



I'd like to thank you personally for selecting us to value your property.

We offer a different approach to estate agency. Over the following pages, I hope you'll get a flavour of what makes us different.

This brochure contains everything you need to know. We prefer to keep things simple, clear, and to the point.

Whether or not you choose to instruct us, we wish you the best of luck with the sale of your property.

If you have any thoughts, comments or feedback about our service, please do not hesitate to contact me directly.

Neil Louth



Neil Louth
Chief Executive Officer
ceo@acorngroup.co.uk



An award-winning service...

Our brands have been identified among the top estate agents in the country following an independent, whole-of-market assessment by the Best Estate Agent Guide. We're delighted to be recognised for our hard work and dedication to providing the very highest levels of service and expertise.





“ Buyers don’t just want to buy a property – they want to bring a dream to life. ”

We know what buyers are looking for in a property. The right price and the right location are important, but over **56%** of buyers purchase their new home simply because they fell in love with it.

A truly unique approach

Our genuinely networked approach allows us to market your property from all branches of **Acorn, John Payne & Langford Russell**, effectively giving you three estate agency brands for the price of one (and without all the aggravation of dealing with multiple contracts and negotiators).

In 2022, we joined forces with Leaders Romans Group, combining resources and giving even more power to our customers. Our teams work hard to ensure that each and every move, is more than just a transaction.

In the last twelve months we have...



Sold **over £1 billion** worth of property.



Arranged **£542 million** worth of mortgages.



Carried out **5,400** surveys.



Conducted **64,000** viewings.

