



Sterling. It's about quality.

## It's about expectation.



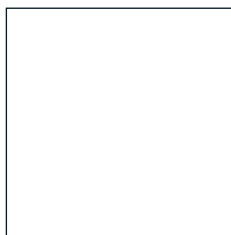
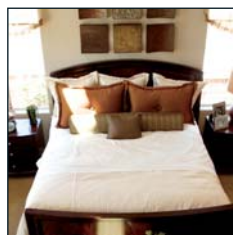
Once you have made the decision to move home, you have an objective in mind - whether it's to buy a larger home, move abroad, move because of a growing family, invest in a buy to let or even let to buy.

Whatever your future plans, if they are dependant on the sale or let of your present home, you'll want to ensure that the transaction is handled professionally, sensitively and with integrity.

You will expect honest advice and close personal attention together with an expert opinion on local property values and, perhaps most of all, the confidence and peace of mind that goes with selecting the right agent at the outset.

Thanks a million for all the hard work  
everyone did at Sterling!

Mr & Mrs Goss



# Why choose Sterling?

## THE SPECIALIST

At Sterling we specialise exclusively in the sale and letting of residential property in Tring, Hemel Hempstead and surrounding areas. Our experienced staff are highly knowledgeable in this particular market and that is why homebuyers and tenants come to us and recommend us to their friends and neighbours.

## TOP-QUALITY PRESENTATION

We produce accurate high-quality particulars and display our properties in our office window, thus creating the very best first impression. Our office is excellently located on the high street. This gives us high visibility to produce more potential buyers for your property. Our brochures include a comprehensive selection of internal photographs and floor plans on all sales and lettings properties. We also produce regular editions of our own property magazine.

## PROFESSIONAL STAFF

The cornerstone of every successful business is undoubtedly its staff and we pride ourselves on employing some of the finest, most professionally trained and qualified individuals.

## CUSTOMER CARE

We contact our clients regularly throughout the sales and lettings process and after to request feedback on the services we offer. Our testimonials say it all for us along with our continued success and customer recommendations.

## PERSONAL SERVICE

We accompany all prospective buyers and tenants to help continue to understand their requirements desires, and even objections. We give accurate and honest feedback after viewings, to landlords and sellers, which we feel is essential and we will endeavour to update you as soon as possible after a viewing of your property has taken place.

## ACHIEVING OPTIMUM PRICE

Time and time again our clients come back to us as we pride ourselves in providing accurate property valuations for sales and lettings by using comparables, local knowledge and up to date market trends. Working closely with you in a realistic time frame is essential for you to get the best results.

"You were stars to get the sale of my house through so quickly, you did exactly what you said you would do"

Miss C Duncan



"I never have void periods with Sterling managing my properties, they are professional and efficient "

Mr Hance





Tring 01442 828 222



Issue No 10



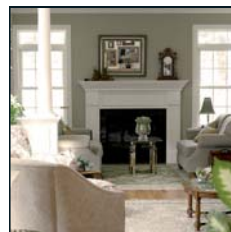
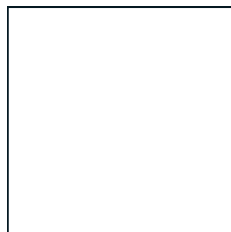
## It's about exposure.

To ensure that you achieve the best possible price or rent for your home, it is essential that you reach as wide a market as possible. Our broad range of effective marketing methods include all major websites, our own Sterling website, and our own Sterling property magazine, along with local newspapers.

We take a great deal of pride in the presentation and content of our advertising and will prepare a marketing programme for your home, tailored to your individual needs. This may include the use of specific publications such as Hemel Hempstead Express, Gazette, Bucks Herald and the high quality Sunday nationals, where appropriate. Our sought after exclusive Sterling property magazine is produced at various times throughout the year. Its availability is promoted through targeted distribution to selected areas.

"Just a note to thank all at Sterling lettings while I was a tenant, even though you did not fully manage the property you always helped me when I had any issues, I will be recommending you to all my friends"

C Burrows





# It's about sales.

## THE TEAM

We have experienced partners and branch managers available to ensure expert appropriate advice is given.

## MARKET APPRAISALS

We give you an honest and professional current market appraisal backed up by comparables based upon our extensive data base, local expertise and knowledge. We work with you to achieve the optimum price in a realistic time frame.



## CUSTOMER CARE

From valuation through to legal completion of your sale, we are here to help and guide you through the process. We work and adhere to the National Association of Estate Agents code of conduct and belong to the Ombudsman Scheme for Estate Agents.



"You kept me informed all through the process and even told me what was happening long before my solicitor did, thank you for a great job"

Mr & Mrs Smith

# It's about lettings.

## THE TEAM

We have a highly experienced property management and lettings team to deal with all aspects of the business. You can be assured that we are giving you the right advice which is essential for your own peace of mind.

## MARKET APPRAISALS

We can advise you on the appropriate market rental value of your property and we pride ourselves on giving you the right price to reflect the current market conditions.

## FINDING A TENANT

Finding a suitable tenant can be one of the most important things when renting out your property. We use an independent reference agency to obtain information on your behalf, such as proposed tenants employment status, income, current and previous addresses and general credit history.

## PREPARING YOUR PROPERTY

We have selected tradesman that regularly work for our company and have done so for many years. If your property requires work or touching up before renting it out, we can certainly assist or point you in the right direction. It's important to use tradesmen that are reputable.

By law every landlord must have a an Energy Performance Certificate and a Landlord Gas Safety Certificate on their property if it has any gas appliances. We also recommend that an independent inventory be undertaken and a pre-tenancy professional clean. We are able to assist in arranging these services prior to the start of the tenancy.

## CUSTOMER CARE

We believe that once you have dealt with Sterling you will not hesitate to come back for another Sterling experience. Where we are different is that the people you deal with from day one are involved in the process from start to finish.

Whether you opt for our basic or fully managed service, Sterling's staff are always there to provide you with ongoing advice. We are members of the Association of Residential Lettings Agents and also the National Association of Estate Agents, so the advice we give you is accurate and as up to date as possible.

"Thank you very much for being excellent letting agents for us over the past 2 years, nothing was to much trouble for you"

Mr Stone & Miss K Williams





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