Available 24/7 wherever you are.
- Easy to activate, easy to use.



Product. Pricing. Promotion.

We start by visiting your home and providing you with advice on how it compares to the competition and the expectations of potential buyers. We then agree a plan of action to put your property in the best light to the widest possible market. We will advise you on the whole cost of moving and finalise a marketing strategy.

Next, we will review a comprehensive market analysis. We will review the overall market conditions and how your property compares to homes of a similar value and style; we compare properties on the market and recently sold, along with recently surveyed properties. Our aim is to set a listing price that achieves the highest possible sales price for you.

Online, Print, Office and In-Person

Today's buyers use a wide variety of information sources during their search process. Therefore, we invest in a wide promotional strategy to capture the widest possible audience of qualified buyers for your property.

Where do we get our enquiries from?

Over the last year we have run analytic tracking to see where and how our potential buyer and actual buyer engagement takes place and whilst we are all aware of the importance of marketing, having this insight is critical.

We registered 12,736 potential buyers in 2023, our enquiries came from 229 different countries, for example the top overseas destinations for enquiries were U.S.A. India, Bangladesh, Pakistan, Indonesia and Canada.

Whilst a large proportion of all initial research carried out is done online, a great deal of this transpires to be interest only; when we actually look at the clients who proceed to buy we see a very different picture. Our data shows that actual buyers who complete a purchase, engage directly with our offices at a very early stage and appreciate our teams local knowledge and expertise.

We are a people business, providing support to our clients through their individual journeys with service beyond expectations.

Houses. Homes. Harmony.

Houses. Homes. Harmony.

Property Marketing

We use a range of digital and traditional methods to market your property to the widest audience possible. This combination of methods ensures your property is marketed to a larger audience, thus increasing the chance of finding a suitable buyer.

Website

Our website is constantly evolving, adding and updating features to give our clients the best customer experience available online.

Our in-house design and marketing team have given customers the ability to register as a buyer, request a viewing, make an offer, request a valuation and much more via our website. Our clients are now able to book both valuations and viewings on a date and at a time that suits them, directly through Pygott Plus.

This allows Pygott & Crone to combine all the benefits of a local traditional agent with the latest technology.

Our clients can now choose how to engage with Pygott & Crone 24/7.

Print Promotion

Print promotion still has a part to play in modern day marketing.

We balance property advertising with brand awareness to ensure that every suitable client can be easily directed to your property.

Social Media

Social Media including Facebook, Twitter, Instagram, Google and YouTube are all important marketing media. Pygott & Crone ensure that our brand, services and clients' properties reach the widest audience.

Our in-house design and marketing team create both individual property adverts and brand promotional adverts, all of which promote Pygott & Crone as the place to find your new home across all media.

Having an in-house team which covers design, print, marketing, IT, web, video, animation, and SEO performance allows us to be proactive rather than reactive.

We view marketing as an investment to ensure the best possible result for clients.

On-site Promotion

When a prospective buyer arrives, we want your property to be the one they want, it is important that the property has kerb appeal and makes the client want to come in. First impressions really count, they say it takes most people 7 seconds to form a first opinion.

Pygott & Crone's sign is one of the most recognisable and respected brands in the Industry. The sign signals quality and professionalism to the buyers – a feeling that ties in with your property.

We will create marketing that highlights your home's best features and provides buyers with the information they need.





Setting new standards

We provide professional photography for our clients. It's not just about spending more time in the home, it's about creating the best images.

Never has the old adage 'a picture paints a thousand words' been more true than when it concerns property photography. Pygott & Crone ensure our clients' property is presented in the best light.

Many buyers use the internet as their starting point when searching for a new home, therefore, quality images create a great first impression.

We take the time to find out what drew you to your home in the first place, whether that be the view from the top window as the sun sets on an evening, or that one little spot in the corner of a room where you love to curl up with a good book. Our ultimate aim is to create desire from the viewer; 'I want to be sitting there.'



Houses. Harmony.

Houses. Harmony.



3D Virtual Tour

We are proud to offer immersive, 3D media that invites you to explore a place as if you were really there and offer a total sense of how a home fits together.

The Matterport Pro 3D Camera is a device that captures colour and depth; leveraging cutting-edge technology and powerful cloud processing to quickly make immersive digital experiences out of real-world environments. Using the proprietary Doll-house View and a Floor Plan view the 3D Showcase easily allows the viewer to navigate their way entirely through a property, using only their mouse, keyboard or finger on smart phones and tablets.

