# Falcon

## Who we are and what we do...

"A straight forward no nonsense approach"... that's what our clients say! With **over 35 years** of helping families in Plymouth to buy, sell, let or rent we know how important it is to 'get it right!' 'People and property' is what we are all about!

Whatever the circumstances we are there to help you to make sure everything goes like clockwork.

All you need to know about Sales
Meet our friendly team
Interesting facts
Expert knowledge for buyers and sellers

**Find out more**
Visit our website **falconproperty.com**
or follow us on facebook **falconproperty**

It can be difficult to decide on which estate agent to use to help you sell or let your home and as our industry has always been plagued by a bad reputation, fuelled by some of the more unscrupulous companies and sensationalist media, it's easy to see why!

Recommendations from friends and family are a great place to start, our reputation is of the utmost importance to us and we are committed to delivering an excellent, reliable and proactive service of which we can be proud.

It's important to know what you should expect when you choose us, what commitment we make to you. What service will you receive? What process will we undertake and what goes on behind the scenes to make your move as simple and effective as possible?

We want to show that we mean what we say, and we do that by offering some extraordinary guarantees that back up our words with action; we are committed to regularly surveying our clients which allows us to constantly monitor our service, continuing to do what is working well, and react to any situation that needs our attention.

In what is becoming an increasingly complex process, our qualified and experienced team have the sound legislative knowledge and practical experience to ensure that we are the best estate agents to choose.

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## Cody Davey
**Sales Consultant**
cody@falconproperty.com

Cody is one of our main Sales Consultant's and has worked in the industry for two years. His main role is to help buyers find their next home and sellers move whilst navigating the selling and buying process for them. Cody has built a wealth of knowledge in his time in the industry and constantly receives great feedback from our clients. His friendly, charismatic approach has been vital in ensuring the whole process goes smoothly for our clients.

## Becky Reid
**Sales Consultant**
becky@falconproperty.com

Becky is one of our sales consultants, along with Cody, Mel and Karen, she has 18 years' experience of helping Plymouth home owners and buyers with their move – always with a smile and nothing is too much trouble. Her main role being to carefully manage our sales from offer to completion. Her enthusiastic attitude is a real bonus to Falcon and her readiness to help our buyers and sellers through the challenging process of buying/selling a property has been well received by our clients.

**Many clients have said that Falcon exceeded their expectations**

## Karen Sheather
**Sales Consultant**
karen@falconproperty.com

Meet Karen, another key member of our sales team with a wealth of knowledge in the industry dating back over 30 years, and returns to Falcon after some 15 years since she last worked here. Her many years in property will be undoubtedly a considerable bonus to both our sellers and buyers and her bright, bubbly, professional and friendly approach will of course be welcomed by all. Karen will be in the office to help deal with all your property related enquires, while no doubt you will also meet her on viewings or when you visit our office.

## Mel Hooper

**Sales Consultant**

melanie@falconproperty.com

Mel works closely alongside Karen, Becky and Cody, they all make a great team. Mel's main role is looking after the smooth running of the admin but having been an estate agent for a number of years Mel has developed fantastic knowledge of the industry and is also loves to help buyers and sellers with any issues they experience during the selling process. Her calm reassuring manner goes down well with our customers. She loves to build close relationships with both sellers and buyers alike and offer a remarkable experience for our clients. Having been an estate agent for a number of years Mel has developed fantastic knowledge of the industry and is also loves to help buyers and sellers with any issues they experience during the selling process. Her calm reassuring manner goes down well with our customers.

"a remarkable experience for all our clients"

## Liz Smith

**Valuations Manager**

liz@falconproperty.com

Liz has been in the agency for over 17 years. A dynamic and passionate individual who thrives on delivering a bespoke service for her clients. Highly experienced in all aspects of valuing / listing and selling property and always working in the best interest of the client. Having a wealth of experience and knowledge in the property industry, she is a very enthusiastic individual. Clients have often been heard to comment that nothing is too much trouble for her! Liz has a keen eye for detail which shows in her eye catching photography.

