

# YOUR HOME IS OUR PASSION

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Mon, Tues, Weds, Fri and Sat: 9am – 5:30 pm

Thurs: 9am - 5pm

### Our Address:

42 Commercial Road, Hereford, HR1 2BG



SALES | VALUATIONS | AUCTIONS | NEW HOMES | PARK HOMES

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# **ABOUT US**

### WHO ARE WE?

We first opened our doors in 1986, since then we have built an outstanding local reputation whilst always looking at ways to improve and progress. Andrew has extended his expertise and knowledge to the team and the company became the first Herefordshire Agency to become licensed under legislation announced by the National Association of Estate Agents (NAEA). Today, we are covered by both the "NAEA - Property Mark" for our work in sales and "NAVA - Property Mark" for our dealings with auctions. This means that you can be assured we will provide the highest levels of estate agency standards and as a consumer you are provided with greater protection.

# WHAT MAKES US DIFFERENT?

Well, simply put, we do it better! We like to think of ourselves as marketers rather than sales people. With the right marketing and pricing the property will sell itself and this is what we offer. We are always looking at new ways and techniques to help us promote and advertise property. However, we never forget the values and traditions we held when we first opened our doors; traditions and values that have allowed us to successfully continue selling property across Herefordshire for over 35 years. Every home is different, and every house sale will be different, but with Andrew Morris Estate Agents you can be assured you will receive a full service with tailored marketing plans to best suit your property.

# WANT TO KNOW MORE?

The proof is in the pudding' as they say so please feel free to do some more research into us. Check out all our properties on our own website andrewmorris.co.uk and see the quality of photographs and information we can provide. Head over to facebook.com/andrewmorrisea or instagram.com/andrew\_morris\_ea and see what our social media presence can offer. We also produce full video tours of all our properties, head over to our YouTube page youtube.com/c/AndrewMorrisEstateAgents and see examples of what we can do. Please feel free to pop into our office at 1 Bridge Street, Hereford, HR4 9DF and speak to any member of the sales team and see how helpful we can be. We are confident in our abilities and we hope you will be too.









CRAIG SEWELL MNAEA
Director: Sales & Marketing:

Craig is a born-and-bred Herefordian who has worked for Andrew Morris estate agents since 2010 and became a director at the company in 2022. He is a fully qualified member of the National Association of Estate Agents. Craig is competent at carrying out valuation appraisals, creating marketing material, conducting viewings and negotiating offers. He also manages the marketing and social media for the company. A friendly, helpful and charismatic person, Craig will go out of his way to assist you and make sure your needs are met.



LIAM EDWARDS MNAEA Sales Negotiator:

Liam started working at Andrew Morris estate agents in 2015. He is a fully qualified member of the National Association of Estate Agents having passed his Level 3 exams. Liam conducts valuation appraisals, carries out viewing appointments and creates marketing material for properties as well as negotiating offers and office administration work. Born in Hereford, Liam is an excellent people person who is very approachable and enthusiastic to help.











ANDREW MORRIS FNAEA / FNAVA Managing Director:

Andrew went straight into estate agency after leaving school and now boasts over 50 years of experience in the business. He is also a recognised Fellow of the National Association of Estate Agents (NAEA) and to this day continually looks for ways to better himself and his company. Andrew is a friendly and dedicated person with a vast knowledge of the industry and the local area.



KATIE DAVIES MNAEA
Sales Administrator:

Katie joined the company in 2022 but has previously worked in estate agency since 2015 and is a fully qualified member of the National Association of Estate Agents having passed her level 3 exams. Katie is experienced in all aspects of estate agency and having always lived in Hereford she has a wealth of knowledge on the local area. Katie enjoys building a rapport with our clients and being front of house means she will always be on hand to help and advise throughout the process.



A simple step-by-step breakdown of the stops on your way to selling your home!

# 1. FIND THE RIGHT AGENT

Choose an agent that you feel comfortable with. Hopefully you'll choose us.

# 2. PRICE IT RIGHT

Agree a price with your agent that is both realistic for the market and competitive against comparable properties.

