

Simplified Steps To Preparing
Your Home For Sale That Other
Agents Don't Want To Share

First Impressions

Last



Adam de Jong



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Sale That Other Agents Don't Want To Share**

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First Impressions Last

www.adamdejong.com.au

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What others are saying....

We were recently successful in the sale of our house at 11 Eden Way, Yeppoon. Adam was instrumental in making this happen quickly. We found Adam's professionalism and charismatic approach to selling our house one of the key elements of success. His customer focus is genuine and he engaged us in the sale of our house from beginning to end. The house was sold within 5 weeks of being put on the market. All queries and questions were answered promptly and left us feeling confident of making the right choice in selecting Keppel Bay Real Estate as the people to sell our property.

Nigel BATTERY

Yeppoon

Adam got the job done again for us in a tough market, he's a tough agent.

Over the last 9 years Adam de Jong has been our friend and our real estate agent and in this time as sold 4 properties for us.

Two of which were record sales at the time, we found Adam always kept us informed to how the market was going during the process and gave us feedback on any inspections.

We have found Adam to be truthful and honest, which would be hard to find these days, no matter how many times we would ring, Adam never changed and was always available for us.

We will miss Adam and it will be hard to find another agent like him.

39 Mirrawena Avenue

Yeppoon

Judith & Peter Curtis.



*REAL ESTATE IS NOT A JOB TO ME ... IT'S A WAY OF LIFE!
IT'S MY LIFE AND PASSION!*

Adam de Jong

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1. DECISIONS ... DECISIONS ... DECISIONS

Whether you need to sell, or simply *want* to sell, the first step is to make the Decision to Sell.

Perhaps you have outgrown your current home or the family have moved out and the house is now too large to maintain.



Often circumstances alter and it becomes necessary financially to sell.

A job transfer will often mean relocating.

Or maybe you have simply found your dream home and fallen in love.

Whatever the reason, once you have made the decision to sell your home, there are some simple factors which can make what might otherwise be a highly stressful situation a much calmer experience, and this book is designed to help you address the aspects you may want to consider.

2. RESEARCH YOUR KNOWLEDGE IS LIBERATING

As with any major change, thorough research can prepare you for what's ahead.



When considering selling, there is quite a bit of research that can be done.

Check out the Real Estate websites to see what properties have SOLD recently in your area.

Also, check what properties are currently on the market..

Attend local Open Homes to check out what the real estate agents are really like.

Ask your local real estate agent for a fair and frank appraisal of your home.



3. EMOTIONS – THEY CAN SNEAK UP UNEXPECTEDLY

When you are making the decision to sell and going through the process, it can be a very emotional time. There are often family memories that are tied to the property and buyers can be somewhat blunt with their feedback.

It is important to recognise that this is quite normal.

Being ready for the wave of emotions makes it easier to deal with when it happens.



4. PRICE – WILL YOU SELL FOR LESS? WILL YOU SELL FOR MORE?

The price you will list the property for and that you will ultimately sell for is often a contentious topic.

There is no right or wrong answer; nor is there a crystal ball. If you are serious about selling though, it is important to consider the house from the buyer's point of view.



Peter & Judith Curtis

Consider if you were doing the grocery shopping, and you could buy a 500g packet of cornflakes on the middle shelf for \$1, and a 500g packet of the exact same brand cornflakes on the next shelf for only 50c Which would you see as better value?

The buyers are considering all the homes that meet their criteria the same way.

If you price your home considerably higher than similar homes in your local area, the buyers will see

the others as better value, and may well not consider your home at all. Once it has been removed from their list, even if you reduce the price at a later time, you may well have already lost the perfect buyer.

The buyers who view your home when it is first listed have often been searching for a few weeks, so they are very familiar with what homes are available and the prices. Future buyers may only be in the early stages of home hunting, so not be ready to buy.

The other situation that can happen with a home that is listed for sale at a higher-than-market price is that it can simply help to sell other homes. Just like the more expensive cornflakes box means that the you are more likely to see the value in the other one, so can an over-priced home.

Your best ally at this time is your local real estate agent. The online databases are an excellent source of general information, but it is the local agents who have the knowledge of the sales and negotiations that are not yet available to the greater community.



5. LOCATION LOCATION LOCATION

The 3 P's of Real Estate ... Price, Presentation and Position.



While you have control of the price and the presentation of your property, its location can't be changed.

Therefore it is important that you highlight the positive aspects of your neighbourhood, such as:

- Affordability/Value
 - Employment Opportunities
 - Low Crime Statistics
 - Proximity To Amenities
 - Nearby Health Services
 - Accessibility Of Public Transport
 - School Catchment Areas
 - Climate
 - Nearby Café/Restaurants etc.
-

Your local real estate agent will be aware of many of these aspects, but it is helpful if you can mention which were most important to you when you bought, as it is quite common for the next buyer to have similar circumstances to the seller when they were buying.



