




lomond
make yourself a home

selling your home
the lomond property guide

www.lomondproperty.com



Why Lomond Property?

Founded in 2005, Lomond Property are a leading, independent Estate Agent and Ayrshire's largest Letting Agent. Our marketplace spans rural, town, suburban and city properties.

With four highly-experienced Directors and a team of 12 staff, Lomond Property take pride in providing the right service for every client.

We deliver value throughout the West of Scotland and beyond, allowing people and businesses to make more informed property decisions in sales, purchases, lettings and investments.

Having invested time, money and love in your home, choosing Lomond Property brings our knowledge of what buyers in your area and market want and expect. Our pride in attention to detail guarantees a comprehensive, end-to-end offering designed to achieve the best possible price as quickly as possible with a minimum of fuss and stress.

With our established presence and online expertise, our local knowledge, market experience and negotiating skills ensure a seamless, professional service.

_Our Offices

Lomond offices are easily accessible with ample parking nearby. They are finished to high standards with strong branding, and we welcome all potential, new and current clients to visit us.

_Fees

Lomond fees are always transparent and flexible. We prefer to keep matters simple, and you can be sure that our fees will be tailored to your needs: we don't have a one-size-fits-all approach.

_The Property Ombudsman

Lomond are members of The Property Ombudsman scheme, providing our clients with the assurance they will receive excellent, comprehensive service at all times.

www.tpos.co.uk

the lomond property sales' strategy

_Market Knowledge

Lomond understand the importance of targeting what appeals to buyers' hearts and minds. These details are key when we start to build your tailored sales' plan. Our staff consider every property, every seller individually, and promote your home as a unique proposition. Along with Lomond's recognised brand, it's all designed to achieve the best possible price for your home.

_Valuation

Every year Lomond successfully complete hundreds of valuations and sales. These, combined with our keen understanding of each local market, each property, local amenities, transport networks, and other important lifestyle ingredients, ensure the best valuation.

According to Rightmove, over half of Lomond Property viewing enquiries come from out-of-town buyers: now, more than ever, our marketing knowledge of the entire region and what it brings to buyers' lives are important focal points. We are not just selling your property; we are selling the lifestyle and work benefits it brings to your offering.



Craig Robertson – Director

“Come rain or shine, winter or summer, the journey to work for the Lomond team involves the wonderful Ayrshire landscape and beyond: rolling countryside, the Firth of Clyde and the beauty of Arran. These are part of the job satisfaction that comes with being part of a driven, successful, and highly competitive team who constantly deliver for clients.”

Joe Gilligan – Director

“And vendors love our stunning drone photography and aerial footage, and how it expertly showcases gardens, grounds and surrounding areas. Remember, we are not just selling your property, we’re selling its location and associated lifestyle”

Drone photography is included on all listings

marketing your home

— The Lomond Property Database

Prior to launching your home on the market, Lomond contact all registered buyers on our database whose requirements match your property and location. Potential Lomond buyers are spread throughout Scotland, the rest of the UK, and Overseas, and since the push for remote working and provincial living, a larger proportion of our buyers are moving to Ayrshire from elsewhere.

Our comprehensive database includes singles, couples, families, investors, and this data increases the opportunities for quick, painless selling at the best possible price.

— Your Listing and Your Lomond Digital Brochure

Property presentation and your listing are fundamental elements when it comes to selling. Lomond’s high-quality digital brochure benefits from our local area and lifestyle knowledge.

In offering your property to buyers, we present professional photos and drone shots, floor plans and feature information, as well as detailing local amenities, leisure pursuits, schooling, transport and commuting options. This all showcases desirable homes and property.

— Online Platforms

Almost all buyers now start their search for a new home online, and listing your property on market-leading estate agent platforms is essential. Lomond will market your property on

Our own user-friendly site

www.lomondproperty.com

lomond rightmove Zoopla PrimeLocation

— Social Media

Homebuyers now look to social media to search for properties, and we take many enquiries via each platform’s direct messaging function.

Lomond Property’s focus is on Instagram and Facebook, and we produce a video for each property, regularly catching buyers’ attention.

— On-Street Presence

Lomond office window digital displays are highly visible and in prominent retail locations with excellent footfall, and we encourage buyers to visit. On request, a Lomond Property For Sale board will be erected at your property at the appropriate time. We also respect that some sellers prefer not to advertise on-street.

Lomond will also sell properties off-market and privately, where our fees will be tailored to each, individual deal with the property curated for a particular buyer’s market.

presenting your home

Whilst each home is treated as unique by Lomond, selling any property follows the classic blueprint for sales and marketing

_Achieving the best price

_For the most competitive marketing costs

_Saving the seller time, money and emotional energy.