# 3. STAGING

Get your home ready for pictures, videos and viewings.

# 4. MARKETING

We will return to your property to collate all the material we need ready for marketing, multiple visits may be required.



Your home is on the market! It will be seen across online portals, social media, our office window and mailing list.

# 6. VIEWINGS

Keep your calendar open to accommodate potential buyers. Make sure the home is ready for visitors.

# 7. OFFERS

The team will be in touch to discuss offers and negotiate the best price possible on your behalf.

# 8. SOLD (SUBJECT TO CONTRACT)

The legal side. Our team will liaise with solicitors, mortgage lenders and surveyors to ensure the sale gets to completion.

# 9. GETTING READY TO MOVE

Ensure removals are booked, utilities swapped and mail redirected etc.

# 10. EXCHANGE & COMPLETION

Congratulations! You've sold your home.



# PREPARING YOUR HOME FOR SALE

## **HOME STAGING TIPS**

- The way you style your home can be make or break for a potential buyer. First impressions are key to successful viewings and could be the difference between securing a sale, or not, and at what price.
- Your home should feel welcoming and free of clutter allowing potential buyers to imagine themselves living there.
- We will ensure we photograph and video the best angles of your home
- You can also help us by dressing the rooms to showcase them at their full potential.
- Be sure to try and tidy away any personal photographs and artefacts that you don't wish to be displayed or that could be deemed as clutter.

# TIPS FOR STAGING YOUR PROPERTY

- · Freshen up paintwork
- Tidy unsightly wires and cables
- · Carry out any minor repairs
- · Declutter and organise belongings
- · Renew / clean tile grout
- Tidy up outside space eg .mow lawns, remove weeds, clean drive, clear toys
- · Fluff pillows and make beds
- · Empty and take out the rubbish bins
- · Clean the worktops and put away dishes
- Open curtains and blinds to allow light
- Turn on all internal and external lights





# A NEW ERA OF PROPERTY MARKETING

The way properties are marketed and showcased has changed and is continuing to adapt — a landscape where traditional tactics such as photos, floorplans and descriptions meet innovative digital strategies to maximize your property's exposure and sales potential. Simply listing a property on various platforms is no longer enough. Buyers want an experience; they want to visualize their life in a new home before making that crucial decision. That's where our approach comes in.

We understand the power of social media and the allure of visual storytelling. With our full video tours and bespoke property showcasing reels, we bring your property to life. These videos aren't just mere walkthroughs; they are professionally crafted narratives that capture the essence of what makes your property a home. And what's more? We don't just tuck these videos away in a corner of a listing page. We leverage the reach of social media to get your property the attention it deserves.

Why does this matter? A static image can show what a room looks like, but a video tour allows prospective buyers to feel the space, understand the flow of the home, and envision themselves living there. In a competitive market, offering this level of insight not only sets your property apart but can also expedite the selling process.

Embrace this new era with us, and let's make your property not just seen, but truly experienced.





# CONSIDERING & ACCEPTING AN OFFER

### **CONSIDERING THE OFFER**

There is no set way that people will start negotiations. Some people will offer significantly lower than the guide price whilst others will go straight in with their highest bid. This is where we come in to advise you on the best steps to take next.

There is no need to accept or reject an offer straight away, it is perfectly normal to think things over for a day or two.

It is a good idea to find out from your estate agent the buyer's position first before making any decisions as there are other important factors to keep in mind when deciding who to sell your house to:

# What is the financial position of the potential buyer?

- Do they have to sell a home in order to move?
- · Are they a cash buyer?
- Do they have a mortgage approved in principle?

## What are your buyer's timescales for moving?

Do they need to move quickly?

- Are they part of a chain?
- Are they flexible on a move date?

### Also consider your own position

Do you have to move quickly in order to secure your next house? If so, then you may be more interested in accepting an offer from buyers who are not part of a chain.

If you are in no hurry to move, then you could hold out for a higher offer.

A buyer who is not part of a chain and who already has a mortgage approved is a more favourable purchaser than someone who needs to sell their own home in order to fund the purchase, and who hasn't yet got a mortgage approved.