## Becky Lidstone & Julie Heap

**Viewing Consultants**

sales@falconproperty.com

Becky & Julie are key members of our Falcon viewing team and you will most likely meet them at one of our fantastic properties. They have a wealth of experience and knowledge, plus over the years have built a collection of funny stories along the way. They believe the secret to a 'good viewing' is to let the property do the speaking and is ready to answer any question that a buyer may have.

# Don't take our word for it!

We know we are good at what we do and love doing it, however when someone else says it, it is somehow more believable. We have joined the All Agents review site which invites people who have dealt with us to rate us out of 5 and to write a review. We are incredibly proud of what we do and to read the reviews helps to make it all worthwhile.

allAgents.co.uk
the UK's largest estate & letting agents review site

Well what can I say?... from start to finish Falcon have been there from start to finish! Boasting latest technology, great local knowledge and presence. We pitched the market perfectly and managed a number of offers with ease and offered advice at every step of the way. Always available either through messages or via phone. I would recommend Falcon to anyone! Liz and Mel were great and always kept in contact.

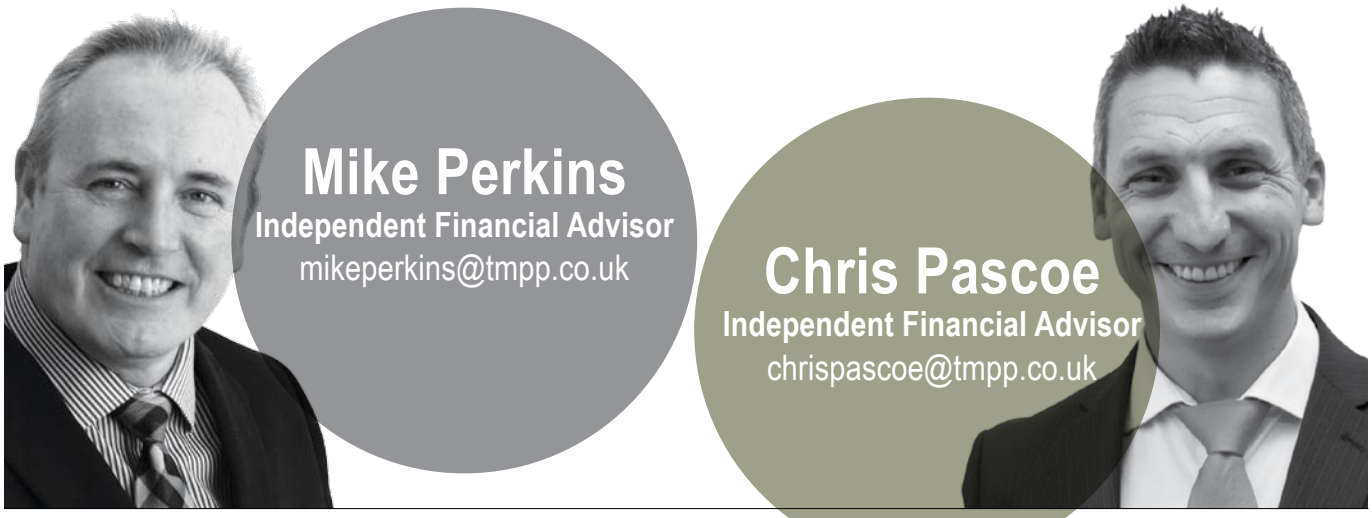
From the very first meeting I was impressed with the professionalism and experience they have, but also how relaxed and at ease they made me feel. It is said that selling your house is a very stressful time but for me the whole process has been far from it. From going on the market to completion has taken 7 weeks 2 days which Falcon have helped me on every step. If I ever sell a property again without doubt I would use them again. Fantastic staff and service

Superb level of service, literally the whole team are super helpful and have worked tirelessly to sell my property for the best possible price. Special mention to the fabulous Karen who has been brilliant throughout. I've also used Falcon to let my property and again they have always gone above & beyond. Highly recommend for selling & letting, genuine 5 star service.

Falcon have just sold a 3rd property for us. We're property developers. Liz takes excellent photographs. They have managed to get the full asking price for us. Took a bit longer to sell this time, but that was probably due to the uncertainty of the market and the layout of our property.