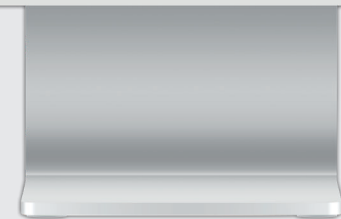
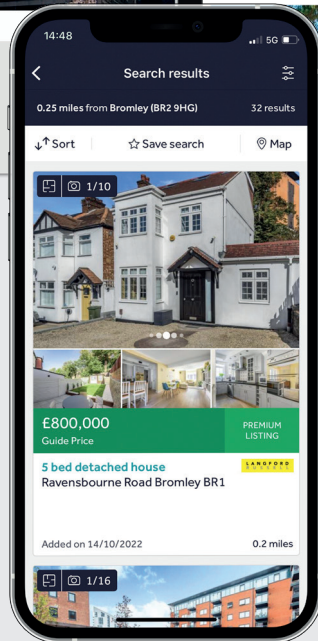
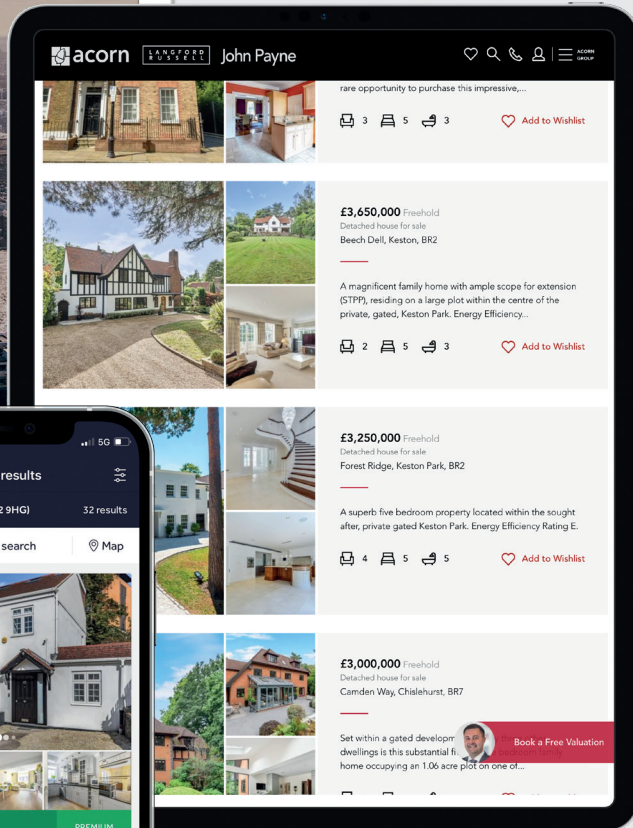
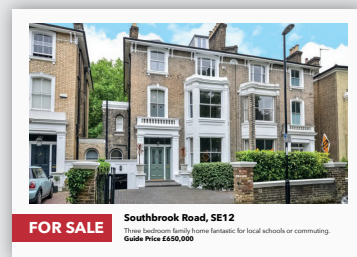
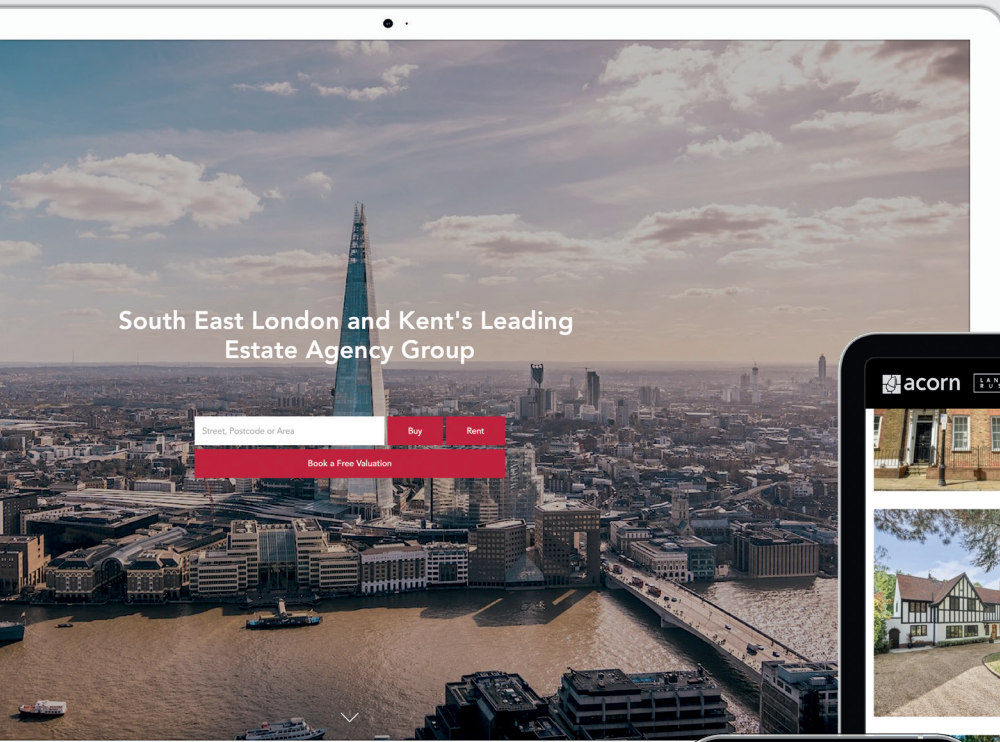


Valued **11,000** properties for sale.



A database of **over 26,000** people looking to buy a new property.





Marketing your property

- ✓ Our database contains over **26,000** people actively looking for property to buy.
- ✓ Our **websites** receive over **235,000** mostly local visitors, every month.
- ✓ All our properties are also listed on leading property portals, such as **Rightmove & OnTheMarket**.
- ✓ **Magazine and newspaper** advertising, from local to national.
- ✓ Extensive **letterbox** targeting of local buyers.
- ✓ **High street branch windows** throughout our office network.



AcornIntel is a division within The Acorn Group that delivers market intelligence to all branches and divisions, and provides advanced tools to market properties both online and off.

For example, instead of just listing properties on portals, we can display them across multiple social media channels to maximise relevancy and accuracy. Our listings are highly targeted to specific demographics using geolocation. This gives maximum exposure for your property, and can lead to quicker sales at the best possible price.

Another cutting-edge tool allows branches to post details of properties to people who are statistically most likely to move in the next few months, with a high degree of accuracy.

AcornIntel also provides support to the branches with property market trends and data metrics, so our negotiators can be sure they're giving you the very best advice and up-to-the-minute information.



