



A Summary of Strawberry Sales Packages

Feature	Strawberry online	Strawberry traditional	Strawberry's with cream
Ideally suited to	Those who are happy to handle the majority of the sales process themselves	Those who want the support of an agent but are happy to handle some aspects of the sales process	Those with little time to handle any aspect of the house sale themselves
Initial visit by a fully trained, local, professional to provide full sales valuation and advice on elements of the sales process	YES	YES	YES
Photographs highlighting all the best features	YES	Professional photography by highly trained photographer to ensure property is presented well	Professional photography by highly trained photographer to ensure property is presented well
Floor plans with full measurements	YES	YES (3D at extra cost)	YES (3D at extra cost)
Full virtual tour	NO	Additional cost	Additional cost
Construction and approval of draft particulars	YES	YES	YES
On-line marketing on Strawberry's own globally-visited website, Rightmove, On the Market and actively marketed via social media sites including Facebook, Instagram, Twitter and Linked In.	YES	YES	YES
Rightmove Premium listing	NO	Additional cost	YES
'Featured Property' listing on Rightmove (worth £250 - £500)	NO	Additional cost	YES
Regular updates to particulars, images and descriptions to constantly keep marketing fresh	NO	YES	YES
Eye-catching 'For Sale' board	YES	YES	YES
Access for EPC survey	NO	YES	YES
EPC survey (worth £75.00 plus VAT)	NO	Additional cost	YES
Organisation of viewings incl. vetting of potential buyers	Buyers details passed to vendor to organise viewings directly	YES	YES
Accompanied viewings	NO	Additional cost	YES
Collation and provision of detailed feedback within 24 hours of viewing	NO	YES	YES
Weekly updates on progress of sale	NO	YES	YES
Organisation of access for surveys	To be arranged by vendor	YES	YES
Negotiation assistance with any offers received	YES	YES	YES
Arrangement of quotations and commencement of any works highlighted by survey, using professional contractors	NO	YES	YES
Sales progression updates from offer to completion, including the chasing of all relevant parties involved with sale	NO	YES	YES
Telephone call to confirm completion	NO	YES	YES
Organisation of removals	NO	NO	YES
Notification of change of ownership to utility companies	NO	NO	YES
Setting up mail redirection	NO	NO	YES
Arrangement of the transfer of keys	NO	YES	YES
Fees	£795	1%	1.5%