Falcon are specialists in Peverell, they know the area and are able to realistically price homes. They were professional at all times, answering questions in a timely manner and generally getting on with the job without having to be reminded! Thank you.

# "our clients often get some cracking deals"




**Mike Perkins**
**Independent Financial Advisor**
mikeperkins@tmpp.co.uk

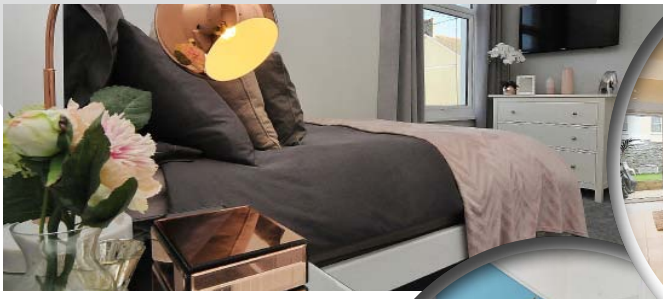
**Chris Pascoe**
**Independent Financial Advisor**
chrispascoe@tmpp.co.uk


Mike and Chris have access to all of the mortgage and insurance products available to the whole of the market. They are available at the end of the phone to produce quotes to compare to ones you've already had and are always happy to run through these with you either face to face or over the phone.

It always amazes us that they seem to find our clients some cracking deals.

We receive many comments back from clients that they have felt so happy and comforatable with the solid financial advice they have received.

# Bedrooms



Dressing beds with colour co-ordinated throws, cushions and crisp white linen can make a room look fabulous.

A small child's bedroom can be imaginatively dressed with some good quality toys arranged on a rug.

For some great inspiration on internal presentation have a look at our Pinterest board which has some fabulous interior shots and ideas on 'staging your home', www.pinterest.com/falconplymouth

# Kitchens & Dining

A well dressed dining table can look sensational and very inviting. The aim is to create a lifestyle as well as displaying your home for presentation.

Try to avoid bare tables as this will make your property look uninteresting. As a minimum have a centre piece to break up the slab effect. Placing some coffee cups, a coffee jug and milk on a breakfast table will perk up a breakfast room.

# Gardens

Use sunlight to your advantage and arrange for garden shots to be taken in the Spring or Summer if you intend to sell in Autumn or Winter. If you have garden umbrellas, or tables and chairs, make sure they are dressed with some brightly coloured napkins, a jug of squash and a couple of glasses.

# Exteriors

Keep all exterior areas free of leaves and debris. Present your home as clean as possible and make sure you take advantage of kerb appeal to attract buyers to your home.

The use of flowers and shrubs can really help brighten up the façade, even on the dullest of days.

# Showcase your home

By choosing Falcon you will be guaranteed to have your property showcased across a broad range of media.

You will be featured on our web site, along with the main property portals, Rightmove, Zoopla and On the Market, we are one of the very few agents advertising on all the big main three sites! You will also appear on Prime Location, we will be connecting you with buyers globally. We will be showcasing your property with a Premium Listing display on line to maximise your exposure and your chance to be spotted. You will also be highlighted on our social media channels such as Facebook and Instagram.

On street presence is so important and one of our striking for sale boards will be put up to catch the eye of passing buyers. This will soon change to a 'sold' board

## What photographs will be taken?

The exterior with its gardens, grounds and outbuildings will all be photographed. The main rooms such as the living rooms, kitchen, dining room, bedrooms and bathroom will normally be used for promotional purposes on the your property brochure and on the internet.

Sometimes, there may be opportunities for hallways, landings and small spaces – especially if they have character or have been well designed – to be used.

The more people that are attracted to your home, the more potential there is to achieve its optimal selling price. By making sure your property's photographs are the best they can be, you can be confident that it will get noticed for the right reasons.

# Be There

Your 24 Hour Open House

**The future is right here**

Buying and Selling a home is getting more competitive and it's really important to get the best photography to help inspire people to view and then buy. Falcon has now taken the huge technological step forward by investing in a 3D virtual reality camera. So, with our online marketing, that includes the three big portals, this fresh approach enables us to show your property like no other agent. This produces a viewing experience that feels as real as actually being there!

