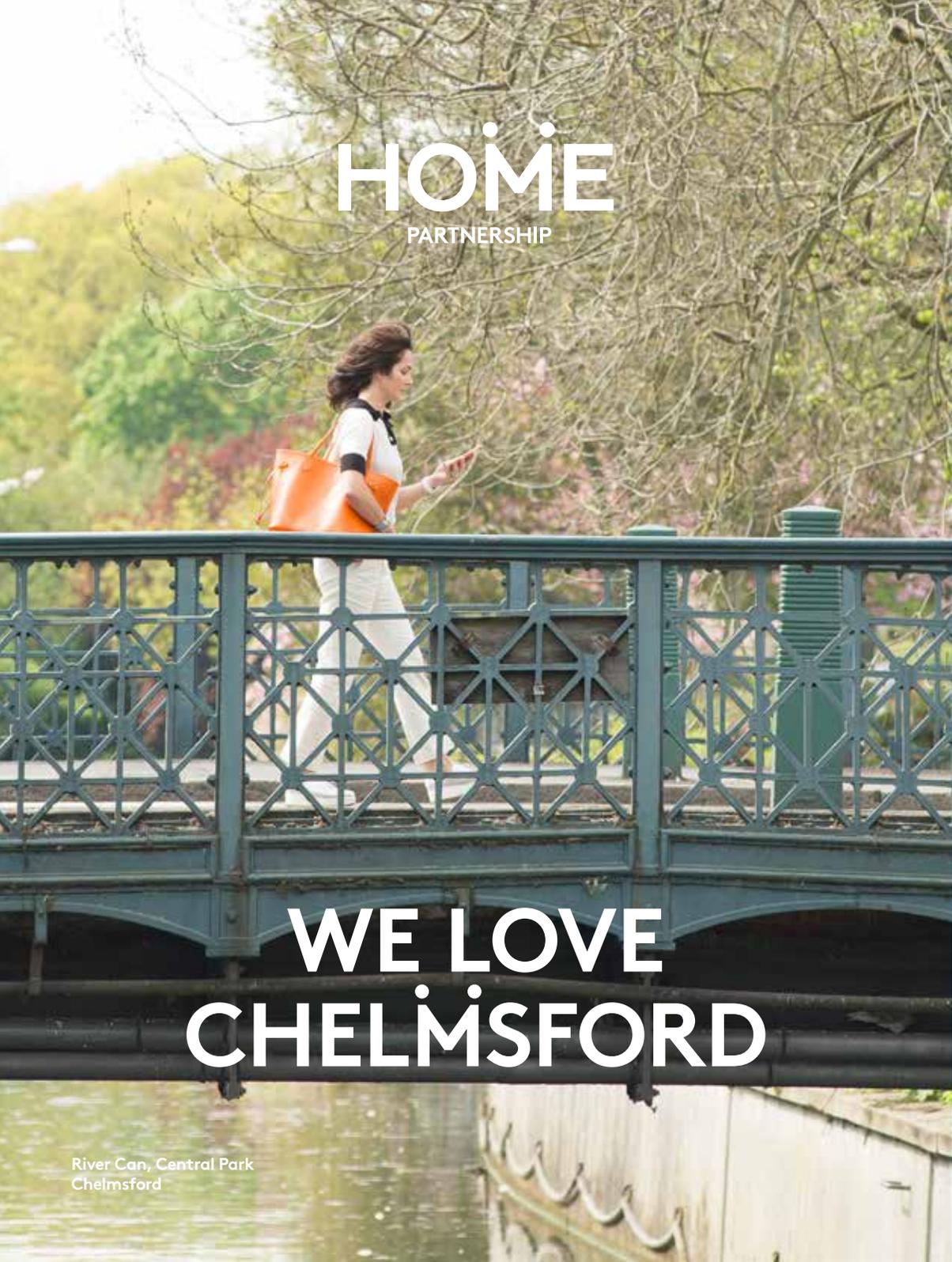


HOÏME  
SWEET  
HOÏME

A woman with dark hair, wearing a white top and light-colored trousers, is walking across a green metal bridge. She is carrying a large orange tote bag and looking at her smartphone. The bridge has a decorative lattice railing. In the background, there are trees and a canal. The scene is bright and sunny.

