

LEGGETT

— IMMOBILIER —



HOW WE MARKET YOUR PROPERTY
THE COMPLETE GUIDE



**We love what we
do and the way
that we do it - with
respect and a smile.**

ABOUT US

A French business from British roots - and the leading international estate agency in France - Leggett Immobilier is unique in the world of French real estate. What started as a small family company has grown into a nationwide business covering all the popular regions of France.

We have over 600 agents and over 70 support staff representing 18 nationalities speaking 12 different languages. The family feeling is still strong and Leggett continues to be a friendly supportive company which values every client and vendor that it works with.

We believe that no other agency will market your property to such a mixture of domestic and

international buyers. This high level of exposure means that you can be sure that potential buyers will see your property - whether they live in the next village or another continent.

We guarantee that whilst you have a single point of contact throughout your sale, there is always more than one person at Leggett Immobilier following your dossier. This means you are never more than a phone call (or email) away from expert help. We ensure that all our clients have access

I have always been passionate about property, technology and my love of France. Leggett Immobilier was founded on these passions and has grown into a multiple award winning agency with agents right across the country. We are a progressive forward looking business with a strong sense of camaraderie and a belief in team work.

Trevor Leggett
Chairman



Trevor et Joanna Leggett

to finance and currency advice and our experience of working with thousands of notaires across France means that we can deal with any issues that may crop up quickly and effectively.



WORKING TOGETHER

HOW WE SELL YOUR HOUSE

It's a partnership and we're beside you every step of the way.



DIRECT EMAIL
MARKETING



TV AND RADIO



1

First... we come to visit you in your property to take details for the Mandate de Vente. This includes an estimation, taking the photographs and collecting all the information we need to create your property listing.

2

Next... we help you to organise your diagnostics tests, which will be refunded if you list exclusively with us*.

*For any sale that completes within the period of exclusivity with Leggett Immobilier

3

Then.... we market your property through a range of media, including our own highly ranked Leggett websites which reach around 3.5m property hunters every year.





EUROPEAN
PROPERTY
AWARDS
REAL ESTATE



BEST REAL ESTATE
AGENCY SINGLE
OFFICE FRANCE

Leggett Immobilier

2019-2020



SPONSORSHIPS

VIRTUAL TOURS AND
DRONE VIDEOS

LOCAL EVENTS



4

Next... we organise buyer visits. Our in-house support team organise viewing trips which are handled by your Leggett agent who will accompany buying clients on every viewing.

5

Then... we negotiate the deal. Your agent will handle gathering all information and documents required from yourselves and your purchaser to draw up the compromis de vente, the first of two legally binding documents necessary for the sale of your property.

