OLIVER JAQUES
EST.1986

SALES GUIDE

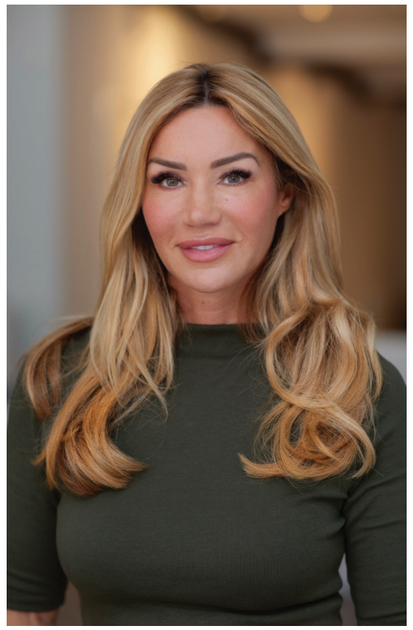
Helping our clients on their property journey since **1986**

98.02%
of asking price achieved
(1st Jan 2024 – 1st Dec 2024)

Delivering on our promise since 1986.

OLIVER JAQUES EST.1986

"We are proud to be able to offer our clients a **unique sales experience** with a strong emphasis on a bespoke customer service."



Nicola

Nicola Heard ANAEA, MARLA
Director

Welcome

At Oliver Jaques, we are committed to hard work, honesty, and transparency. As a family-run independent estate agency established in 1986, we have proudly assisted thousands of clients in achieving their property dreams.

In a marketplace increasingly dominated by corporate entities, our close-knit family environment allows us to offer a more personable and flexible approach, always prioritizing our clients' long-term interests.

Most of our team members have been with us for over a decade, providing us with unparalleled knowledge of local market conditions, property values, and future community developments. This expertise is why the majority of our business comes from client recommendations.

SCAN ME

Scan the **QR CODE** to watch my video on why I feel we are different to other agents.

www.o-j.co.uk



What People Say About Us

4.8/5 334 reviews
97% recommended

“ I approached Oliver Jaques Estate Agent during our search for a flat to buy in Rotherhithe area, and I could not be happier with the service they provided. Michael and the whole team were extremely helpful, always professional but also friendly. They gave me lots of important information and I always had very strong feel that they were working in our best interest. I only have the highest praise for Michael and his colleagues. Thank you for all your help. ”

“ Through the process of selling my property with Oliver Jaques I found the team to be approachable, friendly and considerate.

I’m glad I went with them as agents to handle the sale, with an extra call out to Rosalie who consistently went above and beyond to make sure the sale stayed on track when unexpected issues came up. ”

“ Oliver Jaques handled the sale of our flat at Bow Quarter. We had an excellent experience, with Rosalie Kurton particularly crucial in progressing an increasingly complex chain of 4 properties to a very tight timetable. We had a lot of difficulties with the solicitor/conveyancer we initially chose, but fortunately Rosalie found us an alternative at short notice, Catherine White at John Barker’s, who has also been outstanding. If we hadn’t made the change that Rosalie suggested it’s highly likely everything would’ve fallen apart, so thank you again! ”

“ **The entire process was smooth and efficient.** Property was live and under offer in less than a week, and the sale progressed nice and quickly. From initial listing to completion was just under 2 months! **Thank you!** ”

“ After looking at a few agents in the area we decided to use Oliver Jaques and were delighted with the quality of service, professionalism and overall smooth managing of the sale of our flat. Highly recommend company. ”

“ I found Oliver Jaques very helpful and professional. The initial picture taking was done by professionals which makes the flat looks nice to potential buyers and sets it apart from the rest of the properties. The services provided by the staff are outstanding. We were kept up to date all the time. Rosalie in particular has been amazing. Without her relentless collaboration with all parties the sale wouldn’t have gone through this quick. Thank you Rosalie and the rest of the team. Highly recommend them to others. ”

“ Oliver Jaques is so amazing they are all super friendly, effective and supportive. I recently bought a house and they have been with me in every single step of the way advising me on docs, timelines and any question I was having during the process. I highly recommend using them. You are not going to find a better agency and partners. If I give specific names I would not be fair saying how amazing the whole team has been, but Rosalie, Harry ,Steve,Nicola...they all have been crucial in this process and I am eternally thankful to them. If you are going to rent or buy a house soon, this is your agency! The last day I went to the agency, they also gave me a cute bottle of wine for my home purchase, which I thought it was super nice and it really made my day. As I said, I give them a 10 in customer service and professionalism. ”

Some Of The Names Behind Our Continued Success

We have, in our opinion, one of the most experienced and knowledgeable teams in London and our people all have an ethos of being passionate about property and people.