# **ACCEPTING THE OFFER**

If you do accept an offer it is usually 'subject to survey or engineers report,' which means as long as the survey doesn't throw up any surprises, the buyer will keep their offer.

The accepted offer is not legally binding until contracts are exchanged.



## ARRANGING YOUR MORTGAGE

Before you begin the search for your ideal property, it is recommended that you speak to a mortgage advisor to obtain information on what price range you can search. We can recommend a local broker to help you with this.

# ARRANGE VIEWINGS ON SUITABLE PROPERTIES

Once you have decided what type of property and the price range you are searching for, you can then start arranging to view some properties you are interested in. You may wish to second view the property before making an offer to ensure it is the right property for you.

# **MAKE AN OFFER**

Once you have decided which property you want to buy, you can then make an offer to the estate agent. The estate agent will most likely require information from you including your mortgage details. If you have sold your property, you may be asked for details regarding your sale.

# **INSTRUCT A SOLICITOR**

Once you have had an offer accepted on a property, this is the stage you instruct a solicitor to act for you. We can recommend a couple of local solicitors to help you with this if needed. Once both the buyer and seller have instructed a solicitor, the estate agent will then send a memorandum of sale to all parties involved to initiate the start of the sale.



## **APPLY FOR MORTGAGE**

Once you have instructed your solicitor, you will then need to arrange another visit with your mortgage advisor. This will be to apply for your mortgage. The mortgage company will instruct a valuation survey on the property you are purchasing.

# **CONVEYANCE**

While applying for your mortgage, your solicitor will begin the conveyance process. Once your solicitor has completed the relevant paperwork and they are happy with the purchase, they will ask you to sign the contracts. The conveyance process can vary dramatically in regards to time frames due to every purchase being different.

# **EXCHANGE OF CONTRACTS**

Once your solicitor has received your mortgage offer and both solicitors hold signed contracts, they can exchange contracts. A moving / completion date must be agreed before exchange of contracts. Once you have exchanged contracts you will be in a legally binding contract to buy the property.

### **COMPLETION**

This is the day that you legally take ownership of your new property. You will generally collect the keys for your new property from the estate agent.

# THE BUYING PROCESS CONTINUED...

At Andrew Morris Estate Agents, we understand that the journey of selling or buying a home is more than just a transaction—it's a life-changing experience. That's why our services extend far beyond merely listing your property for sale. Our commitment to you is comprehensive, designed to cover every facet of your property selling needs.

If you're selling your home, our tailored marketing strategies, including full video tours and property showcasing reels, ensure maximum exposure and swift sales. But what if you're looking to buy a new home as well? Rest assured, our expertise isn't confined to just selling properties; we are equally dedicated to assisting you in finding your next dream home. We will be on hand to offer insightful advice over the property value, sales history and potentially pick up on things which you may have missed.

Navigating to a successful offer negotiation can often be daunting. That's where our fully trained 'sales negotiators' come into play. Who better to negotiate the best possible price for you than a professional who understands the subtleties of the property market inside and out? Should you wish, we will handle these negotiations on your behalf, ensuring you get the best deal, whether you're selling or buying.

Trust in Andrew Morris Estate Agents to be your comprehensive partner in this critical journey. Because with us, your home is our passion.



SELLING COSTS	SALE PRICE £	ESTIMATED COSTS
Solicitors Fees		£
Estate Agents Fees		£
Marketing Fees		£
Pre-marketing work / storage / cleaning required		£
Home Report Survey Cost		£
TOTAL SELLING COSTS		£

BUYING COSTS (INITIAL)	PURCHASE PRICE	£	ESTIMATED COSTS
Deposit	, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		£
Stamp Duty / LBTT / LTT			£
Mortgage Lender's Valuation			£
Homebuyers Report or Building	g Survey		£
Solicitors Fees			£
Legal Searches			£
Mortgage Lender Fees (if applic	cable)		£
Land Registry Fee			£
Mortgage Advisors Fee			£
Buyers Protection Insurance			£
Removals Costs			£
Additional Dwelling Suppleme	nt		£
Other			£
TOTAL BUYING COSTS			£