EMBRACING THE FUTURE
A PLYMOUTH 3D AGENT
TOTALLY IMMERSIVE

Available, at **NO COST**, on selected family homes coming to the market. View realistic, interactive 3D and virtual reality experiences that feel as real as being there. **It's an immersive 3D Showcase**.

**NO COST** | **IMMERSIVE** | **360° INTERACTIVE**

# Simple ideas, powerful presentation

Let the photographer know your favourite view of the exterior or interior.

Any rugs or furniture that you are not certain about, simple remove it before the photography takes place.

Make sure that all light bulbs are working, especially for picture lights and down-lighters in kitchens – dead bulbs make the property look uncared for.

Keep all cleaning products with brand names out of sight. Hide toothbrushes, toothpaste and flannels. An exception to the rule are upmarket products that are colourful, for example, Molton Brown.

Tidy away all newspapers and magazines, however, quality magazines such as Devon Life, Homes and Gardens can create coffee table appeal.

Personal birthday cards and invitations ought to be removed from mantelpieces and shelves.

Bookshelves should be tidied with neatly arranged books and remove box files, if you have them.

If you have an open fireplace, nothing says 'home' more than a roaring fire. If you are unable to set a fire for the photographer, please leave some paper for the photographer to light, this will create a real flame to photograph.

Props are also a great way to create a homely mood. A kitchen/dining room can come alive with a cleverly placed quality bottle of wine with a couple of glasses, a bunch of flowers in a vase, a colourful set of display kitchen knives or a well stocked colourful fruit bowl. Coloured glass bottles will also complement any contemporary or minimalistic kitchen.

Plump cushions and straighten curtains.

Towels look luxurious when folded on shelves or other surfaces. If you hang them on towel rails, they will need to hang neatly. Towels should complement the decor, if they do not, it will be best to remove them.

Remove all magnets, postcards and children's artwork from fridges.

Move pet baskets and food bowls out of sight.

Dressing tables, sideboards and other surfaces should be neat and tidy and clutter-free. This will make the room feel more spacious.

If you happen to have a trouser press, it would be a good idea to hide it.

Keys to patio doors, french windows and conservatories should be made available to the photographer so that they can be opened if necessary.

Use colour tastefully.

De-clutter to create a tidy and comfortable lifestyle, if you remove too much the property could look cold and sterile.

"create a space, a dream lifestyle, that buyers desire and want to live in"

## David Vernon

**FNAEA - Partner**

david@falconproperty.com

David has been an estate agent for over 35 years. He is a Fellow of the National Association of Estate Agents and is one of the founding members of Falcon. David is mainly based in the office but he also carries out initial market appraisals for selling, digging deep into his wealth of local Plymouth knowledge and experience to give the best advice to our clients. When you come to the market it will be either David or Mark who will take the photographs which they love doing, so, brace yourself for some outstanding magazine style pictures of your property. Although there have been many changes within the property business over the years, one thing has remained true throughout - it's about people, not property.

Talk to David about presenting your home for viewing. Crisp, elegant photography is one of the essential elements in attracting a potental buyer to your property. Beautifully shot photographs help the buyer to imagine themselves in that space and generates positive interest to help gain the best possible price.

## John Coulton

**BSc (Hons) FNAEA MARLA - Partner**

john@falconproperty.com

John is a Fellow of the National Association of Estate Agents, a Member of ARLA and the other founding member of the business. John also has bags of relevant experience and became an estate agent over 34 years ago. John is always looking for the next great marketing idea along with imaginative ways to develop the business. He splits his time between the Sales and Lettings teams. His experience with Lettings is a great help for advising on investment and buy to let properties.

He loves the outdoors - walking on Dartmoor or out on the bike.

Excellent Customer Service, don't just take our word for it, visit our website to see our reviews from previous clients.

allAgents.co.uk

the UK's largest estate & letting agents review site

4.9 ★★★★★

**Sales** 01752 600444 **Lettings** 01752 600828

falconproperty.com sales@falconproperty.com