Nicola Heard ANAEA, MARLA | Director
Joined Oliver Jaques in 1993

I have spent over 30 happy and eventful years at Oliver Jaques and have enjoyed building a fantastic rapport with our clients, some of whom still entrust us with their property portfolios 25 years on. Having grown up locally, living in Bermondsey and attending Aylwin Girls' School, I have a unique insight into the needs of the people moving into the area, and I am one of the few Directors in the industry who can be can be found, every day, working closely with the staff, striving for the business to continually grow and exceed expectations. I enjoy giving back to my community and hope to continue to be able to do so for many years to come.



Michael Petherbridge MNAEA | Area Manager
Joined Oliver Jaques in 2001

Having previously come from a strong customer care background in the hospitality industry, I joined Oliver Jaques in 2001 working my way up through the company to become Area Manager. Within this time I have received a special recognition award for services to the property industry and also became a member of the National Association of Estate Agents. My wealth of experience, market knowledge, and trustworthy approach to estate agency has helped me sell thousands of properties locally, and I strive to ensure people walk away with a great experience and fond memories of Oliver Jaques.

"Nicola and the team were very forthcoming, never making me feel that I was a pain to deal with. They were always on the other end of the phone to answer any questions I had, and if they couldn't give me an answer there and then, they would always came back to me as promised."



Stephen Banks MARLA | Lettings Manager
Joined Oliver Jaques in 2013

I am a proud member of ARLA Propertymark and have been fortunate to have the privilege of guiding thousands of clients through their property journeys over the last two decades. I have a genuine passion for providing a responsive, personable, and transparent service to all of my clients, with communication at the forefront. Many of my articles have featured in London-wide property publications with my department ranking in the top 5% of letting agencies in the country.



James Halford | Bow Branch Manager
Joined Oliver Jaques in 2024

I have been in the property game since I was 17, so practically a lifetime spent studying floorplans, pricing trends, and the secret art of making clients feel right at home: it's in my DNA. Born in Devon, raised in the industry, I eventually built and sold my own agency before jumping headfirst into the London property jungle. Outside the office, I make it my mission to get up close and personal with all that London has to offer: whether it's a cheeky evening at the theatre, getting lost in a vintage market, or devouring street food in the East End.



Gina Begbie | Senior Property Manager
Joined Oliver Jaques in 2007

This year, I am celebrating nearly two decades with Oliver Jaques, having lived and worked in South East London all of my life. I have a unique insight into the ever-changing landscape of the property sector both here and in the surrounding areas. I work very closely with Nicola, heading up the Property Management department and have built up long-lasting relationships with all of the local contractors so that if a tenant requires assistance in a property that Oliver Jaques manages, they can respond instantaneously.



Erika Janosova MARLA | Property Manager
Joined Oliver Jaques in 2015

I have been working in the property Industry for over 20 years and came to Oliver Jaques in 2015 with over a decade in property management across London. A proud member of ARLA Propertymark, I enjoy using my knowledge and experience to build lasting client relationships and help tenants and landlords alike to have a long and prosperous tenancy.

What Makes Us Different?

Our unique combination of 40 years' experience, 5-star customer service and cutting edge technology is what enables us to get the best results for our clients time after time.

What's more, we know this works, as over 50% of our business is made up of returning customers and personal referrals.