ONGOING COSTS (MONTHLY)	ESTIMATED COSTS
Mortgage Payments	£
Repayment Plan (interest only mortgages)	£
Personal Insurance, Including Life Assurance, Critical Illness Cover	£
Family Protection and Income Protection Benefit	£
Building & Contents Insurance	£
Childcare	£
Council Tax	£
Travel Costs (car, petrol, rail, other)	£
Utility Bills: gas, water, phone, broadband, electricity, loans & credit cards	£
TOTAL ONGOING COSTS	£

# MOVING CHECKLIST

Moving your life into a new home can be stressful, making it hard to remember all of the important tasks that need completing before the big day. Our moving checklist will hopefully relieve some of that stress, helping to make your move the enjoyable experience that it should be

# 2 - 3 MONTHS BEFORE YOUR MOVE

- Book time off work for before and after your move
- Ask your employer if they offer relocation assistance
- Look for a new school and transfer your children's records
- Conduct research on removal companies obtain quotes from at least 3 companies
- Start decluttering go through each room one by one and identify items to sell, donate, or throw away
- Create a folder with important documents

   company quotations, contact information,
   contracts, significant dates
- Check your life and home insurance policies to make sure you are covered

### 5 - 6 WEEKS BEFORE YOUR MOVE

- Decide on a removal company
- Arrange for a home survey
- Gather packing materials from the removal company or from alternative sources
- Make a complete inventory of your belongings
- Begin packing, working room by room start with items that are not immediately necessary
- Check for parking restrictions in the area of your current home & new home.

### 1 MONTH TO GO

- If you are renting, inform your landlord of your moving date
- Make arrangements for childcare and pet care during your moving day
- Start emptying your fridge, freezer, and pantry strategically - create a meal plan
- Confirm the moving day with your removal company
- Inform people such as utility companies, banks, friends, and family, of your move
- Register to vote and pay council tax in your new area
- Clean your home or book professional cleaners

# 2 WEEKS BEFORE YOUR MOVE

- Cut off certain services such as television, telephone and internet to avoid extra charges
- Look at potential new utility providers at your new home for better deals
- Pay outstanding bills and cancel or relocate your subscriptions: newspapers, magazines, etc.
- · Redirect your post
- Continue packing as much as possible don't be afraid to ask friends and family for help
- · Return any items you have borrowed



# 1 WEEK BEFORE YOUR MOVE

- Confirm the final details of the moving day with your movers
- Create a list of boxes corresponding with rooms - match via colour labelling your boxes
- · Clean and defrost your fridge and freezer
- · Do as much laundry as possible
- Arrange a time to collect the keys to your new home with your estate agent
- Pack your most important documents in a safe, accessible place - This includes passports, driving licenses, birth certificates and insurance papers
- Pack an essentials box for your first few days at your new home

# 1 DAY BEFORE YOUR MOVE

- Take a thorough walk around your house take your time and check all areas
- Pack a few lunchboxes for when you get hungry during your moving day
- Pack a box with tools you need to unpack such as box cutters, scissors, and pens
- Make sure your phone is fully charged
- Get a good night's sleep to be in the best shape for your big day
- Create an information packet for the new owners - include instructions for appliances, contact information for utility companies, rubbish collection schedule, etc.

### ON YOUR MOVING DAY

- Strip your beds and pack your linen in clearly marked boxes
- Record your meter readings to ensure that you are not charged for usage that is not yours
- · Be present when the movers arrive
- Take one last look around your house for forgotten items and to make sure all appliances are switched off
- Give your movers emergency contact information and make sure they know the location of your new home

# ONCE YOU ARE IN YOUR NEW HOME

- When the movers unload your valuables, check for damage
- Open up your moving tool box and essentials box
- Start unpacking your belongings, starting with items you immediately need
- Reference your inventory list to assess any damage and missing items
- Take note of the utility meter readings in your new home
- Make sure all keys to your property work properly
- · Plug in all appliances and electronics
- Make your beds so that you can quickly go to sleep on your first night
- Check that the hot water and heating in your new home is working – it's incredibly important to have a hot shower after your busy day
- Introduce your children and pets to their new home

# DAYS AFTER YOU HAVE MOVED IN

- Replace the locks
- If you notice any damage or faults that did not previously exist or was missed, contact your removal company or surveyor immediately
- Involve your children in organising their rooms
- · Meet the neighbours
- · Take your time unpacking
- · Explore your new area
  - Relax and enjoy your new home!