**HOMÉ**  
PARTNERSHIP

**WE LOVE  
CHELMSFORD**

River Can, Central Park  
Chelmsford

We're an unusual estate agent and very, proud of it. It's our goal to dispel the idea that 'all estate agents are the same'.

We want our clients to be able to trust us, to be able to heed our advice without qualms and to feel truly comfortable when dealing with any of us. That way we know that we'll be adding value to every transaction that we're involved in.

This also means that we'll create lasting relationships with our clients, who, more often than not, are making hugely important and deeply personal life decisions when buying, selling or renting their homes.

And, above all, we're an integral part of the community; contributing as much as we can to enhancing the local environment and really connecting with people in the area.

# The Partners



From left to right: Scott looking sheepish, Jo being her usual unusual self and Merrick with a beard to challenge all beards.

**We're Scott, Jo and Merrick and have been partners since day one, over ten years ago. Each of us brings something different to the table that makes Home Partnership what it is. Open minded, focused and flexible around our clients' needs.**

**Joanne Williams  
Partner**

**We are your independent, boutique and personal estate agent that has you and your property at the heart of everything we do. So much so that we chose our company name to reflect this relationship with you and your home.**

**So after two smashed office windows, ten Christmas parties, two office moves, opening a second branch, winning three national awards, 98 late night pizza phone outs, half a dozen soggy shoulders from clients' tears of happiness, 302 bunches of flowers, 157 boxes of chocolates, many sense of humour failures between the three business partners, very tolerant spouses, too many sleepless nights and a bucket load of hard work, from our wonderful team, to deliver great customer service, we're still here. Phew!**

**We've put this booklet together to give you a little more insight into how we work and why we like to describe ourselves as the unusual estate agent.**

## **Feefo Reviews**

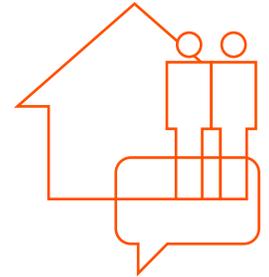
**We take your feedback very seriously. So much so that we invest in an independent review solution to make sure we hear all about your experience.**

# HOME

PARTNERSHIP

# Our Reach

However beautiful a property may be, it won't get snapped up if your estate agent doesn't have the marketing right. We think that our reach is unparalleled, and here's a few reasons why.



### Discreet Marketing

If you'd rather a more discreet marketing service we can offer a confidential and low key moving home solution to put you in a competitive position (without all your neighbours knowing) and no pressure to move out.

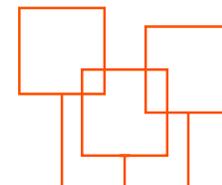


### Traditional Media

In this modern digital world there is still a demographic of clients that like to browse the local press. Whilst this form of media is no longer as cost effective as it once was we still often run campaigns and adverts when appropriate in all the best local publications to keep our brand and our clients' homes in the forefront of the consumer's mind.

### Word of mouth

At the heart of estate agency lies the human skill of matching people to a property. Before your property goes online our consultants are personally contacting their buyers to advise them of your property coming to market. This connects real buyers to your home and leads to higher quality and volume which in turn produces more offers and better sale prices.



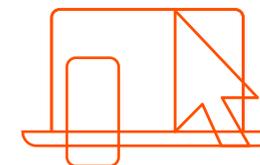
### Boards

Our boards are simple and to the point, they catch the attention – who wouldn't want one outside their property? So when someone passes by and likes the look of your home it can be the trigger for them to get in touch with us to take an inside tour.



### Our Brand

It's cool right? We think that our brand cuts through the noise of our competitors. Our brand gives us the tools to communicate what we're about clearly. We're honest, to the point and we say it how it is; all of which leads to greater visibility for your property.



### Online Media

It goes without saying, we showcase your home on the major property portals. But we also advertise your home on our website, which looks pretty good, even if we say so ourselves. We're very active on Social media too, and in a way that engages with clients.

# Sales Story Chelmsford

Every now and then we come across a property that is particularly special or has a good story behind it. Here are a couple of sales that we helped with recently.