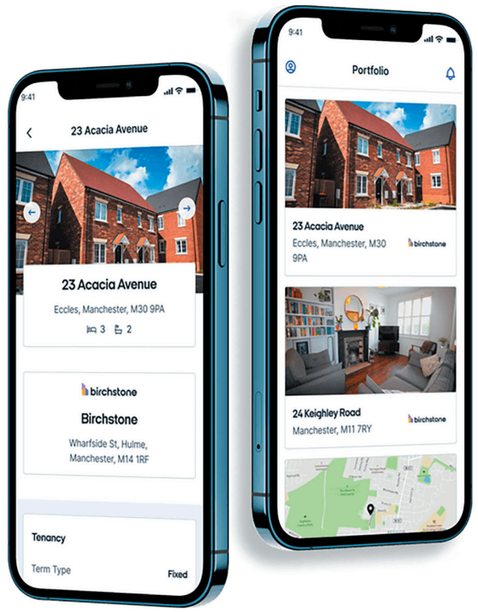
The majority of our team have been with us across two decades, delivering a wealth of local knowledge, expertise and most importantly a high success rate in selling properties.

We will transform your selling experience overnight, from the initial valuation, to professional photography and floor plans, the teams outstanding knowledge of the local area and a consultative approach to selling.

All of this is supported by streamlined communication through our vendor app STREET.co.uk. This handy tool, enables you to get updates in real-time, receiving feedback, offers and key information on the go. All of this is supplemented by regular communication with the team.

And, it doesn't stop there. Once you agree a sale, we have a dedicated sales progression team whose role it is to manage your sale seamlessly through to completion, navigating the inevitable bumps in the road to help ensure the experience is as smooth as possible.

STREET_CO UK



Professional Property Marketing

When you market your property with us, we use professional photography , walk through tours and lifestyle shots, showcasing the local area.

We also write bespoke descriptions for the property listings and brochures, and produce our own video content for Instagram where appropriate.

In accordance with guidance issued by (NTSELAT) each property is required to have a set of material information which lists key elements of the property, and our handy vendor-app, STREET.co.uk allows you to complete this on your phone or tablet .

When your property goes lives it is available 24 hours a day on all devices and will be listed on all leading property portals including Rightmove, Zoopla and OnTheMarket. We review the data available through the portal on a weekly basis to optimise the performance of the listing and liaise with you on any changes we think would benefit the listing.

Once your property is listed, it is available 24/7 on all devices. We pride ourselves on being one of the few agents that list your property on all three leading property portals: Rightmove, Zoopla, and OnTheMarket. We analyse the data from these portals weekly to optimise your listing's performance and will communicate with you regarding any suggested changes that may be beneficial.

Our team is also available longer throughout the day than many other agents. You can reach us by phone, live chat, WhatsApp, or through the app from 8 AM to 10 PM, Monday to Sunday.

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First Impressions Matter

The front of your home is the first thing buyers will see when they arrive. They will begin assessing your property the moment they arrive starting with your property's 'kerb appeal'. This includes everything from your front door, to the garden, driveway, gutters and how clean the windows are.

Your buyer's initial reaction is incredibly important as it sets the tone for the viewing and influences the buyers' expectations for the inside of the property.

Stand Out from the Crowd

Ensure you have cut the grass, washed the driveway, de-weeded the flower beds and cleaned the windows.

If you property doesn't have a clear name or number on the outside, put one up, so the buyers can easily find you.

Give the viewers some space

A good agent will accompany every viewing, getting to know the buyers and building a rapport with them. The better they understand their applicants, the better they can match them to your property.

It's also a good idea to vacate the property when the viewing is taking place to ensure the buyers feel at ease and can talk openly about the property and take their time from room to room.

A good agent will very knowledgeable about the local area and able to talk about everything from school catchment areas to bus and train routes, nearby shops and green spaces. However, if you aware of any hidden gems or upcoming events in the area, share this with them so they can drop this in to conversation.

Tips For Selling Your Home

Once you've addressed the outside of your home it's a good idea to turn your attention to the inside, to get your property looking it's best for the photographs and viewings.

Declutter Your Space

Buyers can have difficulty imagining their lives in a home with other people's furniture and personal items in it, and rooms can feel smaller than they are.