# INDEX OF LOCAL BUSINESSES

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# **BUSINESS TYPE**

Able Locksmiths	Locksmiths
Benchmarx Kitchens and Joinery	Kitchens and Joinery
Clock Tower Cleaning	Cleaning Services
D & N Construction	Builders
GB Home Surveys	Surveyors and Valuers
Hereford Gold Jewellery Store	Jewellery
Humfrys & Symonds Solicitors	Solicitors
Strong Removals & Storage	Removals and Storage
Tudors	Builders' Merchants - Kitchens/Joinery/ Landscaping
Wren Kitchens	Kitchens and Fitted Bedrooms



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We pride ourselves on our ability to understand a clients vision whilst offering quality craftsmanship and value for money. This is at the forefront of everything we do.

Covering the Three Counties of Herefordshire, Worcestershire and Gloucestershire we are the preferred construction partners for projects new and old.

# We welcome all enquiries

Daniel Plowman: 07794 560 594 or Neil Ainsworth on: 07794 239 318 Likewise you can contact us via Email on: dnconstructionleominsterltd@gmail.com

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With decades of combined experience, our friendly, helpful team is the perfect choice to help you with an efficient and hassle-free move. You can trust our close-knit team to ensure that your move goes off without a hitch.

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01432 275732

www.strong-removals.co.uk

Office Location:

1-2 Foley Trading Estate, Herford, HR1 2SF



# **NOTES**


# **NOTES**

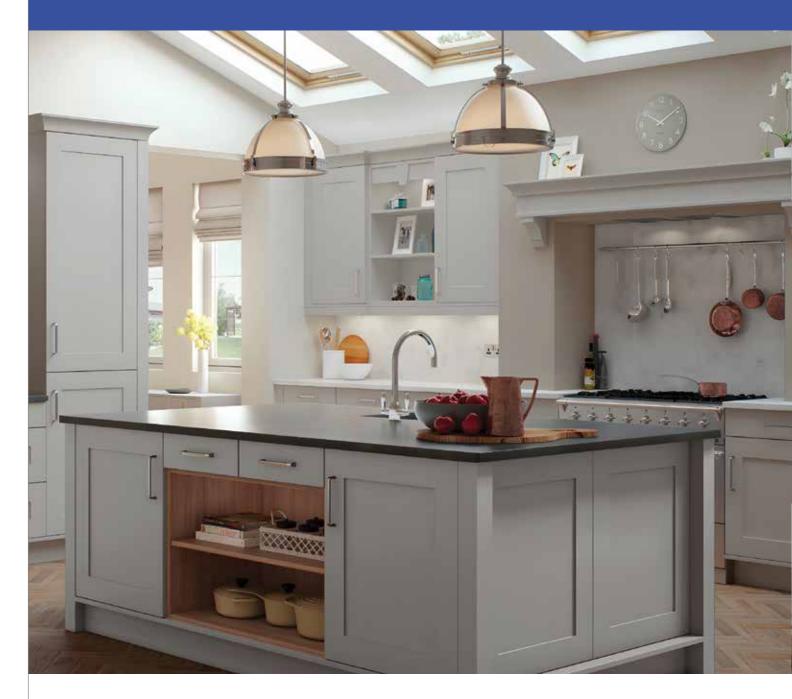
# Need a new kitchen?

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# How about a beautiful outdoor living space?

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From porcelain and natural stone paving to timber or composite decking, explore our full range of landscaping products in the centre of Hereford.

Whether you want to create a welcoming driveway, a garden of relaxation or a place to entertain, we're here to help you get your garden in shape this summer.



# Add the finishing touches with our bespoke windows and doors

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