

lomond

make yourself a home

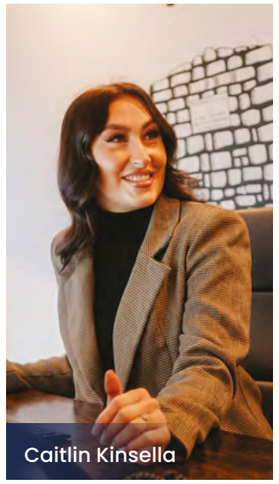
# the lomond guide to selling

www.lomondproperty.com



**Ross Cowan - Director**

Since our foundation in 2005, our mission has remained the same: to build a property powerhouse that refuses to stand still. Behind every successful sale is a complex, meticulously managed operation designed to give our clients total peace of mind.


Caitlin Kinsella


Fiona Reid


Kirsty Dow


Elle Chaney


Gillian Murphy


Carol Spier


Sharon Horner


Erin Duncan


Anne Luff

# our vision

At Lomond, we don't just see bricks and mortar; we see a narrative. From our foundations in 2005 we have evolved into a media-driven property powerhouse, designed to create intense interest in every property listing. We dare to push boundaries, aiming to make every home the main attraction with our focus on Selling the Lifestyle. Our vision is firmly set on the future of estate agency. With a dedicated and highly experienced sales team, we don't just list homes; we launch them. By combining our established local expertise with the cinematic power of Lomond Studio, we craft compelling narratives that emotionally engage buyers. We leverage a digital reach that regularly attracts millions of monthly views, ensuring your property isn't just seen, it's remembered. Our *Client First, Always* approach means we provide a seamless, end-to-end service designed to achieve the best possible price with a minimum of fuss. From high-stakes negotiation to trend-setting social media strategy, we are here to ensure your home's story is told to the widest possible audience, delivering results that truly raise the standard.

## _Our Offices

Our High Street branches have been fully transformed into modern, relaxed environments designed for comfort and collaboration. Moving away from the traditional and antiquated 'office' feel, our renovated spaces feature bespoke coffee bars, stylish lounge areas, and private breakout rooms. Whether you are dropping in for a quick update or a detailed strategy session, we provide a welcoming, high-standard space where you can relax and discuss your property journey in total comfort. Come on in.

The Property Ombudsman

## _Fees

Lomond fees are always transparent and flexible. We believe in a bespoke approach rather than a one-size-fits-all model, ensuring the marketing campaign is tailored to your property's unique narrative. From our cinematic Studio production to our massive digital reach, we keep matters simple: premium marketing and expert negotiation designed to deliver maximum value for your home.

## _The Property Ombudsman

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





**Joe Gilligan - Director**

Property is a people business, and I believe in being right at the heart of the action driving the daily energy of our sales teams across Ayrshire, ensuring the cogs of Lomond are always turning in our clients' favour. We are a hands-on, high-activity team that prides itself on being 'in your pocket' from the first valuation to the final handshake.



# our values

## _Story Driven Marketing

Every home has a story — we bring it to life. We don't just list properties; we craft compelling narratives around them. Through video tours, drone footage, and bespoke campaigns, we spotlight each home's unique character to emotionally engage buyers and drive results.

## _Showcase Without Compromise

We make homes unforgettable. From professional staging to cinematic marketing, we go beyond the basics. Our mission is to present every property at its absolute best — no shortcuts, no compromise, just stand-out presentation that commands attention.

## _Client First Always

We treat every client like they're our only client. We're with our clients every step of the way, literally a text message away, in your pocket 24 hours a day — listening, advising, and always going the extra mile. We aim to make the experience seamless, stress-free, and, above all, successful.

## _Raising the Standard

We don't follow trends — we set them. Lomond Property is redefining what it means to be an estate agent. From cutting-edge tech to forward-thinking strategy, we're committed to raising the bar with every sale.

# lights. camera. listing!

**At Lomond, we're just different, and proud to be!**
**We don't just sell or let homes, we tell their story.**

A full-scale, in-house creative content hub, where properties transform into social media sensations, buyer interest skyrockets, and your most valuable asset gets the spotlight it truly deserves.