Go into each room and look objectively at the space as if you are seeing it from a buyer's point of view. If the wardrobes are brimming with clothes or a child's bedroom has toys everywhere it can suggest the property doesn't have enough storage, so box up what you don't need, and move it in to storage.

A Fresh Coat of Paint

A fresh coat of paint, touching up scuffed skirting and neutralising loud colours will all help to create a clean and calm environment.

Fix, Fix, Fix

Address small repairs, such as door handles, missing tiles, cracked window panes and the like to ensure your buyers don't feel they have a lot of work to take on when they move in.

Leaks from above

It is not uncommon for leaks from above to happen in flats. If you have had water damage make sure you have confirmation the leak has been fixed and once the leak has dried out, have it painted over, ideally with a coat or two of stain protector.

Find your home's certificates and warranties

Be prepared in advance, for questions about your boiler and electrics. If you have your boiler serviced every year, let the agent know, so he can use it as a plus point on the viewing.

If you have upgraded your windows, make sure you have your FENSA certificate available.

If you have a New Homes Build Warranty or any other useful information unique to your building make sure it's available for the agent.

Material Information

By law, you need to provide your agent with a list of information relating to the property such as lease length, service charge, ground rent, any future works planned, any work done, type of broadband available and more. Spend some time preparing this in advance as it will be beneficial for your buyers when they are considering putting your property on their shortlist.

Anything that relates to the cost of running the property will be needed when the buyer puts their mortgage application in, so having your most recent service charge breakdown to hand is always a good idea.





Why Are Floor Plans Important?

Floor plans are as crucial as photographs, if not more so. They offer potential buyers reliable information about a property. While images of rooms can be altered, enhance or taken from flattering angles to make the space appear larger, floor plans present an accurate view of the property's layout, as a result, having a RICs accredited floor plans can encourage more buyers to consider a property making it a valuable marketing tool.

Floor plans display room measurements and indicate the locations of windows and door, allowing buyers to envision where their furniture might fit and how they would use the space.

Floor plans that include dimensions are not only beneficial during the viewing stage but also serve as valuable reference after the property is purchased.

When selling your property, it's essential to review the current layout versus the layout when you first bought the property to ensure that any changes , structural, or otherwise have the relevant consent and sign off.

If you tick 'yes' to alterations on your property information form, this will be raised as an enquiry during the conveyancing and if you are not in receipt of final sign off (which is more common than you think) then this could delay your sale by weeks.

Your agent will check that the floor plan is an accurate reflection of you property layout, but you will also have the opportunity to sign this off. If you do discover you need retrospective consent for any alterations it's a good idea to start this process straight away.



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YOUR PROPERTY MAY BE REPOSSESSED IF YOU DO NOT KEEP UP PAYMENTS ON YOUR MORTGAGE.

Considering And Accepting An Offer

Considering an offer

Generally, buyers will start with an offer that is under the asking price. However, this is usually an opening bid which you are not required to accept or decline immediately.

Your agent will be able to gauge the buyer's interest in the property versus other properties they've seen, and will ask them to justify their offer.

Assessing the buyer's position

Before making any decisions, talk to your agent to understand the buyer's position. There are 5 key questions to ask relating to their financing and timetable:

1. Does the buyer have something to sell?
2. Are they a cash buyer or buying with a mortgage?
3. Do they have their Mortgage in Principle in place?
4. Are they flexible regarding timescales?
5. Do they need to serve notice on their rental?

A buyer who is not part of a chain and already has a mortgage approved, is generally a more favourable option, but it depends on you exact circumstances. If you need to find an onward property, you ideally want a buyer who is prepared to wait rather than one who wants a quick completion.

Consider your own position

1. Do you have tenants in the property?
2. Are you yet to find an onward property?
3. Do you want a quick sale or the best price?

Market factors

The property market is very sensitive to fluctuations in the economy and changes in legislation. Factors such as Interest rates, mortgage rates, leasehold reform initiatives and selective licences are all factors affecting how many properties are on the market and how many applicants are looking at any one time.

Get ahead of the competition

Whilst you don't need to make a decision over night, it is also important not to deliberate for long. Try to respond to your agent in good time on any offers they have presented. When there is a lot of stock available, price is key, but buyers will also look at factors such as the condition of the property, the lease length and the service charge, so it's good to keep an open mind when considering offers.