If you'd like to sell your property or are looking and want to know more about the process, please feel free to give us a call or drop in so we can get to know you.

Chelmsford  
01245 250 222



## Mascalls, Main Road, Great Leighs

Built in the 1960's but with a much older traditional build technique, it looks much older than it is — the house was also owned by the same couple since it was built. The land (1/3 of an acre in all) was a wedding present from the brides mother who was at the time the 'Squires of Great Leighs'!

It was an emotional and difficult sale for the family, not least due to some of the decision makers living in Australia, but we secured a buyer successfully overcoming many obstacles, some of which have been known to cause sales to fall through in other transactions. Now a new family will create a new story of their own in this fine home.



## St. Anthony's Drive

This house was a probate sale. At face value it was just a typical house without anything unusual to note. It was dated and needed modernisation but it was very clean and well maintained. When you were in the house you couldn't help but smile.

It had soul and nostalgia, something that you can only feel when you're there in person and not from a computer screen! We had a lot of interest in the house resulting in multiple people wanting to purchase and we managed to secure a sale above the asking price. A reminder to us all that buying a home is as much an emotive decision as it is about logic and affordability.

"They are honest, professional and everyone is super friendly. They made our experience of buying and selling our house as smooth as possible with their regular updates and promptness to any questions we had.

Lucy, Mum of gorgeous Hugo, pictured left.

# Sales Story Brentwood



Two of our team grew up in the area so we've got a bit of a soft spot for Brentwood. Here are just a few stories behind the sales that we've made here recently.



## Selling Fryerning Lane

### David & Jody

We went with Home Partnership as they were confident in achieving the highest price by some margin. We went down the 'low key' marketing option which resulted in seven prospective purchasers around the property without it even going online. As a result we received six full asking price offers. The sale was a long process due to the legalities of selling this house, however we were kept fully up to date throughout. We would thoroughly recommend them.

## Selling Hatch Road

### Phil

We had four brand new homes that we'd built on with another local agent for over 18 weeks with no success. Home Partnership offered a change of direction with a slant on marketing, so we gave them a go. The new approach was so refreshing and our first sale was agreed just after four days, the staff even gave me honey in my tea when I popped in for a catch up! We'll continue to work with them on all future projects.



If you'd like to sell your property or are looking and want to know more about the process, please feel free to give us a call or drop in so we can get to know you.

**Brentwood**  
01277 218 821

"Great Service. They kept us updated all the way through our sale! Great Team effort."

Iain

# Perfect Figures

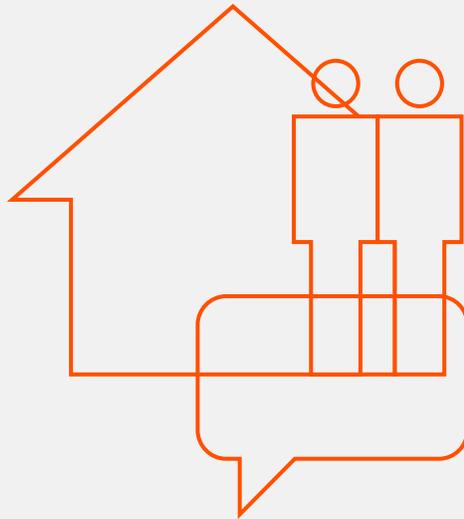
feefo<sup>ee</sup>

4.9/5

We're pretty proud of our 4.9 rating. The numbers speak for themselves!

## Wow in Warley

In 2016 the house sales we agreed in Warley, Brentwood were successfully negotiated on average 100.97% of their asking price.



**Everyone loves facts and figures don't they? Well we do anyway because it validates all the hard work that we've been doing. So for the kindred spirits out there, we've put a few here for you to look through so that you get a better idea of what we're good at.**



96%

of our house sales that had offers accepted on successfully moved.



2/3

of the properties we agreed sales on achieved their asking price or above.

## Show me the money

97.8% of mortgages that we apply for get accepted and agreed.



## 0.01% Rent arrears

If it's of concern to you it's of concern to us. We work very hard for you as one of our managed landlords to keep any arrears to an absolute minimum.

# Lettings

We're always very careful when it comes to finding tenants; only ever placing responsible people who we would be happy to put into our own homes. We tailor around your needs as a landlord so we've put together these options for you, because everybody's different.