_Presentation

Most properties require little effort prior to listing. However, Lomond can provide guidance on small changes that can have a big impact, as well as advising on more detailed changes and their benefits to market value, listing price, and 'sellability'. Typically, this all leads to the best price in the shortest timeframe.

_Lomond's top tips are:

Think like a Buyer – cast a critical eye over your property, identify areas that require improvement

Reduce Clutter – keep rooms clean and tidy, allowing buyers to fully visualise the space

Keep it Light – sparkling windows, open blinds and curtains encourage as much natural light as possible into your home

Keep it Fresh – prior to viewings, open windows and doors allow fresh air to circulate throughout

Kerb Appeal – a well-kept exterior creates a great first impression. Fresh paint, polished brass, and a neat and tidy garden with strategically placed furniture all really showcase your home.

Various surveys suggest that an untidy, cluttered property can reduce the average value by 10%, and possibly reduce the number of offers by 20%. Wherever possible, treat your sale like a business transaction – we do.

Lomond will advise on all the above during initial meetings, allowing all features to be presented well in the brochure, too.

_Viewings

These can be scheduled for specific days, by appointment, after hours, on weekends, or at any level of flexibility to suit you, the client, and your target market. Increased flexibility and our professional viewing service mean Lomond experts will actively sell your home to the right buyers.

To provide total availability, Lomond can also offer initial, virtual viewings via our own website, other property platforms, social media or even the likes of Microsoft Teams. These options, in conjunction with e-brochures and floor plans, are great ways to sell a property, especially when buyers cannot initially attend in person.

_Viewing Feedback

Lomond regard all viewing feedback as positive, taking the opportunity to answer any questions, address possible buyer concerns or to optimise any listing or service offering.



Ross Cowan – Director

"The Lomond leadership team take pride in our fantastic group of hard working, diligent and experienced staff, many of whom have been with the company for many years. Our goal is always to be a leading employer, investing time and effort in staff development and modern working environments. We understand that happy staff mean we can give the best to our clients, always."



Stephen Spence – Director

“The Ayrshire property market has witnessed significant changes in recent years, and the experience and talented Lomond Property team both evolve and react to shifting market conditions. We continually adapt our business strategy and client propositions, moving with the times and offering the best deals and advice whenever possible. We have a passion for property. The rewards of estate agency, helping our clients sell their home for the best prices, brings rewards week in, week out.”

the lomond service

- _Step 1** Congratulations, you've appointed Lomond Property as your Agent!
- _Step 2** Lomond arrange a knowledgeable, local surveyor to produce your Home Report. We'll also advise on those important small improvements that help sell your home.
- _Step 3** Lomond visit your home to draw up floor plans and draft property descriptions. We'll arrange for our professional photographer to attend, and they'll also capture drone shots and make your property movie.
- _Step 4** Once you've approved the Home Report, we'll provide expert guidance on marketing and setting the best possible price for your sale.
- _Step 5** Your Lomond sales' negotiator will contact you to discuss the options for marketing, including any specific preferences you have for your property. We can also suggest particular approaches and any improvements to be made.
- _Step 6** Whilst your digital brochure is being produced, Lomond will commence marketing by contacting likely buyers on our database.
- _Step 7** Once your listing is complete, floor plans and e-brochures become available to download from the website. As required, a For Sale board will be installed at your property.
- _Step 8** Your Lomond office window digital display will be in place and your home listing launched on the web, including the e-brochure and Home Report available for download.
- _Step 9** Lomond will facilitate viewings, liaise with buyers and you, the vendor. We'll negotiate offers and set a competitive closing date, if necessary. Best and final offers will then be discussed with you.
- _Step 10** Once Lomond have your offer of choice, we'll work with your solicitor, keeping you informed of progress as we all u move towards the settlement date.
- _Step 11** Congratulations, you have sold your home! And if we can assist further, Lomond Property also offer Lettings, Investment, and Financial Services advice, just speak to one of the team.



lomond
make yourself a home

Irvine

52 Bank Street,
Irvine KA12 0LP

☎ 01294 317013

Kilmarnock

47 John Finnie St,
Kilmarnock KA1 1BL

☎ 01563 593560

Prestwick

51 Main Street,
Prestwick KA9 1AD


☎ 01292 471511

Office Hours

Monday - Friday: 9am - 5pm

Saturday - Sunday: Contact for Valuations & Viewings

Please contact for out of office hours appointments

✉ info@lomondproperty.com  www.lomondproperty.com