The 3D Showcase uses the very latest technology to capture fully responsive property tours that work seamlessly on smart phones, tablets and computers with load times rendering very quickly.

Office & Brand

We believe that it is still critical to have a High Street presence, whilst many enquiries begin online they are finalised face to face. Our experienced Sales Teams are trained to offer buyers and sellers a high level of customer service, their experience and local knowledge is key to maximising your sales price.

We market and network all year round through our exclusive qualified database of buyers, through community involvement and a variety of media channels; Facebook, Twitter, YouTube, direct mail/email, market reports, blogs and regular client newsletters.

We want these efforts to benefit you by us becoming the agent of choice when a buyer is searching for a property.

Our team of circa 80 trusted property professionals collectively reach thousands of potential buyers a month and create a marketing plan to expose your property to more buyers.



Houses. Harmony.

Houses. Harmony.

Let our expertise determine the market value

The most important factor is to set the asking price correctly; we can offer the most effective marketing plan but it will not bring buyers if the product is priced incorrectly. The asking price must attract interest to allow us to obtain offers and ultimately a sale.

Market price is really reflected by what a potential buyer can be encouraged to pay, this can only be determined by testing the market and challenging the market. In the end, the market will dictate the price achieved depending on competition and conditions.

Matters which affect the Market Value

The following factors must be considered when analysing the market value:

Physical Conditions of the Property

- Location
- Age
- Condition
- Style
- Size/Accommodation
- Location Amenities
- Local Schools
- Shops
- Transport
- Neighbourhood

Market Conditions

- Comparable Sold Property
- Buyer Demand
- Mortgage Lending Criteria
- The Economy
- The Competition
- The number of properties for sale
- Local Asking Prices

Obviously individual properties may have further considerations such as planning opportunities to develop or extend.

We can offer the most effective marketing plan but it will not bring buyers if the product is priced incorrectly.

Pricing strategy to attract the best buyers

The residential property market has seen very different trends over the last 5 years, much of this was due to Covid-19 and how the country and economy adapted through 2020, 2021 and 2022. During these years we saw high demand for property, people changing lifestyles and their work life balance, this was assisted by probably the lowest mortgage rates ever experienced by many, with rates below 2% fixed for up to 5 years. Demand for property was greater than supply; however, this trend started to change in the final quarter of 2022, the market slowed and this continued through 2023.

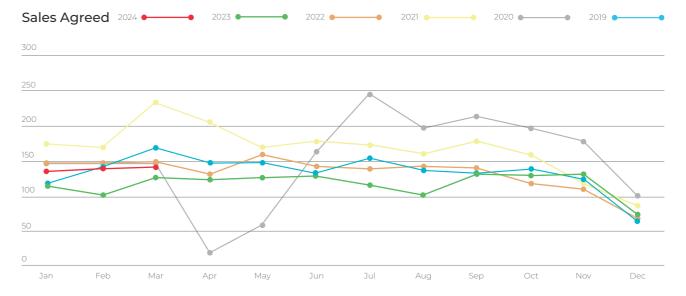
2023 saw continuous interest rate rises which affected the cost of moving, a time of uncertainty was evident and completed sales transactions for our areas dropped by 50% based on land registry figures. People started to talk about house prices falling for the first time in many years.

So what do we expect for 2024 and why do we believe the market will improve from that of 2023?

Firstly, mortgage rates are becoming more attractive with some fixed rates falling back to more acceptable levels. Secondly, house prices have adjusted slightly, and thirdly the consumer has adjusted and accepted the market we have now is probably more of the normal property market. Supply and demand has a healthy balance.

We believe that 2024 will reflect a more traditional market, we also believe that transaction levels will increase from those of 2023 and land registry completions will return to healthy levels.

Our experience has always allowed us to adapt quickly and provide accurate advice and guidance to our clients. We are always happy to provide advice on all aspects of moving home.





Whilst you are initially engaging Pygott & Crone to appraise and sell your property, this is very often only one part of the journey. Once you have engaged the services of our company, there are so many other services that we offer.

Buying your next home

If you are looking to purchase another property, your designated property advisor will assist you with advice and comparable market analysis to ensure you buy correctly, they will even negotiate on your behalf.