# 1

## Let & Managed

This is the most popular service level with our clients- mostly because it takes all the stress and hard work out of your hands and into ours. With this service level you will benefit from the following:

- Advice on improving your property's letting potential and comprehensive marketing
- Securing and managing your proposed new tenants which includes credit checking and obtaining suitable references.
- Creation and signing of the tenancy agreement, rent guarantee insurance, any requisite notices and collection of first month's and subsequent months rental payment and deposit.

Whilst ongoing management services on your property would involve creating a fully detailed inventory including photographs and the recording of utility meter readings. During the tenancy we would inspect the property quarterly and produce a written report for you.

It goes without saying that if any repairs or issues arise within the tenancy we can resolve (subject to your approval) and also facilitate the handovers with the tenant taking possession of the property and the start of the agreement and vacating at the end of the contract which would include the final check out and utility readings. There are no hidden extra charges made by us for managing repairs or any work undertaken in ejection of a tenant.

# 2

## Let and Unmanaged Placement

This includes advice on improving the letting potential, marketing, credit checking of the tenants, preparation and sign up of the tenancy agreement, collection of first month's rental payment and deposit. We would also make a detailed inventory along with photos and we take and pass on utility readings to the utility companies to avoid any liability passing on to the landlord. We would perform a full check in and check out at the end of the tenancy too.

# 3

## Tenant Find Only

Best suiting our professional landlords. This service includes advice on improving the letting potential, marketing, credit checking of the tenants plus preparation and sign up of the tenancy agreement, collection of first month's rental payment and deposit.

**If you want to know more about our lettings service, please feel free to give us a call or drop in so we can give you the best advice.**

**01277 218 821  
01245 250 222**

# 4

## Caretaking Service

This service is aimed at home owners not wishing to let their property, but would like us to be a key holder acting as a reliable neighbour. We can carry out monthly inspections to check the property is secure and free from junk mail, report on the condition of gardens and general maintenance issues. All personal mail can be forwarded to a new UK address.

# HOME PARTNERSHIP MORTGAGES

To most of us mortgages are as confusing as quantum physics, but we make them simple.

Get in touch 01245 253 370  
mortgages@thehomepartnership.co.uk

The Home Partnership Mortgages is a trading name of the Home Partnership Limited which is authorised and regulated by the financial conduct authority.

The Financial conduct authority does not regulate commercial buy to let mortgages.

As a mortgage is secured against your property, it may be repossessed if you do not keep up repayments on your mortgage.

Where you have a complaint or dispute with us and we are unable to resolve this to your satisfaction then we are obliged to offer you the Financial Ombudsman Service to help resolve this. Please see the following link for further details: [financial-ombudsman.org.uk](http://financial-ombudsman.org.uk)

## First Timers

As a 'first timer' the mortgage process can be extremely daunting to say the least.

We have the time and experience to take you through from start to finish. We're on hand to answer your questions and be your reliable helper whenever you need us.

## Remortgage

If you want to get a comparison between your current mortgage and the option of a new lender, or are considering raising capital from your home but are not sure of the best way to go about it, we're here to work through the process with you.

We'll take a look at your current deal and see what could be beneficial for you going forward. This would involve looking at your plans for the future and what timescale options you might have.

## Buy to Let

Whether you're an experienced or first time landlord we're able to help. If you want to invest as a limited company or as a landlord with a house of multiple occupation, we have access to all suitable lenders and can give advice.

We'd also recommend in addition that you should seek independent advice from a tax specialist to ensure you are aware of all the financial implications.

## Protection

If you're looking to review your mortgage protection or to set up new cover, we can help. We can advise on everything; what to do if you need to leave your home earlier than expected, get sick or made redundant; we can advise on something to cover you for all these kinds of risks. All our recommendations are tailored around you and your family's needs — it's how we do business.

## Get to know our Mortgage team

We add real value to the process and have much more flexibility than going directly to a bank or building society. This means we can create a mortgage that is tailored around you.



### Joanne Williams Partner

Jo approaches all aspects of applying and securing a mortgage with a down to earth attitude. She likes a challenge, so if you think you're beyond help she can talk through your options. Her career spans over 18 years which includes working for corporates, freelance and as an IFA.