We recently enlisted the services of Adam de Jong to sell our house at Keppel Bay Estate. We found him to be very professional, hardworking and achieved success where other failed due to his perseverance. We would have no hesitation in using or recommending Adam de Jong to anyone in the future.

Justin and Jamie

6. TIME – HOW LONG WILL IT TAKE?

Real Estate's equivalent to "How long is a piece of string?" is "How long will it take to sell my house?"

Again, there is no crystal ball, but there are some actions you can take to ensure it is as swift as possible.



Discuss the method of sale with your real estate agent. Some types of sales are more effective in different areas and in different types of markets e.g. whether there is an abundance of buyers or if there is an over-supply of properties.

Ensure that your property is as accessible as possible. If you make it too difficult for the buyers to view, they may not be prepared to wait around.

Price the property to appeal to the majority of buyers in the local market.

7. PRESENTATION – A SHINING EXAMPLE

Just as a retail store presents the merchandise in a clean, well-lit shop-front, so should your home also be displayed in its best light.

You will find checklists at the end of this book to assist you when deciding what you should do to prepare your home for inspection and sale, but there are a couple of general thoughts to outline here.



The importance of cleaning cannot be overstated. Buyers often evaluate the overall state of the home by whether the windows and mirrors are spotless. Whilst this may be unfair, it can be a subconscious thought

process that if the cleaning isn't done, there must be other underlying issues that haven't been taken care of either. If you don't have the time to clean your property thoroughly, consider utilising a cleaning service to ensure nothing is missed.

Similarly, any tiny maintenance issues can have an effect on the buyers' thoughts regarding major repairs that might be needed. To avoid this,

- Fix any dripping plumbing,
- Check that all electrical points are working,
- Check that internal and external doors, including wardrobes, don't squeak
- Replace missing light fixtures and door handles

Natural light is very appealing to humans. Sometimes however, nature needs a helping hand. To give that bright, airy and welcoming feeling to your home, replace all light bulbs with bright, high-wattage ones. If you have energy-saving bulbs, be sure to switch them on 30 minutes before inspections. This simple step can help the buyers retain a warm, relaxed and positive feeling after viewing your home.



8. STYLING – THAT EXTRA LITTLE POLISH

The more advanced presentation techniques are referred to as Home Styling.

The key benefit to this is arranging the home to allow buyers to imagine themselves living in the home. It requires considering your home objectively and without any emotional connection. It also involves



assessing the whole space to showcase it at its most flexible.

If there is a demand for 4 bedroom homes in your area, but you are currently using your smallest bedroom as an office, it is the role of the Home Stylist to highlight this alternative use of space. Similarly, if the local demographic is fairly corporate, the floor

layout can be designed to incorporate an office space without appearing cluttered

Strong colour palettes may isolate a large portion of buyers. Home styling also takes into consideration the appeal to the greatest audience to create the desire in as many as possible in order to achieve a positive outcome.



Sometimes this may require hiring alternative furniture/furnishings, but often it can be achieved with the strategic placement of your existing items.

Home styling is particularly important for vacant homes. An artist can see the potential of a blank canvas, but not everyone is blessed with this gift. It can also be quite difficult for a buyer to visualise the space without furnishings. Home styling will overcome this challenge by displaying the property in a manner that shows how the space can be best utilised.

9. AGENT'S ROLE – DO YOU REALLY NEED ONE?

So, do you need an agent to sell your home? Well, legally no. It is your home and you are entitled to sell it if you wish.

That said, there are significant advantages to engaging the services of your local real estate agent.

Generally people only sell their home a few times, at most, in their lifetimes. Real Estate agents are selling homes week in – week out. They are skilled in listening and matching the buyer's criteria with the available stock.



Serious buyers are seeking out the real estate agents as this is where they are expecting to find their next home. After all, you wouldn't look for a new puppy in the liquor store You would expect to find one in the pet store. Agents will be aware of buyers who may have missed out on a similar home who are ready to purchase. They will be able to contact those who are searching for a home with your features.



Agents will not become defensive if a buyer criticises the home. Many a potential buyer has walked away from a home being sold by its owner when they have vehemently defended the features of the home. The buyer, of course, is viewing from their perspective and to have their opinions not appreciated, they have

walked away. The agent's training includes strategies to overcome these objections to determine if the buyer is in fact likely to proceed to contract.

Agents are also skilled in noticing the "buying signals". Although there can only be one final buyer, an agent will work with all who are interested. Once



the initial offer is made, the agent can assist negotiations to raise that offer to an acceptable figure. When there is more than one interested party, the agent is able to use this to encourage the buyers to raise their offers if possible. This is done ethically and honestly, giving all parties the same opportunity and consideration.

Many buyers will not even consider buying directly from the owner as they want an arms-length transaction. This allows them to be clear and transparent with the agent. Conversely, some who do consider buying through the owner directly, do so in order to obtain a discounted bargain, resulting in a lower end final result.