These are just some of the marketing activities we participate in. At the time of instruction, we will work with you to agree a specific marketing plan going forward, which will also be adaptable to changing market conditions, and the demand for your property.

“ From the smallest flat to the grandest mansion, we see the beauty in every property. ”

Every property is a dream home for someone. From the fixer-upper, to the smartest new-build, every buyer is looking for something different. We specialise in connecting the right people to the right properties.



Frequently Asked Questions

How will I know I am asking the right price?

Valuing your home has never been an exact science – there are many things to consider. The location, style and size of the accommodation are usually the most important factors, together with the condition of the property and any improvements that may have been carried out. We research recent sales in the area and take account of current demand for your type of property.

Do I need to show you my ID before you can market my property?

No you don't, but since 2004, the government extended the anti-money-laundering legislation requiring estate agents to first verify the identity of their clients. This formality is conducted with the minimum of inconvenience, using our online verification process.

Will I still have to pay your fees if my property does not sell or I take it off the market?

Unlike some agents, we do not charge a fee until you exchange contracts with a buyer we introduce. However, in some cases, if you withdraw your property from the market and instruct another agent, you may be liable for the HMRC Compliance pack which is needed to market a property now. Further information on this can be obtained from any of branches or customer services department.

If I give you a key to my home will you accompany buyers to view?

Yes. Many owners prefer to leave keys with us for daytime viewing appointments, and we will always accompany potential purchasers. Keys are security coded and are never released without your prior authority to do so.

Should I be present during viewings?

However hospitable you may be, most buyers feel more at ease when the owner is not present, and less like they are invading someone else's home. They are also more likely to be honest with their feedback, which is vital to the selling process.

Will I receive feedback following viewings?

Yes. Frequent communication between the agent and client is essential. We are both looking to achieve the same goal and will review market response with you regularly.

Can you find me a buyer quickly?

We will always endeavour to introduce a buyer as soon as possible, but it is important that we establish the buyer's position with regard to funding and dependent transactions, as well as their ability to accommodate your ongoing plans.

Should I take my property off the market once I have accepted an offer?

Your buyers will usually expect you to remove the property from the market whilst they arrange for their survey and mortgage valuation. There are circumstances when it would be considered prudent to continue marketing the property, if for example the buyer's dependent chain was incomplete, but we would always recommend informing the buyers of your intentions.

Can I market my property immediately?

Yes, once the required checks are completed. However, the law states that there is a duty on the person acting on behalf of the seller (the estate agent) to be satisfied that an Energy Performance Certificate (EPC) has been commissioned before commencing marketing. If required we can assist you with the preparation of the EPC and this can normally be secured within a couple of days.

Should I redecorate prior to selling?

In most cases it's not necessary, although sometimes a neutral decor can help buyers to visualise themselves living in the property.

Do you hold open days at properties?

We can (and do) arrange block viewings, with multiple members of staff present if the numbers merit it, but unlike other agents, we do not advertise the block viewing as an 'open house' where anyone can turn up during the advertised time. We book specific timeslots for every viewer and qualify them before they attend.

Do you offer financial services?

We offer a range of mortgages through our sister company Mortgage Scout, who have access to the whole lending market and can search mortgage lenders for the best deals. There is no single best lender – many tend to specialise in certain areas, so where one lender might offer really competitive rates for one person, they might not do for someone else in a different situation.



What happens next?

- ✓ Our market appraisal of your property is based around a combination of experience, a thorough understanding of the local property market and the value of comparable nearby properties which have sold recently.
- 2 Once formally instructed, we will agree a marketing strategy with you. We'll also arrange professional photography of your property, draw up a floorplan, confirm viewing arrangements and carry out necessary anti-money laundering checks.
- 3 Once you have approved the details, signed and returned our contract (which can also be done digitally), and obtained an EPC (Energy Performance Certificate), we can start marketing your property.
- 4 We accompany potential buyers around your property (by appointment only, and confirmed to you by email and telephone). After every viewing, we relay their feedback to you — an essential part of the process.
- 5 We will inform you of all offers, both verbally and in writing, along with our recommendations.
- 6 Once an offer is accepted, we liaise with solicitors from both parties, to progress the sale towards an exchange of contracts. During this time, you can arrange for removers, house cleaners, etc.
- 7 On the day the sale is due to complete, we check the funds have been transferred via the solicitors. Once completed, the keys to the property will be ready to be collected!



