

P.W.

patrickwilliams

Selling your
property with
Patrick Williams

www.patrickwilliams.co.uk



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Welcome to **patrick williams**

Estate agents serving Reading,
Tilehurst and Pangbourne

At Patrick Williams we love what we do and pride ourselves on delivering a highly professional yet personal service.

Established in 1945, our reputation is built on good old-fashioned qualities like honesty and transparency. Today, as an independent estate agency with a wealth of local knowledge, we know our business and our markets like no one else.

From carefully considered pricing advice to exchange and completion, we'll manage every aspect of your property sale with the care it deserves.

Built on good
old-fashioned qualities
like **honesty** and
transparency

making life **easier**

Some things are a given when you're selling. You want minimum hassle, a speedy sale and the best possible price.

That means ensuring your property gets the exposure it deserves and vetting every potential buyer to check they're genuine and ready to proceed.

Working with an experienced estate agent can make the world of difference when it comes to successfully completing a sale successfully.

We offer genuine insider knowledge of the local property scene and know how to market your property in every medium, so it gets the maximum amount of attention.



selling **with us**

There are many reasons to use Patrick Williams, but here are just a few...

We don't just rush in, measure up, stick pictures of your property in our windows and hope for the best.

We'll take the time and trouble to understand what's most important to you. Whether that's achieving the highest price possible, the fastest sale, the most discreet sale – or perhaps you want to task us with finding the 'right' person to buy your treasured home.

Then again, you simply may want to dip your toe in the water to test out the market.

Whatever your motivation for selling, we'll handle all negotiations, arrange viewings, help with conveyancing queries and generally manage every aspect of your sale through to completion.

In other words, we'll be with you every step of the way.



The way we work....

- No sale, no fee commitment
- Fee free marketing – from sales packs to online listings
- Handling negotiations with potential buyers
- Sales progression, from offer to completion
- Accompanied viewings and show-arounds
- Qualifying potential buyers

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why patrick williams

We work hard to sell your home for the best possible price, in the shortest possible time. And unlike online marketplaces, we're always on hand to provide advice, guidance and help should things get challenging.

Isn't it cheaper to use an online estate agent?

On the face of it, online estate agents can look like a great deal. But don't take the enticing advertised fee at face value.

Many charge extra for essentials like professional photos, floorplans, descriptions or listing your home on property portals.

Others simply act as a notice board for

your property - in other words, you are paying them to list NOT sell your home.

Add up the cost of all these 'bolt on' services, and you'll find the cost is much higher than originally advertised.

Plus you may well be charged, even if your property fails to sell.



Introducing PW HQ,
our property hub
where all our experts
are housed under
one roof.



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Our property hub is ideally located to serve Tilehurst, Calcot, Reading west, Reading central and beyond. Having all our experts under one roof ensures the best possible client experience.



PW HQ is complimented by our busy branch in the heart of the pretty Thames side village of Pangbourne, the office is ideally located to serve all the surrounding villages, hamlets and Purley on Thames.

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our added value

We take pride in providing a no sale, no fee service. And by that, we really do mean a full sales management service

That means managing enquiries and conducting accompanied viewings of your property – as well as handling negotiations with buyers. And of course, we'll keep you updated throughout the process.

We won't put a time limit on how long we market your property for. Plus, we're expert at keeping things moving, so your sale proceeds smoothly to a satisfactory conclusion.

That includes coordinating solicitors and mortgage providers – as well as every buyer/seller in the purchase chain.

Now, that's something an online agent can't do.



here when you need us

As one of Reading's longest established estate agents, we really do know the locations we serve.

No matter which of our branches you talk to – you can be assured that all our expert consultants work as one big co-ordinated team. The good news is you'll benefit from the services of a dedicated full time sales manager who will work proactively with you – to achieve the results you want in the shortest possible time.

Meanwhile, behind the scenes, our specialist teams will go into action creating well-crafted copy and promoting your property on national online portals – so it can be viewed by hundreds of prospective buyers.

Perhaps that's why we've been voted Best Agent in Reading for Customer Service, time and time again.

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hear what our customers say....

"We are astounded by the excellent service we have received at Patrick Williams. We were so impressed with them as buyers that we returned to sell through them as well. We've been incredibly well looked after throughout the entire process. Their local knowledge and expertise is second to none. They provided an honest account of the market and gave us realistic expectations as to our asking price. The team provided excellent communication throughout and we feel privileged to have been guided through the sale of our very home with them."

A review by: *Lauren and Iain Delaney on 20/04/2017*

"Very happy with the overall service, delivered by Duncan and Trudy. They both were extremely helpful throughout the sale process of the property."

A review by: *MelindaM on 09/07/2017*

"We were so so happy with the service we received. Throughout the whole process Patrick Williams were incredible and were really supportive to make sure the sale went through on time. They chased people up when needed and were very professional and always helpful. We were unsure whether to go with an online estate agent or a traditional estate agent but we are so glad we picked Patrick Williams. Worth every penny!"

A review by: *SarahM on 02/02/2017*

"The staff were friendly, helpful and yet professional in their dealings with our sale, which progressed through all the ramifications involved with as little stress as possible."

A review by: *Lizzy 05 on 02/02/2017*

Patrick Williams Ltd Customer Experience Gold Awards Won



You can read all our reviews by visiting the UK's largest independent review website for the property industry, allagents.co.uk, and find out why we are top of the league tables for customer service.

our senior team



Richard Goodwin
Director



Jane Telford
Lettings Manager



Andy Wheeler
Senior Negotiator



Shelley Harkin
Assistant Lettings
Manager



Emily Kennedy
Senior Negotiator



Trudy Zemaitis
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