6

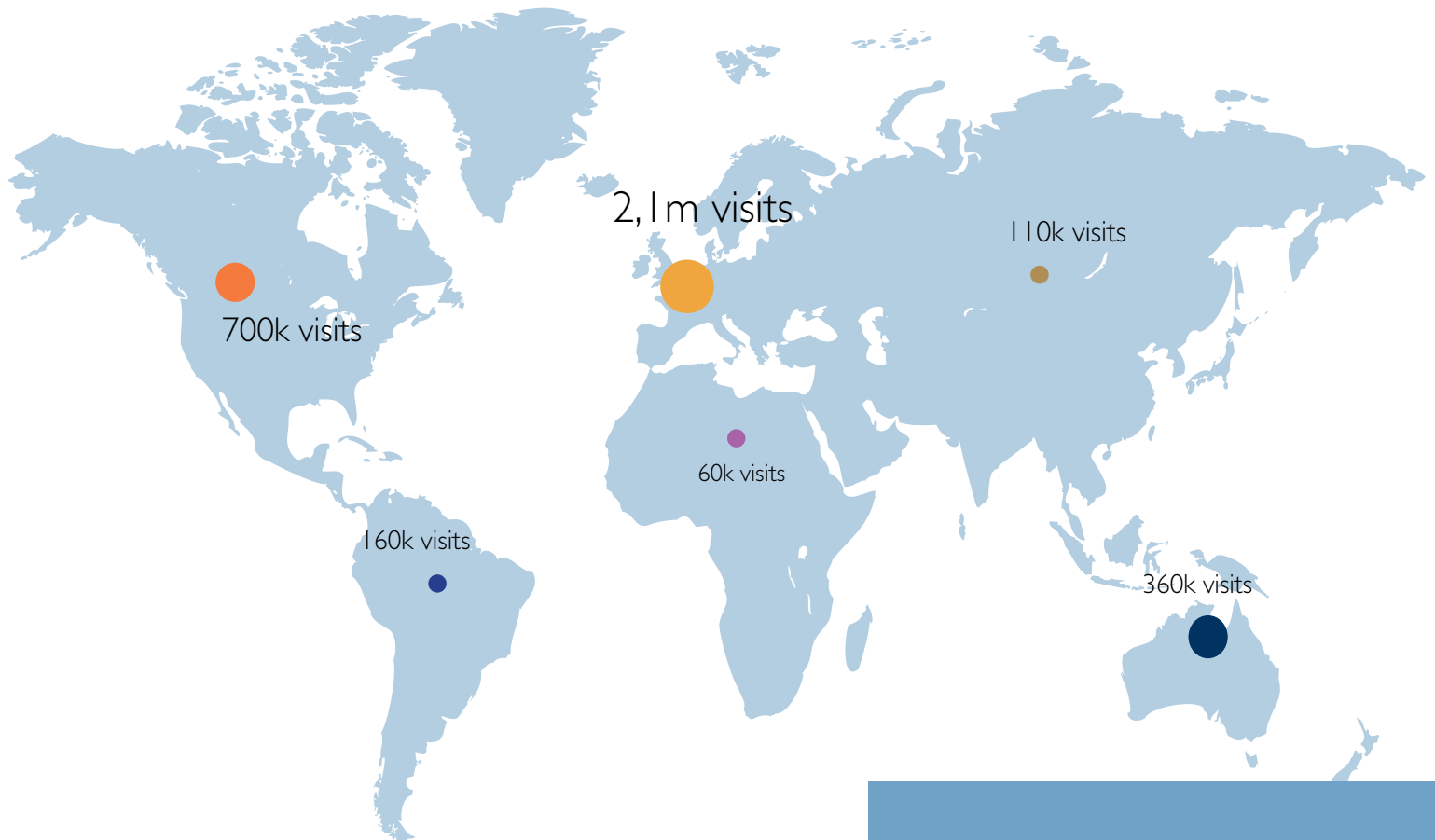
Finally... after all work has been undertaken by the Notaire, your agent will accompany you for the final signing on the sale of your property.



OUR WEBSITES

www.leggettfrance.com • www.leggett-immo.com

www.leggettski.com • www.leggettprestige.com



Our websites are seen by **70K** potential buyers every week.

Leggett Immobilier stands out from the rest. The level of traffic that comes into our websites is unprecedented.

We rank very highly for thousands of key internet search terms, which is why we appear first for many of our buying clients when they look for property online. This is why our website traffic is higher than any of our competitors.

MORE THAN

3,5M

VISITS A YEAR FROM
ACROSS THE GLOBE

90% of all property searches start online, which is why our team of IT experts work to constantly ensure that our rankings stay so high. Couple this with engaging content and easy functionality, it's easy to see why three quarters of our website visitors return to the sites more than once.

INVESTING ONLINE

Leggett Immobilier has always been innovative when it comes to marketing your property. Our digital marketing is always evolving and includes:

- Email campaigns, area guides and monthly newsletters to our list of 50K ready to buy clients
- Direct property alerts - straight to buying client's inboxes
- Property videos - including drone videos where relevant
- Social media including our market leading YouTube channel
- Partnerships with relevant websites and media

This puts your property in front of as many buying clients as possible in as many relevant places as possible.

Our email marketing is a direct contact with nearly 50K engaged, active clients who are looking to buy property in France. From monthly newsletters and property alerts, to area guides, information and more - our direct email marketing keeps Leggett and Leggett property listings at the front of our clients minds through out their property search.



