

kernow property services 

We are here to help

Choosing an Agent

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The aim of this booklet is to explain what an estate agent does, how important it is that you pick the right estate agent and the problem with over pricing. The booklet also talks a little bit about Kernow Property Services and our approach to selling your property. We have also included a list of helpful hints and tips when buying and selling.

Choosing the right agent

It is not as simple as picking the lowest rate of commission or picking the agent who says they will achieve the highest price, this will almost certainly lead to the lowest level of marketing and cost you time and money as well as disappointment and anxiety.

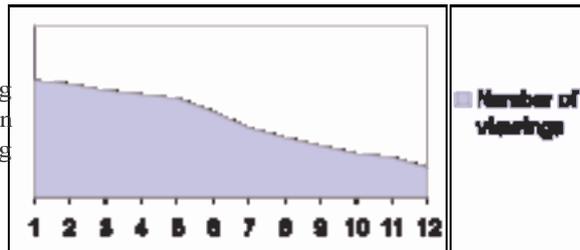
Don't be too greedy, there are a number of risks associated with over pricing

We all want the best price for our home, so it is always tempting to ask just that little bit too much for it. However this does not mean you will end up getting more for it.

Buyers can spend months looking for the right property. They know an over priced home when they see one. What may happen if you put your home on the market at too high an asking price is that it will languish there while other more sensibly priced properties sell around you. In the end you will have to bring the price down to where it should have been in the first place, or possibly lower. Meanwhile, of course you will have missed out on all that initial market interest.

Did you know?

A house is viewed most during the first four to five weeks it is on the market, with activity declining by the seventh week.



How you can help to maximise your property's value and speed up the selling process.

Presenting your home

A Little light on the subject

Studies have shown that people react positively to properties shown under bright light. Keep curtains wide open and clean. In the evenings switch on as many lights, replacing blown bulbs.

The sound of selling

Gentle music playing lightly in the background can create an atmosphere of calm serenity. Otherwise go for peace and quiet, avoid barking dogs, your children and the TV.

The sweet smell of success

Smell has more impact than you think. Scour kitchens and bathrooms with bleach and use a fragrant polish on your furniture.

Don't colour their judgment

Colours should be kept light and neutral when selling your home.

The condition of your home

In our experience, a few cosmetic improvements can have a big impact on the way a buyer reacts to your home. You may not get more money, but a little effort can make all the difference in terms of attracting buyers. After all if you saw two virtually identical properties, but one was neat, clean and tidy – which one would you chose?

Remember first impressions really do count. The fact is a house that suffers from an unmowed lawn, grubby peeling paint or stale damp odours feels unloved and uncared for. A prospective buyer may be put off which could end up costing you valuable time and money. The key is not to do anything too ambitious and costly as this may not be recouped when selling the property. If your home needs a complete new roof for example, then the most sensible option is to adjust the price accordingly.

Park Lane, London Office

We are recognised by the Guild of Estate Agents and have been selected as an independent agent with high standards. This allows us to subscribe and advertise at their Park Lane office which is situated at the top of Park Lane near Marble Arch giving your property access to the lucrative London market. All telephone enquiries and personal contact is directed to our office in Truro.

Mailing and telesales

Upon receiving your instruction we will telephone applicants on our mailing list and back this up by sending full colour sales particulars.

Property details

Your property will benefit from full colour sale particulars. We believe good quality details are vital to encourage potential buyers to view your property and EVERY property has floor plans as standard.

Window display

Featured in the window of our town centre office.

Some more reasons why you should use Kernow Property Services:

1. We are an independent owner run agency with no corporate ties.
2. We give regular feedback to all clients
3. We accompany viewings to ensure the best possible feedback and position to negotiate from, on your behalf.
4. We commissioned a bespoke computer system which tracks and matches all applicants, vendors and properties.
5. We all work for you and have no individual staff commissions.
6. We all visit your property, how can you sell something you haven't seen?