Peace of Mind

Pygott & Crone offer professional survey advice on any ongoing purchase, giving you peace of mind on the condition of your new property. We also have a network of RICS Surveyors nationally if you are moving out of the area.

Comparing Mortgage Lending

One of our qualified Advisors will compare the market and lenders for the most suitable mortgage for you, they are able to search over 12,000 products from 90 different lenders to ensure you obtain the best option for your individual requirements.

Conveyancing

Even once a sale is agreed there is still a lot of work to be carried out. From the date your sale is agreed the average legal process is still upwards of 14 weeks, this is due to many factors. Our in-house conveyancing team supported by a designated Sales Progressor ensures you have communication and support through the process.





Buying a property is a significant event in any person's life and it always makes sense to take some financial advice. Stonebow Financial Services offer free no obligation expert financial advice on a very personal basis, and can help you through the process of getting a mortgage, arranging insurance for your property, and setting out other important options for consideration.

Selecting the right mortgage is very important, whether you are a first time buyer, remortgaging or buying an investment property. We will help you to plan your budget, look at all the costs involved in buying and selling property, and advise you about the outgoings you will incur once you have moved into your new home.

We have at least one mortgage and protection adviser covering each of our branches across Lincolnshire, so you can access our financial services easier than ever. Our friendly and experienced team are highly trained and well informed of the various markets and options available.



We have access to over 12,000 mortgages from over 90 different lenders.

Your home may be repossessed if you do not keep up repayments on your mortgage.

There may be a fee for mortgage advice. The actual amount you pay will depend upon your circumstances. The fee is up to 1% but a typical fee is 0.3% of the amount borrowed.

Stonebow Financial Services Limited is an appointed representative of Mortgage Advice Bureau Limited and Mortgage Advice Bureau (Derby) Limited who are authorised and regulated by the Financial Conduct Authority.

Stonebow Financial Services Limited. Registered office: 3 Castlegate, Grantham, Lincolnshire, NG31 6SF, Registered in England Number. 09341449

Stonebow Financial Services Limited is part of Pygott & Crone Holdings Limited Group.

Conveyancing

Conveyancing is the legal process between the buyer and the seller which allows the legal transfer of the property to take place. Again if you have instructed our inhouse conveyancing team, or an alternative conveyancer, prior to selling or buying a property, this may speed the process up.

Once you have instructed a solicitor the legal process will begin, we have a dedicated sales progression team that will help guide you through the process and an online case tracker for ease of access to information; we will endeavour to make the process as simple as possible for you.



SMS Instant Messaging

Our clients benefit from a unique dedicated messaging system.

At any of the key stages in the buying and selling process, clients who have a mobile phone can receive instant updates via text message, from our Client Liaison Team.

We can even confirm when your contracts have been exchanged! All you need to do is register your mobile phone number with us and we'll do the rest.

How our Move File Works

Our conveyancers use our software to help prepare your Pygott & Crone Home File.

It's an official copy of the deeds, draft contract, replies to standard pre-contract enquiries and a fixtures and fittings list.

No Move. No Fee

Should you decide not to move, there will be no legal fee payable whatsoever.

Fixed Fee

Your Pygott & Crone Home File and Conveyancing are carried out for a fixed fee and disbursements.

Pygott & Crone are paid £300 per case for providing sales progression and other services.

Internet Updates

All updates will be available to you on our website, so you can see when your Pygott & Crone Home File is ready.

Follow the progress of your move online and you'll be up-to-date in no time! Now is the time to make your best move yet.

Lettings

Our ARLA regulated lettings teams provide honest, trusted advice and have the knowledge and experience to both maximise the investment return on your property and of the legislative requirements.

Our local lettings experts provide clients with accurate and achievable rental valuations and offer guidance through all stages of being a Landlord. Whether you are letting a single property or portfolio, our staff are ideally placed to help you.

As clients of Pygott & Crone, our Landlords have access to a secure online property tracker providing 24/7 marketing updates, free high profile advertising, the security of a robust tenant referencing service, a detailed photographic inventory and the peace of mind that our lettings teams have experience of the lettings industry.

Giving a landlord complete peace of mind, our full management service is our most comprehensive solution.