Above all, make sure you are happy with your decision and looking forward to your next chapter!

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Your Guide To Moving

There's a lot to remember when you're planning your move so we've put together this handy checklist:

3 - 4 MONTHS BEFORE YOUR MOVE	
Choose a solicitor who comes highly recommended for the conveyancing and one that is easy to communicate with over the phone	✓
Arrange a survey on your new property (discuss the options with your agent and chose a Level 2, Level 3 or a structural survey)	✓
Research removal firms and ask for quotes. When it comes to moving day try to avoid key dates (like Easter and bank holiday weekends) as these will be very busy and you may have to pay a non-refundable deposit	✓
Start decluttering by going through each room and identifying items to sell, donate and throw away. Remember to do the same with the garage	✓
Create a folder for important documents, including warranties, electrical/gas installation reports/certificates, building consent, planning permission and FENSA certificates, if you've replaced windows and doors	✓
Check your home and building insurance policies ready to transfer to your new	✓
If you are in a rented property, check your contract on how much notice you need to provide. It's a good idea to have a buffer between both properties so that you don't find yourself homeless if the sale is delayed for any reason	✓

5 - 6 WEEKS BEFORE YOUR MOVE	
Book time of work and ensure you have no holidays that coincide with your move	✓
Check the TA10 form (fixtures and contents form) on both your sale and purchase. This confirms what will be left behind in terms of white goods, furniture and garden items	✓
Depending on the removal service, organise boxes and bubble wrap	✓
Begin packing room by room, starting with the non-priority items	✓
Check whether you need to apply for a parking permit with the local council for your new home and whether there are any restrictions for loading and unloading	✓
Confirm a provisional moving day with the removal company	✓

2 WEEKS TO GO	
Clean your home or organise a professional clean for the day you move out	✓
Speak to your broadband supplier and check if you need to return your router	✓
Research utility providers for your new home	✓
Pay outstanding bills and cancel subscription like newspapers and milk	✓
Redirect your mail and leave a forwarding address for the new owners	✓
Continue packing as much as possible	✓
Return any items you've borrowed from neighbours	✓

THIS CHECKLIST SHOULD HELP ENSURE A SMOOTHER MOVING PROCESS!

1 Week Before Your Move

- Confirm the final details of the moving day with your movers
- Create a list of boxes corresponding with rooms and match them using colour labels
- Clean and defrost your fridge and freezer
- Do as much laundry as possible
- Drop a spare set of keys to your estate agent for completion day
- 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 moving day
- Pack a box with tools you will 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
- Put together a information pack for the new owners of your property that includes instruction manuals for the appliances, the location of the stop cock, gas, electricity and water meters, any instructions for lights, alarms, parking permits and anything else you think will be useful
- If you are leaving keys in the property ensure they are clearly labelled.

On Your Moving Day

- Take a photograph of your meter readings to close your accounts
- Collect your broadband router ready to post back
- Take one last look around your house for forgotten items and ensure all appliances are switched off
- Make sure your removal firm have your contact details and the correct address for your new home
- Once your solicitor has confirmed you have completed you can collect the keys from the estate agent
- When you arrive at the property do a walk round with the removal team to advise them on which boxes go where
- Revisit the TA10 that you looked at 6 weeks ago and make sure there is nothing left in the house that shouldn't be there (such as bulky furniture). You will need to advise your solicitors if anything you weren't expecting has been left behind
- Start unpacking your belongings, beginning with the items you will need right away

- Check for any damage or missing items
- Take a photo of the utility meter readings and call suppliers to set up your accounts
- Make sure all the keys to your property work properly
- Plug in all appliances and electronics
- Make the beds
- Check that the hot water and heating work
- Don't be afraid to call the agent for guidance during the transition phase. They will often give advice if you are having any issues or don't know how to work something
- Book a locksmith if you intend to change the locks.