### Robert Leonard Mortgage Broker

Nothing is too much trouble for Rob. If you're a first time buyer, a home mover or professional landlord he can work with you to advise on the best option and outcome for your personal and financial goals.



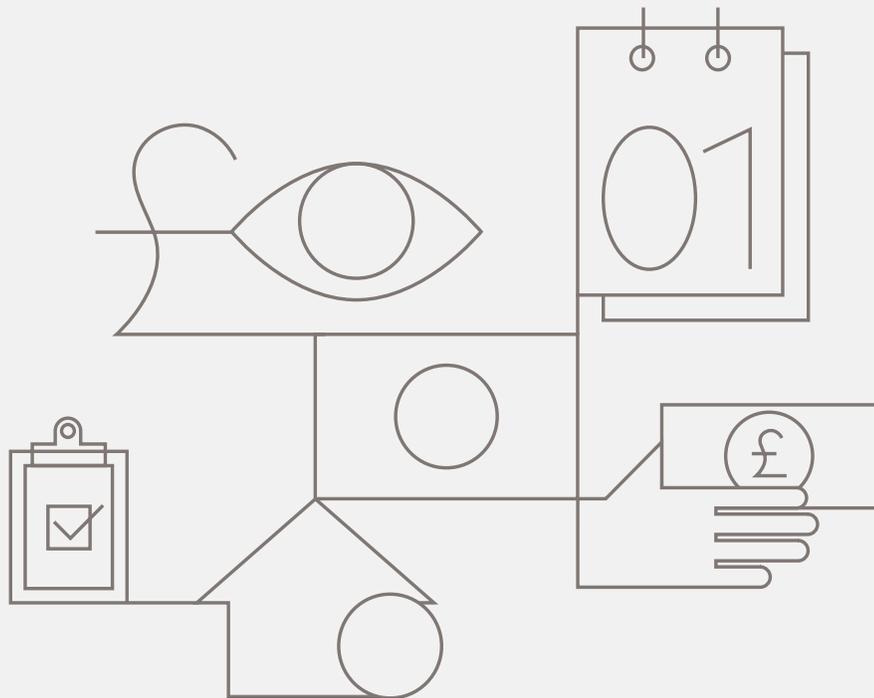
### Christina Howe Mortgage Administrator

Christina has a vast amount of experience having worked for a number of leading banks and is a qualified financial adviser. She's on hand throughout the mortgage process and will always return your call and guide you through any concerns.

# Selling & Buying

## What to expect

Buying and selling a house isn't always the clearest of things. We've simplified the process below so that it's as digestible as possible. If you still need any help getting to grips with it, give us a call or drop by and we can have a chat.



### 1 Valuation

The process starts with understanding the potential value of your home, it's important to get this right as you only get one chance to make a first impression. Experience and statistics show us that the best prices are achieved within the first 14 days of marketing.

### 2 Your House

We'll take photos, make accurate floorplans and describe the property in a way that will sell the space and benefits. We can even get your home styled depending on who your target market may be.

### 3 Marketing

There is a difference between listing a property and marketing one. This is one area that is of the upmost importance, and, we're pretty good at it, even if we do say so ourselves! We spend a lot of time making sure that our marketing is on point and that we get our clients' properties in front of the widest possible range of potential buyers.

### 4 Viewings

Then comes the all-important viewings. We're flexible for your schedule so can have an open day, block or individual viewings. It's completely up to you and we'll advise on the merits of each option.

### 5 Offers

Once the offers start coming in, we'll make sure that each one has been financially qualified before submitting them on to you. Then it's your time to pick the offer you'd like to go with.

### 6 Nitty Gritty

Once you've accepted, the following needs to happen:

- Solicitors need to be instructed by both seller and buyer
- A survey is arranged by the buyer
- The mortgage (if applicable) is processed culminating in a formal mortgage

offer to be received by the buyers solicitor – Searches are applied for by the buyers solicitor, once these are back there are usually questions raised on the title and answers are obtained

### 7 Legally Binding

Once the above is all completed and both the buyer and seller have returned their signed contract, we agree a mutually convenient date to move and the solicitor exchanges contracts.