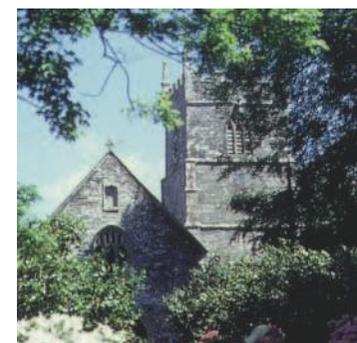
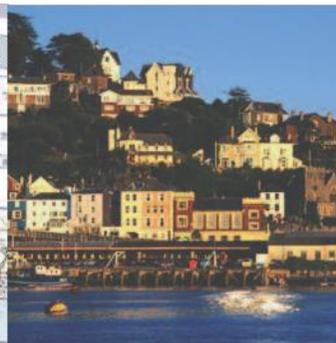
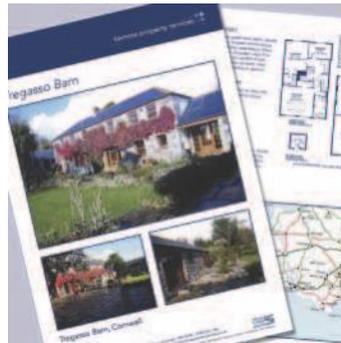
Be aware

- Buyers notice how long a property has been on the market and may wonder if there is something wrong with it.
- The internet makes it much easier for a buyer to become an 'expert' on asking prices.
- Even when you reduce your price, it can be difficult to persuade buyers to reconsider a property they have already rejected.
- Having your property on the market for an extended period can be stressful, it can mean having your life on hold. Also having to keep your home in 'a showroom' condition can be very inconvenient.

Estate agents are not cheap - What you should expect from an estate agent as a bare minimum:

The primary role of an estate agent is to:

- Attract serious buyers to your home through correct pricing, targeted marketing and clever positioning of your property.
- Ensure prospective purchasers are encouraged to view, chase feedback and pass this information back to you.
- Make sure you are kept informed at every step.
- Negotiate the sale with the best possible outcome for you, the client.
- Assist with, and help guide the sale through to a successful completion.



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Palace Terrace Road, Carnon Downs Cornwall TR3 6JL










This detached former bungalow provides a good sized family accommodation in a sought after area of Carnon Downs. The accommodation includes 4 bedrooms, sitting room, kitchen, dining room, bathroom, shower room and garage. Carnon Downs is approximately 3 miles from Truro and 7 miles from Falmouth, ideal for those wanting to live semi rural yet central location.

Hall
L shaped hall with pine doors opening off to the lounge, master bedroom, bedroom four and kitchen. Stairs to first floor with a study area at the bottom, there is additional storage space under the stairs themselves. Telephone point. Storage cupboard.

Lounge - 4.00m (13'0" Sq) x 3.0m (1'0" Sq)
The dual aspect sitting room has a good sized double glazed window to the front elevation plus a further double glazed window to the side elevation providing views of the front gardens. A gas fire with wooden surround and marble over, and with attractive tiles, provides a focal point for the room. Coated ceiling, glass rail, radiator with decorative enclosure. TV aerial point.

Kitchen - 3.00m (1'0" Sq) x 3.10m (1'0" Sq)
The kitchen is fitted with a comprehensive range of base and eye level units, with roll edge work tops and tiled splash backs. Vinyl tiled effect flooring. Space for cooker. Range cupboard with gas fire central heating boiler, inset stainless steel sink with drain. Double glazed window and door to the rear overlooking the patio. Ceiling spotlights, Axa boxes. An archway leads through into:

Dining Room - 5.01 square metres
This room provides far reaching views of the surrounding countryside. It is a very light room with double glazed windows to three elevations which provide views over the front and side gardens as well as the rear patio. A double glazed door provides access to the front gardens. Radiator, coved ceiling.