## The creative team:



Matthew brings extensive experience in film and broadcast television, having worked on programmes for the BBC, Channel 4 and Channel 5. A skilled photographer and videographer, he combines technical expertise with creative vision. Raised in Fenwick, Ayrshire, he is proud to support his local community. His appointment reflects Lomond's commitment to elevating estate agency marketing.

**Matthew Taggart**
**Head of Creative Media**



Kirsty Dow, our Creative Media Co-ordinator, brings extensive design expertise to Lomond Studio. With a degree in Graphic Design, she previously led a team as Head of Graphic Design at a leading commercial property design house in Glasgow. At Lomond, she drives the brand's digital presence, ensuring every listing stands out while converting strong online reach into meaningful client engagement.

**Kirsty Dow**
**Creative Media Co-ordinator**









# our digital edge

## _Digital-first strategy

We don't follow trends — we set them. Lomond Property is redefining what it means to be an estate agent. From cutting-edge tech to forward-thinking strategy, we're committed to raising the bar with every sale.

## _High-footfall digital office displays

Your home deserves to be seen. Our offices occupy prominent, high-footfall retail locations, featuring state-of-the-art High-Brightness Digital Displays that ensure your property is showcased 24/7 to thousands of local buyers. To complement our digital reach, our iconic 'For Sale' boards provide an instantly recognisable mark of quality outside your property. However, we understand that privacy is paramount for some of our clients; we also offer a fully discreet service for those who prefer a more private approach to selling.

## _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

rightmove Zoopla lomond PrimeLocation

**3.7M**

monthly hits
across our social
media channels



## _Our House - A Lomond Podcast

Our monthly podcast is about more than property—it's about the people, businesses, and community organisations that make Ayrshire feel like home. Through relaxed, engaging conversations with industry experts, local business owners, and grassroots clubs and groups, we shine a light on the stories, ideas, and relationships that connect homes, high streets, and communities—from sports clubs and charities to the people driving local life forward. The podcast reflects our belief that property is personal—and that strong communities start with open, meaningful conversation.




**Craig Robertson - Director**

We are redefining what it means to be an estate agent in the digital age. I am incredibly proud of how we've pushed the boundaries of marketing with the introduction of Lomond Studio—it's about more than just photos; it's about cinematic storytelling that captures millions of views. We don't follow digital trends; we set them, ensuring your home becomes the most talked-about property on the market.

Find out more



**Stephen Spence–Director**

An estate agency is only as strong as its reputation, and at Lomond, we have spent two decades elevating ours. The focus has always been on how we promote our clients' interests across every side of the business. By constantly evolving our marketing and promotion strategies, we ensure that Lomond isn't just a name on a sign—it's a guarantee of maximum exposure and professional integrity.

## 01

Congratulations, you've appointed Lomond Property as your Agent!

## 02

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.

## 03

The Lomond Studio team visits your property to collate the marketing details. We capture precise floor plans using cutting edge technology and professional photography while crafting a bespoke story driven property description. Where appropriate, our production team will also capture elevated drone footage and create your cinematic property film—all designed to ensure your home stands out from the crowd.

## 04

Once you've approved the Home Report, we'll provide expert guidance on marketing and setting the best marketing price for your sale.

## 05

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.

## 06

Whilst your marketing details are being produced, Lomond will commence marketing by contacting likely buyers on our database and running a 'Sneak Peek' campaign on social media.

## 07

Once post production is complete and your listing is ready to launch, all of the marketing details will be sent to you for approval. As required, a For Sale board will be installed at your property.

## 08

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.

## 09

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.

## 10

Once Lomond have your offer of choice, we'll work with your solicitor, keeping you informed of progress as we all move towards the agreed settlement date.

## 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:** by appointment

irvine@lomondproperty.com
kilmarnock@lomondproperty.com
prestwick@lomondproperty.com

visit our website
www.lomondproperty.com