### 8 You're in!

Then comes the fun part. You'll be able to move on the date of completion and start your new adventure.

"The home partnership were great. Scott and his team gave great advice and worked very hard to successfully sell my property by a certain date. Thanks guys."

Anthony



# The Family

Our handpicked team of friendly experts are here and on hand for whatever you need whilst moving home. Here's two of them...

Our Home  
We have invested blood, sweat and tears into how our home looks and feels. We wanted it to feel relaxed for when prospective buyers or tenants come to visit.

We've designed our offices to reflect this and to put you at ease when you come in to see us. The kettle is always on.

Duke Street, Office

We also have first hand experience with local professionals should you need them: Surveyors, Solicitors, Removals, Damp and timber specialists and Planning permission guidance. Get in touch for more information

**Brentwood**  
01277 218 821

**Chelmsford**  
01245 250 222



**Jo Stewart**  
**Senior Property Consultant**  
I joined Home Partnership in 2007 by chance when asked to assist with the bookkeeping in what was only 3 Partners and 3 team members back then.

As my individual success developed I was excited to be offered a branded mini to drive which I continue to do so with pride.

My children are now adults and looking forward to starting their own careers whilst I am now a Senior Negotiator at the Chelmsford office which continues to go from strength to strength with a fantastic team that together makes us an estate agency to be remembered.



**Stacy Walpole**  
**Assistant Branch Manager**  
Within a year of leaving school, I joined a local estate agents in my hometown, Ingatestone. I stayed with that company for 9 years and enjoyed the job I was doing but wanted to further my career and work closer to my clients.

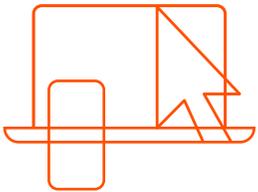
In 2008 the Home Partnership approached me, they were a young company but I knew of the partners and was excited to learn about how they wanted to stand out from the crowd.

Fast forward 8 years I am now the Assistant Branch Manager of our Brentwood office. I can honestly say that making the move was the best decision I've ever made and am excited to see what else we can all achieve together.

## Members

### Estate Agents with Benefits

That warm fuzzy feeling that you get from working with us goes on, and on, and on. Buy or sell your property through us and you'll get a Members card, entitling you to discounts with a range of our favourite local businesses.



#### Latest Offers

Visit our website to take advantage of great offers with local businesses  
[thehomepartnership.co.uk/members.html](http://thehomepartnership.co.uk/members.html)

## Members

# The New London



Located on New London Road in Chelmsford, the New London restaurant offers an enchanting setting, elegant surroundings, with a relaxed, unpretentious atmosphere, effortless, yet impeccable, service.

Our seasonal menus change every 8 weeks and are inspired by the team of chefs and Justin Cracknell, Director of the New London, who has a passion for first-class contemporary cuisine with a classic twist. As a member, you'll get 10% off your bill!

# Our Community

We're so incredibly honoured to receive a national award for our services to the local community. We're all from the area so giving back really gets us smiling. When it comes to supporting our local community and worthy causes we really do love to get involved.

The team have raised thousands of pounds for local and national charities of which we continue to take great pride in and is the foundation of how we exist and thrive as an independent business. A few of our endeavours are shown here.

"Absolutely brilliant estate agents. Really take your house selling/purchasing personally and you really matter to them. They work tirelessly to support you to ensure the process runs smoothly."

Anne

- |                                 |   |
|---------------------------------|---|
| Baddow Hall School              | Madelayne Court                         |
| Broomfield Village Funday       | Moulsham Infant School                  |
| Children in Need                | Movember                                |
| CLIC Sergeant Childrens Cancer  | Operation Market Garden                 |
| Comic Relief                    | Save the Children                       |
| East Hanningfield Pre-School    | St Martins School girls basketball team |
| ECHO Childrens Heart Foundation | St Peter's School                       |
| Chelmsford City Football Club   | Wallace Kennels                         |
| Fuchsia Society                 | Warley Primary School                   |
| Have a Heart                    | Wilvale under 17's                      |
| Kings Head Football Team        | Winter and summer beer festivals        |
| Little Havens Hospice           | Writtle Infant School                   |



# Knock Knock

Hopefully this booklet has given you a better idea of who we are and how we like to work. We'd love to hear from you so give us a call or drop by if you have any questions, queries, worries, thoughts, opinions or if you just want to say hello.