Days After You Have Moved In

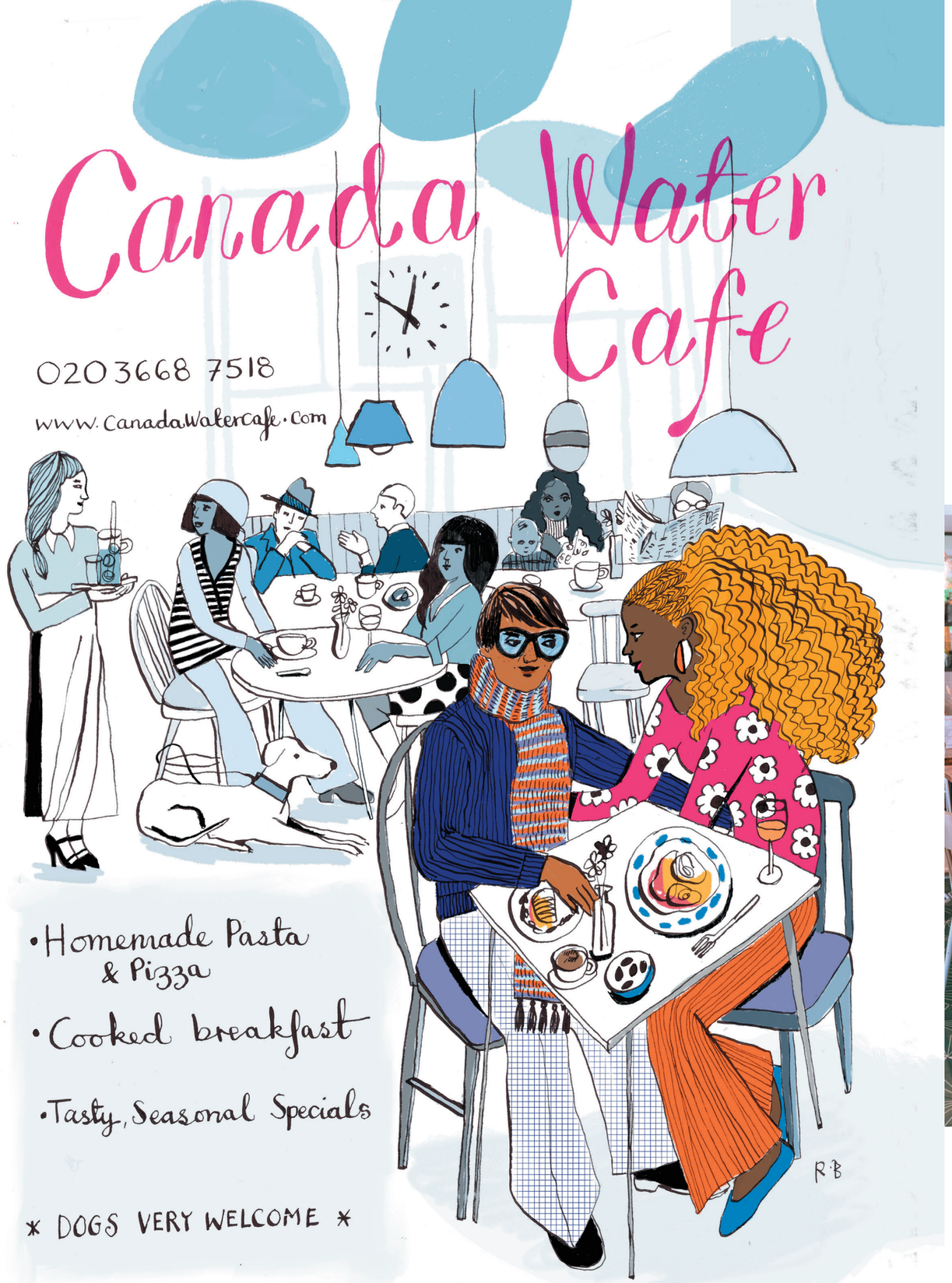
- Replace the locks.
- If you notice any damage or faults that did not previously exist or were missed, contact your removal company or surveyor immediately
- Involve your children in organising their rooms
- Meet the neighbours
- Take your time unpacking
- Explore your new area
- Relax and enjoy your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



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