Read just a few of our Google reviews

Average score

4.7/5

Total reviews

7,029

(over the last 12 months)



"You won't find a more supportive estate agent. Highly recommended."

MIM SPENCER



"What an experience! Their service was absolutely fantastic."

LEROY ROBINSON



"The entire team have been outstanding in every aspect."

EDWARD SWEATMAN



"The service I received has been nothing short of exceptional. Five stars."

AKWASI DUODU



"The best agency I've dealt with in London. Would highly recommend."

ESTHER MARAITE



"I honestly can't rave about them enough. Not your usual estate agents."

LAURA GAPONENKO



"They were impeccable! Very efficient and productive."

MELISSA JANE



"They went above and beyond through all stages of the process."

ANNA BERNARD



"Their professionalism and communication was second to none."

CARROLL GARRAWAY



"They took so much hassle out of the process, really standing out from other agents."

OLAYINKA EWUOLA



"Absolutely brilliant from start to finish."

MARK WARD



"You simply won't find this kind of care and attention with any other agent."

ROMAN G



"Our only regret is that we did not use them from the very beginning."

MARIAN WOODS



"We were blown away. Such a positive experience. Can't recommend highly enough."

HAYLEY RAWLINS



"The most helpful estate agents I have ever come across."

SARAH BENNET



"By far the best agents I've used over the years. Highly recommended."

CHARLIE BAKER



"Nothing short of excellent. I would highly recommend."

ALEX MCMILLAN



"It's rare to find an estate agency with such a high level of integrity."

MARCO LANGMANN



"I promise you won't be disappointed – I wish I had gone to them first!"

EMMA ROBERTS



"I have bought and sold property for 15 years. They exceeded all expectations."

JOSE ANTONIO BERRIENTOS



"A truly wonderful experience. A ten out of ten service."

OGNIAN LOZANOV



"Perfect service, and a pleasure to work with. My favourite agency."

PEDRO MOTA



"Went above and beyond. If there was a 6 star rating I would have given it."

KIM BROWN



"Keep doing what you're doing guys – it's a great formula."

PAULA SHARP



"Would recommend them with all my heart, as they were just great throughout."

MIHAELA CICEU



"A breath of fresh air on the estate agency market!"

EMMA STAINER



"Good area knowledge and they live up to their long-standing reputation."

CAT LLOYD



"Incredibly professional and beyond excellent"

MAGGIE WILLIAMS



"Absolute legends. Thank you so much! Five star service."

SAM YOUNGER



"The best agents we have ever dealt with. Will definitely use again."

LOUISE POWELL



The group advantage

Residential lettings

We currently manage over 6,000 properties and represent over 4,000 landlords. We can handle everything from individual properties to extensive portfolios, delivering a fully tailored service to suit each client's specific needs.

Property management

Our lettings consultants are supported by a dedicated, and centralised property management team, who can help with everything from leaking taps and general property maintenance, through to a full scale refurbishment.

Financial services

It's important that you finance your home in a way that best suits your circumstances. Our sister company Mortgage Scout has access to hundreds of lenders, and can help guide you through your options.

Lease extensions

Extend your lease and increase your property's value. Whether you need straight-forward, expert advice, or are ready to proceed, our all-inclusive package makes the process of extending your lease as stress-free as possible.

Auctions

Although a property auction isn't suitable for all properties, there are situations where the certainty of the auction process can be highly desirable.

Shared ownership

A cross between purchasing and renting, shared-ownership offers a purchaser an alternative route to get on the property ladder. Our dedicated team will offer you support and guidance.

New homes

Our new homes team are market leaders in the sale of new-build properties. Whether you're looking to buy something brand new, or you're a developer looking for a comprehensive service, we offer the complete package.

Estate management

Our dedicated and highly experienced estate management team look after over 300 blocks throughout London and the South-East. We ensure that the management of all blocks is planned and executed to the highest standard.