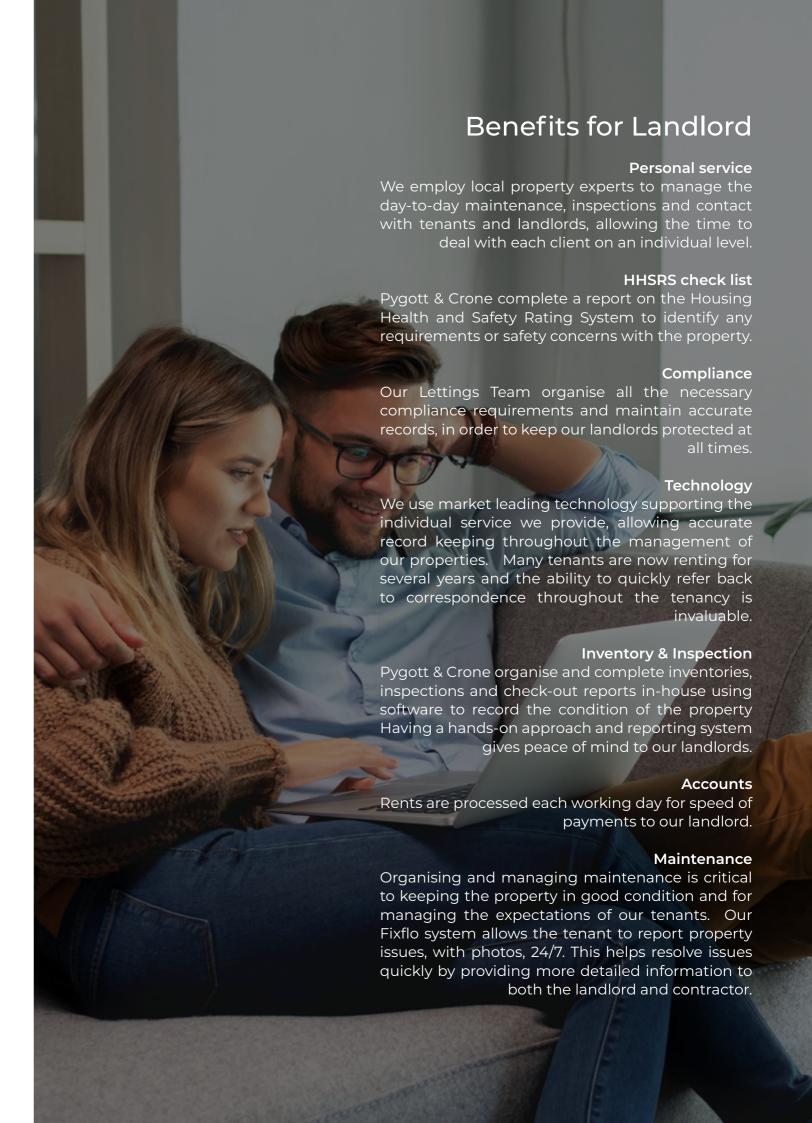
Our team will also prepare the Tenancy Agreement and register the deposit, collect the rent, complete regular inspections, arrange any maintenance or repairs, serve any statutory notices, sign the tenant out and negotiate and post tenancy disputes.

It is a legal requirement that where appropriate all rental properties have an up to date Gas Safety Certificate, Electrical Installation Condition Report (EICR), Energy Performance Certificate and Legionella Risk Assessment.

Our experienced team can arrange all these safety checks for you. This ensures your tenant remains safe and you, as a Landlord, remain compliant.

As we are regulated by the Association of Residential Letting Agents, we are always up to date with the ever changing lettings legislation.

Our local lettings experts provide clients with accurate & achievable rental valuations and offer guidance through all stages of being a Landlord.



Auction

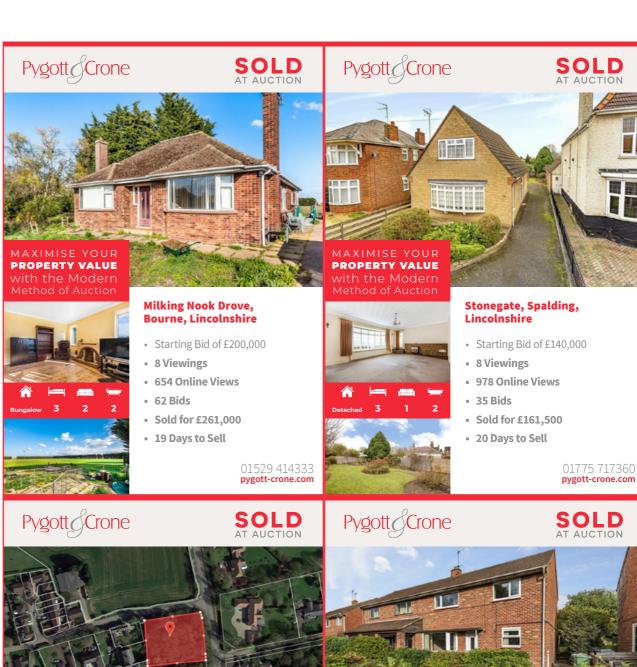
Times have changed and so has auction! It's often the preferred route to selling quickly, with no estate agency fees and the peace of mind of a secure, easier process.