PORTALS & PARTNERS

Our websites set us apart from our competitors, but we also work with portals and partners to boost the coverage that we give to property listings. This collaboration means that we are able to get even more exposure in the right places, to maximise on the opportunity for every Leggett property listing to be seen by a buying client.



Our portals* and websites combined allow us to reach over 5m potential buying clients.

* Not all property listings appear on all portals

PRESS COVERAGE...

...AND PRINT ADVERTISING

The Leggett Immobilier marketing department is the first port of call for many national and international newspapers and magazines when they print articles about property in France.

Our PR team is inundated with requests for photography, market quotes and other information about French houses, on a daily basis. Journalists turn to us because they know that we can provide them with what they need and this is why we are able to generate so much editorial coverage for our vendors. This makes us famous, and is one of the reasons why the Leggett name is so widely known nationally and internationally when it comes to buying French property.

We run advertisements in magazines and newspapers targeting all different types of clients - from those looking to buy a château, a ski chalet, a city apartment, a farmhouse or a villa - we cover every audience.

Alongside this we publish our own bi-annual magazine and are the only Estate Agency in France to do this.

This high quality, lifestyle magazine sets our brand apart from the competition and is distributed throughout France and the UK - at airports, property shows and via our agent network - to name just a few, as well as online.



THE SUNDAY TIMES

theguardian

THE LOCAL

THE IRISH TIMES

DL DORDOGNE LIBRE

france
bleu

EveningStandard.

The Telegraph

THE WALL STREET JOURNAL

L'OB

Le Point

LE FIGARO · fr

The Connexion
FRANCE'S ENGLISH-LANGUAGE NEWSPAPER

Les Echos

SUD OUEST

TV & RADIO

Our broadcast coverage is really important to us. From local French radio advertising to coverage on Das Erst in Germany, as well as M6, France 3, the list goes on. We also have a partnership with Sky and Freesat channel Property TV which means regular TV coverage across the UK.

We work closely with A Place in the Sun, Escape to the Château, Escape to the Continent, the BBC and others on a regular basis, showcasing properties that we have for sale, often with our own agents presenting!



SHOWS & EXHIBITIONS

We regularly attend international property shows always with the busiest stand! We hold public seminars at these events and work closely with the organisers to help clients understand the process of buying a property. At home in

France, we attend local salons and shows as well as public seminars and sponsorships. These face-to-face meetings with clients are invaluable to us. We love helping them to understand the French buying process, discussing where

