

**MARCUS REILLY**

Estate Agents

# STRATEGIC MARKETING

Your personalised, bespoke  
agent covering South West  
London and Surrey.

Operating with honesty,  
integrity and transparency at  
all times.

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## About Marcus Reilly

Named after my two boys, Marcus Reilly is a bespoke and personalised agent who put our clients needs first. Our goal is to assist you on your property journey whilst upholding our values of honesty, integrity and transparency at all times.

We're a small yet mighty team of individuals who are passionate about property but also about helping others. We don't like nonsense or empty promises, and we will go above and beyond to ensure you have a smooth and positive experience.

After two decades in the property business, we are confident we can help buyers and sellers make the best decisions with their biggest assets. Our commitment to you is achieving the highest possible price in the current market.

-Harrie Vischjager  
Owner of Marcus Reilly Estate Agents





# Bespoke

Being a bespoke agent is all about being personal. Giving you clear and consistent lines of communication with one point of contact means that you are always fully in the know about all aspects of your move.

To ensure this runs smoothly we have some principles that aid us in creating the strongest relationships with our clients:

## Price -

The right price isn't about the price you'll achieve but the one that will entice prospective buyers into your home.

## Presentation -

Showcasing your home to highlight its best attributes.

## Promotion -

Using all possible options to enhance your property exposure, not just relying on the industry standard property portals.

## Proactivity -

Creating every opportunity to ensure your move.







# Pricing Strategy

Our commitment to you is getting the best possible price in the current market and ensuring we protect that price all the way through to completion.

The pricing of your property depends on the market value at the time. Our team studies it closely within your neighbourhood to develop a strategy that works for you. As soon as we receive a valuation request, we are already combing through data and preparing reports, all of which will be discussed during the valuation.

There are several options when it comes to choosing the right price, and we will explore which avenue works best for you. Due to the ever-changing market, we start your move with an in-person discovery appointment. Here we will help you understand how we use all options at our disposal to create buyer competition so that will get you a choice of buyers, thus keeping you in complete control over your move.





# Maximum Exposure

Whilst the property portals such as Rightmove, Zoopla, Onthemarket and Prime Location are essential, at Marcus Reilly we believe that your marketing should be unlimited. We believe in proactive marketing and use our own social media channels together with purposeful, direct campaigns to reach the right audience.

Why would we sit still and wait for the right buyer to find us when we can actively search for them? We have access to powerful and extensive worldwide networks where we can enlist the help of estate agents across the globe to direct buyers to us.

## Exposure vs Proactive Marketing

When Marcus Reilly look after your move you will understand the fundamental differences between the two and how our proactivity sets us apart from others.

Speak to us to find out how we like to raise the bar at every level.







## Enhancing the Buyer Experience

We use a multiple tools to enhance your buyers' experience, giving them the best possible opportunity to see your property.

### Professional and Accurate Photography

The key to captivating your buyers is great photos. We work with top photographers in the local area to give your property that edge.

### Floor Plans

Giving your potential buyer a chance to see things like storage spaces lets them know exactly how much space they have.

### Dynamic and Interactive Virtual Tours

These allow your buyer to get a real feel and experience of being inside the property. We use some pretty fancy technology to make your property stand out.

Also available on request:

Professional and Digital Staging

Drone Footage

Video Editing





## Invisible Homes and Off-Market Properties

For various reasons, some of our clients choose not to market their properties publicly. We have a number of techniques which can help your property reach the audience you desire.

If you have made the choice to market your property under the radar, whether that's due to not wanting a marketing trail or you're looking for a more specific kind of buyer, we have contacts in various cities across the world like Dubai and Hong Kong. Our contacts have clients that may be looking for those more lucrative deals which aren't available to everyone. We also have access to exclusive websites that fully meet the off-market criteria. They only show a limited amount of information and do not leave any marketing history.

If you have a piece of land or a home with a development opportunity, we also have a database of clients more suited to the investor or developer. We have plenty of experience with land and new homes.







Well done Harrie, you've done yourself proud a fantastic personal service, we felt at ease through out the whole process, an excellent bespoke company. You put our house up for sale, sold it with in 4 weeks and managed to secure over the asking price. We would highly recommend you, felt at ease and trusted you throughout.

-Cindy from Ancaster Crescent



Harrie was selling the house I have recently bought and I was so delighted with his approach that I asked him to sell mine. he has been personable, friendly and helpful throughout and always available and communicative. I have been extremely grateful for the personalised service he offered and the guidance he has given along the way.

-Rebecca from Green Lane



I just sold my flat with Marcus Reilly. I was delighted with the very personal service offered. Harrie's responsiveness and expert knowledge of the property market is first-class, and the whole team is friendly and caring. Marcus Reilly is a different kind of estate agent, from the property description to the open day through to seeing the sale to completion.

-Lynda from Merton Road

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