There are circumstances in life where the security of quick sale or a fixed time-scale for completion is required. Our modern method of auction offers a fresh new approach to the auction process by welcoming the more traditional types of buyer, rather than just cash investors.

Key benefits of Auction:

- More secure than private treaty.
- 2% fall through rate.
- Financially committed buyers.
- Maximum exposure & interest.
- Transparent & competitive bidding.
- Fast sale process.
- Achieve a fair market value.
- 0% sales fee to pay.





01522 568822





01529 414333

Land & New Homes

As a land or property owner, you'll no doubt appreciate that you possess a valuable asset. But are you aware of all the development opportunities available to you? And if you have already applied for Planning Consent with a view to selling, did you know that there are many lucrative options open to you that are often overlooked? Put simply: your land could be worth more than you think.

At Pygott & Crone, we're the local experts in providing landowners like you with unrivalled insight and intelligence, and on introducing them to trusted property buyers and local specialists. If we have identified that your site has development potential then we want to offer you the benefit of our unrivalled advice and experience.

We specialise in helping people like you navigate the many pitfalls that can occur when assessing a valued site.

We've got the expertise and experience of dealing with a range of national, regional and local house builders, so if you're thinking of selling, we can often introduce you to a serious buyer.

If you own a property or piece of land that may have potential, we can help you navigate the planning system (if necessary) and negotiate with possible partners such as house builders. We can also offer advice and insight that will help you maximise its value.

Our dedicated specialists are adept at adding value for our clients at any stage of this process.



Our community

We're really passionate about supporting charities and our local communities in a variety of ways: charity events, collections in-branch, fundraising, and sponsorship of events and teams across Lincolnshire.

Supporting our communities helps the success of our business but most importantly helps those who may be less fortunate.

We support a number of sports teams, including Lincoln City Women, Velo Cycling Club, Holbeach United, Boston United, Sleaford Town, Bourne Town, Ruston's Juniors, Barrowby FC & Bracebridge Heath Cricket Club.

In addition, we participate in a number of local initiatives such as the Sleaford New Life Church Christmas hamper campaign, and we also support a number of charities, including St Andrew's Care Home, Ewerby Dog Show, Callum Pite Smile, The Lincolnshire & Nottinghamshire Air Ambulance, Arthritis UK, Macmillan, The British Heart Foundation, St Barnabas and LIVES.

Our directors lead by example in raising awareness, promoting various charities and participating in various charitable events. Tim Downing is a trustee of LIVES and a committee member of the Star Trust whilst Kevin Scrupps undertakes a number of charity auctions and events throughout the year.





Our Offices

Sleaford Head Office

19 Southgate Sleaford NG34 7SU

01529 414333 sleaford@pygott-crone.com

Spalding

10 Bridge Street Spalding PE11 1XA

01775 717360 spalding@pygott-crone.com

Grimsby

22 South St Mary's Gate Grimsby DN31 1LQ

01472 264960 grimsby@pygott-crone.com Lincoln

36a Silver Street Lincoln LN2 1EW

01522 568822 lincoln@pygott-crone.com

Holbeach

5 Boston Road South Holbeach PE12 7LR

01406 430401 holbeach@pygott-crone.com

Nottingham

43 Bridlesmith Gate Nottingham NG1 2GN

0115 896 5072 nottingham@pygott-crone.com Boston

24 Wide Bargate Boston PE21 6RX

01205 359111 boston@pygott-crone.com

Grantham

23 Watergate Grantham NG31 6NS

01476 591414 grantham@pygott-crone.com

London

18 King William Street, London, EC4N 7BP

020 7473 4581 london@pygott-crone.com