

## **THE DISCREET PROPERTY MARKETING SERVICE**

Many prime property owners (sellers) prefer that their properties are offered for sale on a discreet basis and only to the 'Right Kind' of property buyers. They would also prefer to be in control over which prospective property buyers get to know about the availability of their property.

In response to significant interest from prime property owners wanting the above type of discreet service (which didn't readily exist in the market), in 2002 Sands Home Search launched a bespoke Discreet Marketing Service to address those needs. Our service offers property sellers a unique opportunity to have their property discreetly offered for sale to the 'Right Kind' of qualified property buying clients with a minimum of intrusion and market awareness.

Our Discreet Marketing Service offers every prime property owner the option of extremely controlled procedures including pre-screening of all prospective property buyers, signed confidentiality agreements, discreet property tours (arranged at the owner's discretion), and signed agreements to purchase prior to due diligence inspections.

**Our service has the added benefit that the property buyer(s) are asked to commit to paying our fees which most often means the property seller discreetly sells without being incurring any sales fees<sup>1</sup>.**

Through this service we have discreetly sold some of the UK's leading Country Houses, Farms and Equestrian properties and businesses.

### **How our Discreet Marketing Service operates**

**Step 1:** The property owner ("Client") contacts us with details of their property (description, images + asking price).

**Step 2:** We appraise the property to ensure it fits our profile. i.e. a prime property with appeal to 'Top End' buyers.

**Step 3:** The Client formally instructs us to commence the discreet marketing service on a sole agent basis<sup>2</sup>

**Step 4:** We prepare the discreet marketing material which is then used in all online or offline marketing, including email & telephone communications with prospects.

**Step 5:** The Client is notified of all property buyer(s) identified/responding to the discreet marketing.  
> All prospective buyers are qualified<sup>3</sup> and may be required to sign a Non-Disclosure/Confidentiality agreement.

**Step 6:** The Client then confirms which prospective buyer(s) can receive the pre-agreed property marketing material.

**Step 7:** 'Approved' buyers receive the pre-agreed property marketing material and their interest is established.

**Step 8:** Viewings/discreet property viewings are arranged to suit the Client.

**Our Discreet Marketing Service offers an appealing solution to owners of prime property who wish to discreetly sell with the minimum of intrusion to the 'Right Kind' of highly qualified buyers.**

Terms and conditions apply.

*note<sup>1</sup>: In the event the Buyer will not agree to pay our sales fee, the seller has the option to agree to a pay our sales fee instead. The seller is under no obligation to do so but usually agrees to this for the 'Right Kind' of property buyer.*

*note<sup>2</sup>: the sole instruction ensures that confidentiality is preserved wherever possible i.e. we are in control of the process with the property seller.*

*note<sup>3</sup>: prospective buyers are required to confirm their identity, ability to purchase at this level and motivation behind their interest.*

**Sands Home Search – International Prime Property Advisers**

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