Master Bedroom - 3.45m (1'0" Sq) x 3.15m (1'0" Sq)
Dual aspect room with double glazed windows to the rear and side elevations overlooking the rear patio and side gardens. Coated ceiling. Radiator.

Bedroom 4 - 3.45m (1'0" Sq) x 2m (0'8" Sq)
Double glazed window to the front overlooking the garden. Wall mounted shelving.

Bathroom
White suite of bath, low level WC and pedestal wash hand basin. Ceramic double glazed window. Tiled floor. Wall mounted glass fronted display unit. Part tiled vanity. Mixer shower. Tiled display ledge. Extractor fan. Radiator.

Landing
Double glazed roof window provides far reaching countryside views. Door to two bedrooms and a shower room.

Shower room
Shower tray with shower and tiled walls. White suite of low level WC and corner wall mounted basin. Ceramic double glazed window. Extractor Ceiling spotlight.

Bedroom 2 - 3.75m (1'0" Sq) x 3.10m (1'0" Sq)
(reduced head room) Double glazed window to the front providing views over the garden. Access to loft. Recessed ceiling spotlight. Radiator. Telephone point. TV aerial point.

Bedroom 3 - 3.00m (1'0" Sq) x 3.75m (1'0" Sq)
Double glazed window overlooking front garden. Built in wardrobe. Loft access. TV point. Radiator.

Outside
The front gardens are laid to lawn which wrap around to the side of the property, enclosed by a stone hedge. To the rear the garden has a paved patio.

Garage - 4.57m (1'0" Sq) x 2.0m (0'8" Sq)
With up and over door. A driveway provides further parking.

Options
View Slide Show
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"We believe Kernow Property Services does all of the above and so much more".

Here is what our clients say...

"Kernow Property Services looked after us really well throughout the sale of our property; they managed to negotiate a good price, a quick sale and kept us sane".

John and Joanne Frith (Vendors)

"I will happily recommend Kernow Property Services to anyone wishing to sell their house within Truro and beyond, and I know that our purchaser was similarly impressed. Could you also thank Helen and Andy for their contribution to what turned out to be a very productive working relationship".

Carol Nash, The Forge, Carnon Downs. (Vendors)

"Thanks for everything Kernow Property Services has done to enable us to sell and buy our house. We are extremely grateful."

Matthew and Lucy Clark, Truro. (Vendors)

We work hard to make the process easier for our clients.

How we carry out a market appraisal/valuation

If we are invited to visit your home with a view to establishing the value of your most important asset, before we arrive we assess the current market. We use a variety of professional searches to establish details of Sold prices, properties that have been withdrawn from the market and facts about the area. Experience also attributes to the valuation as does your personal situation.

Some people are in a hurry to move, others are working to specific timescales and others may be undecided about moving at all. With all this information to hand we can then advise you of the best price to market your most prized asset.

What we do for our commission – YOUR MONEY

These days your buyer could come from anywhere! Therefore we need to be targeted in our marketing to reach all your potential purchasers. It's not just about a photo in the newspaper and a set of details. We aim to match people to property through understanding their requirements and delivering their dreams.

We use a number of different media and marketing vehicles to reach that potential buyer. We aim to put your property at the finger tips of thousands of potential buyers 24 hours a day 7 days a week.

Print media

Your property will be guaranteed local press activity to maximise interest, also EVERY property we take on we prepare and write an editorial which is sent off to all property journalists. We are in regular contact with National newspapers and subscribe to a monthly National property magazine which is sent out to over 20,000 people each month.

Cornish Guardian *Cornishman* West Briton Western Morning News

Internet marketing

Did you know that over 77% of purchasers start their property search on the internet?

Your property will be promoted on:

www.rightmove.co.uk

www.thisiscornwall.co.uk

www.property-paper.com

www.kernowpropertyservices.co.uk

PropertyPaper
CORNWALL'S ONLY DEDICATED PROPERTY PAPER

 rightmove.co.uk