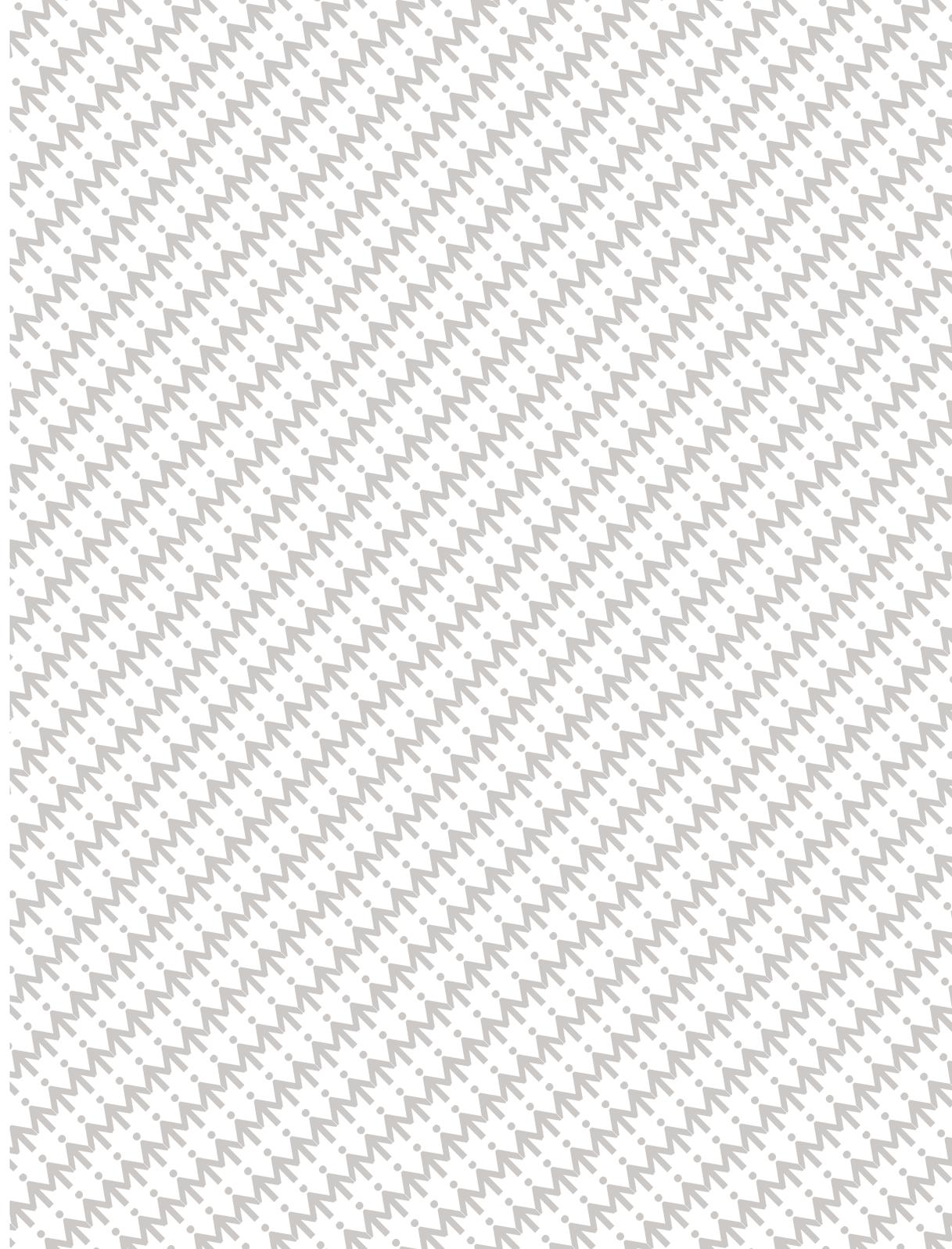
## **Brentwood**

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[thehomepartnership.co.uk](http://thehomepartnership.co.uk)



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