Land & commercial

Our team are pro-active in their approach towards the marketing, promotion and disposal of commercial, investment and development opportunities, providing forthright, professional advice to our clients.

Build-to-rent

Focusing solely on the project management and leasing of such schemes, our build-to-rent division offer an all-encompassing package for our clients, without the need to outsource any part of the process.

EPCs & surveying

Through our award winning surveyors, MAP (part of The Acorn Group) we can provide a wide range of specialist services to suit all clients needs, from a simple EPC to a more detailed building survey.

Honest and straightforward mortgage advice

Whether you're a first-time buyer, remortgaging, moving home or interested in buy-to-let, our sister company Mortgage Scout, can assist you with everything.

Organising your finances as early as possible will put you in the best position to make your first step, especially if you plan to sell your home and buy another one in the same transaction.

Mortgage Scout have been matching buyers with money saving mortgages since 2003, so if you are looking to get on the property ladder, invest in a property, move house or remortgage, our advisors combination of industry knowledge and attention to detail will enable them to track down the mortgage deal that works for you.

Visit us online at mortgagescout.co.uk

You may have to pay an early repayment charge to your existing lender if you remortgage.
Your home may be repossessed if you do not keep up repayments on your mortgage.
There will be a fee for mortgage advice. The actual amount you pay will depend upon your circumstances.
The fee is up to 1%, but a typical fee is 0.3% of the amount borrowed. MAB 17768

Mortgage Scout is a trading name of LRG Financial Services Limited which is an appointed representative of Mortgage Advice Bureau Limited and Mortgage Advice Bureau (Derby) Limited which are authorised and regulated by the Financial Conduct Authority.
Registered Office: Crowthorne House, Nine Mile Ride, Wokingham, Berkshire RG40 3GZ. Registered in England Number: 03155032



 mortgage scout



A first class removals service, catering to every need.

We've partnered with James Removals, a long-established, family run company in SE3, which employs a uniformed and fully-trained workforce.

All their staff, from the office worker to the unpacker, have been carefully selected for their courtesy and experience. If you live locally, you've no doubt seen their lorries and vans, given they perform over 70 removals per week.



James Removals carry out local, national and international home or office removals, travelling to France, Spain and Ireland on a regular basis with full or part loads. They also carry out export packing and shipping from their own depot.

acorngroup.co.uk/removals

lifetime legal

It's a stressful time for even the best prepared, but Lifetime Legal's expert conveyancers understand that it's vital to move quickly without cutting corners – and to keep you up to speed with developments at all times.

So whether you're buying your first home or a retirement apartment, a brand new house or a country spread, Lifetime Legal's experts can help you be legally prepared, speeding up the transaction, and reducing the possibility of problems along the way.

And best of all, with everyone working on fixed fees, there'll be no nasty surprises.

Residential Conveyancing

Lifetime Legal's fixed conveyancing fee service combines the best of traditional know-how and customer service with the very latest technology helping customers to move weeks earlier and with the minimum amount of stress.

Mover Protection

When it's not your fault that something's gone wrong, our Mover Protection reduces the financial risk of moving, allowing you to try again.

If you are selling and your buyer pulls out, Mover Protection may refund **up to £720** in legal and marketing costs.

If you are buying, and the property is withdrawn by the seller or sold to someone else, or if a search or survey shows up something that stops you from buying, we may refund **up to £1,850** in legal, survey and mortgage arrangement costs, allowing you to try again.

Shared Ownership

Our team understands the detail of shared ownership contracts and leases, they'll explain to you in plain English what your obligations are and they'll get you moved in quickly. They're friendly and approachable and they don't cost the earth.

acorngroup.co.uk/lifetimelegal



“ Getting books into the hands of children who need them the most. ”

We're not just about selling houses — we believe strongly in the power and strength of community. We're committed to ensuring we attain our business objectives by operating and behaving in ways that benefit our communities and the families who live within them.

ABC Book Club is a local charity, supported by The Acorn Group, which collects pre-loved children's books and redistributes them to local schools in need of vital resources. All our offices act as drop-off points and we work closely within each community project to ensure local children have free access to high quality books.



Registered Charity Number 1184137