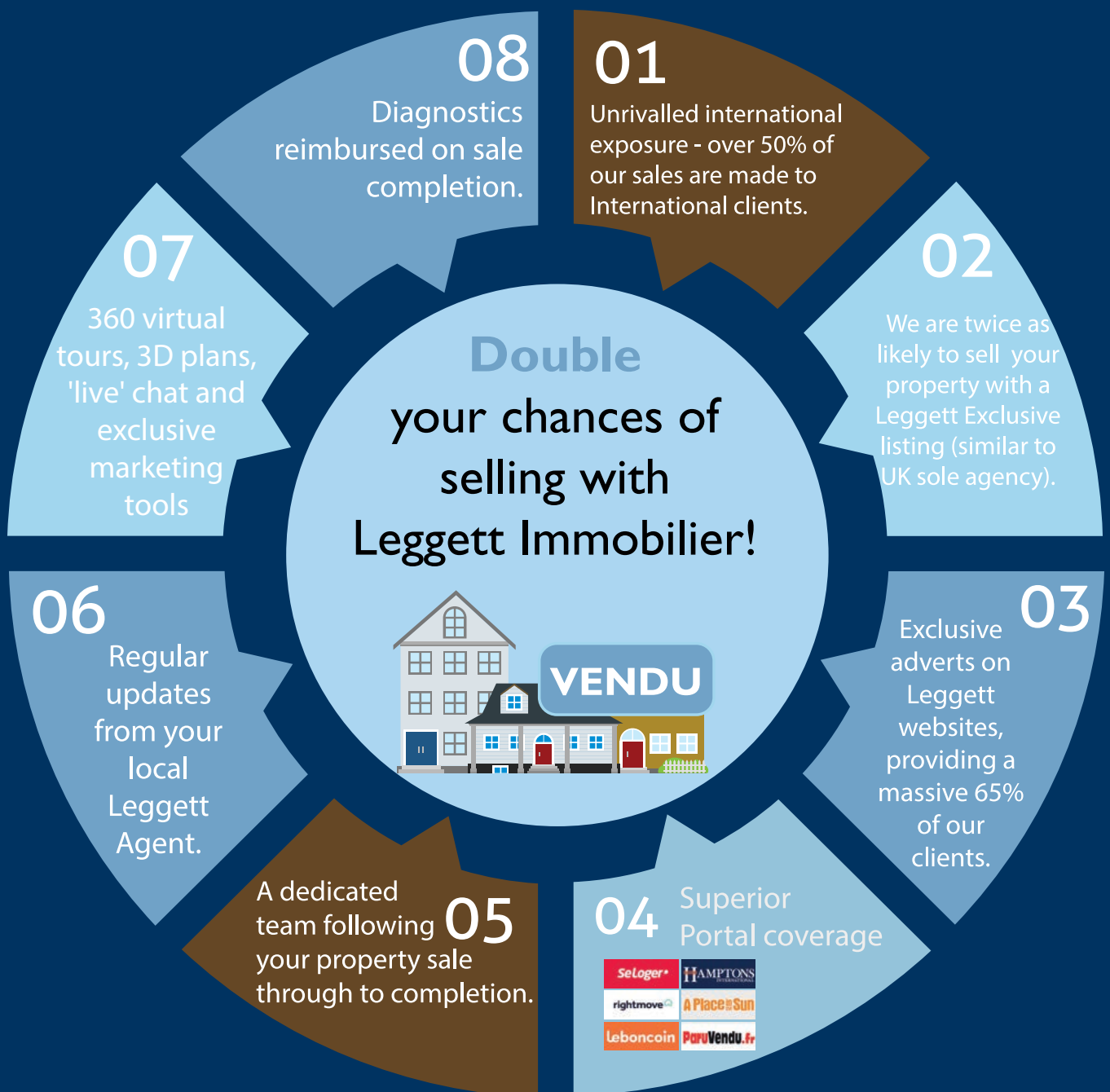
they might like to live, and of course - showing them all the beautiful properties we have for sale.



LEGGETT EXCLUSIVE MANDATES

Taking an exclusive mandate with Leggett Immobilier doubles your chances of selling your property through us. We work closely with you - in partnership - and one in three of our vendors have entrusted us as their exclusive agent.

THE ADVANTAGES



WORKING TOGETHER TO MAXIMISE SUCCESS

When you team up with Leggett Immobilier to sell your property, we work with you from the outset, to maximise on every aspect of marketing your property. These are our top five hints and tips from the experts on how to make your home as saleable as possible.

- **First Impressions count!** Please make sure it is looking its best when your agent visits to photograph your property and for every potential buyer's visit.
- **Be careful with pets.** Not everyone loves them, make sure they don't put buyers off.
- **Add a bit of greenery...** whether it's a courtyard garden, outside the front door - or even inside - plants breath life into a property.
- **Work with your agent as part of a team** - do visits at short notice and let your agent lead the viewing visits.
- **Get compulsory diagnostics done as soon as possible** - this will prevent the need to renegotiate once you have accepted an offer.



Tests and documents - what you need to do...

From the outset

- You need to have your DPE (which tests the energy efficiency of your property.) Without this we can not market your property. Ask your Leggett Agent if you need any help.
- It's a good idea to get your full diagnostic and drainage reports done as soon as possible as this is the most likely thing to hold up the progression of your sale. It's important that a buyer fully understands the condition of the property when they view it.
- You will need the title deeds for your property. If you don't have the original then your notaire can provide you with a copy.

When you have accepted an offer, you will need:

- All paperwork relating to any renovations you have had done
- Any necessary planning permission for any changes to the property
- The pool conformity certificate, if you have a pool

We are here to help and work with you in partnership, to sell your property. If you have any questions, please just ask. With over 20 years experience selling more than 12 thousand French properties, there are few situations that we haven't encountered.

CONTACT **US**

if you would like to market your property please contact your local agent or head office



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