

Taking you and
your property to
a new level...



Williams
PROPERTIES



Guide to Williams

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Welcome...

At Williams Properties you can speak to people who understand the local marketplace, take the time to identify your individual needs and respond with tailored solutions designed to achieve exceptional results.

We believe it's about professionalism, energy, enthusiasm, quality marketing and relationships built on trust, core values that explain why so much of our business is based on personal recommendation.

Located conveniently on rail and road links to London, we attract many people looking to move out of the capital, and using our vast experience, Williams Properties 'sell' or 'let' properties from starter homes to forever homes and everything in between.





“Very helpful and approachable but ultimately efficient and effective. Based on my experiences I would unreservedly recommend Williams Properties.”





Marketing

Williams Properties specialise in residential sales, lettings and property management. Our team will be only to happy to help and guide you through every step of your property journey.

Privately owned, Williams Properties is an independent estate agent. It is this independence that is our strength, allowing us to provide a more personal service, giving us greater flexibility to meet your needs. Our company ethos is to consistently deliver an exceptional level of customer service, from a team of people who genuinely care about their clients.

We understand just how much a property can mean to our clients, whether you are looking to sell or let your property, we are here to support you through the whole process. We want to get to know you, understand your hopes, wants and aspirations, enabling us to achieve these and meet your timeline.

Your property will receive extensive marketing, professional photography, drone photography, detailed floorplans and even video walk throughs.

We are constantly aware of how the property market evolves and changes and with our fantastic knowledge of the local area this allows us to achieve the best response and the strongest results when advertising your property.

The internet is now one of the most powerful selling tools, not only do we have our own easily navigable website, but we use the major property portals to maximise your property's exposure. We will also market your property on our social media platforms to help maximise the reach across the local area and nationally.

Our periodic property newspaper will put your property in front of over 25,000 local people.

Whatever your situation and your reasons for moving home, Williams Properties are here to help you every step of the way.



Residential sales

With many years of helping people move home in and around the area, we know the area well and understand the process and just how exciting and sometimes stressful it can be. We also understand that your reasons for selling are as unique as you are, our team recognise this, so we can help make your next house your home.



Williams Properties take immense pride in working with care and attention to ensure we're doing our utmost for you. We understand that this is a partnership, and we will collaborate with you to achieve the best results. We want to ensure your home sells as soon as possible, and, with our experience, we know what will get you sold and on your way.

When you instruct Williams Properties, your property will receive an extensive marketing campaign backed by a dedicated sales team. Our team will contact our vast database about your property generating viewings and interest without relying on reactive enquiries from the internet. With this proactive approach you can rest assured we are an estate agent striving for results.

Our sales team are knowledgeable, local members who live in and around the area. With their experience and advice,

will provide an accurate valuation of your property, discuss effective marketing ideas, provide tenacious negotiation, and backed by a dedicated sales progression, culminating in delivering the best service and price for your property needs. We can also recommend local solicitors and financial advisors.

Our level of service is something we pride ourselves on, and we make sure our team is always on hand to answer any and every question you may have.

From the initial valuation, to handing over the keys on moving day, we are committed to you and your property goals.



“They were streets ahead of the local competition and particularly the larger national chains. Much better attention to detail and personalised service.”



*“Truly professional at all times. Always happy to help.
A business you can trust with your most valuable asset.”*



Residential lettings

You may have a property to let or be about to take your first steps to become a landlord. No matter your experience, our letting agents are here to help you achieve more. It's not just the flexibility of services that we offer that appeals, but more importantly, how we deliver them.

Lettings are all about action. From the moment we represent you, we will market your property to its maximum potential, ensuring exposure to the widest number of suitable potential tenants, and apply rigorous vetting and referencing procedures. We're always abreast of changes to government policy and new regulations, so we'll help you and your property to stay compliant, and provide detailed and essential advice on all areas of the private rental sector.

Web search plays a crucial role in the lettings market and is often the first point of call for many people. Our own website provides clear information on our easily to navigate site, whilst we also market our lettings properties on all the major property websites. Our personal approach means you will have a dedicated property manager during the letting process, from marketing and instruction, throughout the tenancy and beyond. From the selection of suitable



tenants to ensuring that new tenancy handovers and change of tenancies take place with minimum delay to minimise any void periods, whilst more broadly closely monitoring changes in the lettings market to optimise your rental income. We care about our landlords, and we want everyone who works with us to feel that they have support every step of the way. We have a 24-hour webchat so there is always someone available to talk to, day or night.

Success in lettings is determination and dedication, let us achieve more for your investment property.



Property management

From handling tenant enquiries and dealing with maintenance issues during a tenancy, to maintaining up-to-date information on the condition of your property, it is a service that many of our clients, from buy-to-let investors to private individuals, find invaluable.

Our Property Management service is based at the heart of our operations and well acquainted with the areas in which we cover.

Regular inspection visits produce detailed and comprehensive reports, including photographs, to provide landlords with peace of mind. When repairs are required, we use long-standing, trusted, independent contractors. It all adds up

to a service that is efficient, a service that in our experience, is more likely to make for both happy landlord and tenant, a prerequisite for trouble-free tenancies.

It all adds up to service that is professional, efficient and most importantly, helps underpin the strong foundations that make for long-term successful property investment.



“Williams have been managing and letting my properties successfully for over ten years. I have no hesitation in recommending Williams if you are looking to either rent or let property.”





Williams

PROPERTIES

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