Your supportive agent will also provide feedback from all buyer inspections as well as market intelligence with properties that sell during your time property is for sale, plus new properties that become available creating additional competition for your home.

Of course, the consideration of the commission payable, which can be tens of thousands of dollars, is paramount. With the skills and strategy the agent has at their disposal, it is quite common that they will negotiate an increase in price greater than their commission, meaning that the final payment in the owners pocket is higher than if they sold without commission. Their specific knowledge of the local property market provides them with the foundation to attract a higher number and quality of buyers to the viewings.

10. OPEN HOMES OR PRIVATE VIEWINGS

As you prepare your home for sale, discuss with your agent the significance of holding Open Home viewings.

There are definite advantages, including

More simultaneous buyer viewings demonstrate the popularity of the home, and can be used as a closing point to encourage an earlier offer.



It allows you to be more settled without needing to stay on tenterhooks, wondering when viewings might take place. Of course your professional agent will

make provision for buyers who genuinely cannot view during the pre-arranged times, or those who wish to have a subsequent viewing.

Viewing times can be arranged to highlight the home at its best:

- The gentle morning sun on the balcony in winter
- The shade of the trees over the back yard in the summer afternoon
- Perhaps a dusk viewing of the city lights from the living area
- Additional directional signage can attract buyers searching in the local area



Home sellers are occasionally concerned with security in open homes. Certainly you are encouraged to put any valuables away safely. It is also common practice to require buyer ID to be provided on entry to the property.

It is encouraged that the home owner will not be present during the viewings as some buyers become unnerved if they think the seller is there. If they can have as relaxed a viewing as possible they are more likely to carry away a positive feeling.

11. TENANTED PROPERTIES – TAKE CARE OF THE RESIDENTS

If you are selling a tenanted investment property, there are legislative requirements regarding access and photography. Your agent will be familiar with all of these and ensure they are handled professionally.

Additionally, you will want to still maximise the saleability of your property.



Some suggestions are

- Offer a cleaning service and yard maintenance service for the duration of the marketing period to remove the onus of presentation from the tenants

- Provide a compensation for not being present during viewings, such as a meal at a local café
- Consider a reduced rental during the time on market to acknowledge the intrusion on their lifestyle



Your agent will discuss with them whether they have any desire to purchase, and also whether they have a desire to remain on as a tenant or to vacate upon the sale of the property. You should communicate your acceptance of their wishes and your openness to take this into account during the marketing. When the tenants know you are working with them as much as possible, they are more likely to take extra care during viewings.

My wife and I were so impressed with Adam that we nominated him for a real estate award. It can be hard to find a Real Estate Agent that tells you the truth rather than what he thinks you want to hear.

Adam has worked hard to build a reputation for being honest and we certainly experienced that. We discussed how much we needed to receive from the sale of our home and Adam worked out from that what we should realistically ask for. He gave us strong guidance all the way, without being pushy. In the end, he managed to get us a price that was higher than we were expecting! That's a much better situation than having to continually lower your price.

If we ever sell again, I'll be going straight to Adam. In the meantime, I tell all my friends that no matter who else they talk to about selling on the Capricorn Coast, they HAVE to talk to Adam as well. They always see the difference straight away.

— Jon

Adam de Jong handled the recent sale of our home in Yeppoon.

We found him honest in his appraisal, friendly in approach, and astute and business like in his dealings with potential buyers.

No question was too much trouble for him to answer and he was respectful and honest during the sale process.

Adam secured a sale for our home in approximately two weeks and we were very pleased with the sale price obtained.

We would definitely recommend Adam and the team at Keppel real estate to any potential buyer or seller. Your interests will be looked after.

— Jeanette & Grant Hanlon

12. WHERE TO FROM HERE?

- Set your preferred sale date, and work towards that in preparing your home.
- Determine when the marketing will commence and complete all alterations by that time.
- Call for your FREE Comparative Market Appraisal
- Discuss the marketing strategy, pricing and sales process with your local professional agent

Check out these other books available from Adam de Jong:

- The Art of Auction; The Sweetness of Selling
- Negotiating is a Way of Life

When you would like to arrange your personal consultation, please contact me directly.

Adam de Jong - Keppel Real Estate

adam.dejong@keppelre.com.au

Ph: 0413 906 108

Other Helpful Tips

Preparing For Sale

Entrance – *You never get a 2nd chance to make a first impression. Excellent street appeal encourages buyers to turn up to the Open Home.*

- Ensure the gate and fence are in excellent condition because most buyers drive past the property before enquiring
- Spend some time tidying the lawns and gardens in the front yard
- Freshen up the front door, verandah & front walls.

We had another good sold result when dealing with Adam. We have known and dealt with Adam, from Keppel Real Estate, for roughly 7 years now.

During that time, we have sold 2 properties include this one and purchased 2 blocks of land.

We have found Adam to be honest, polite, reliable and very professional in his approach to us as buyers and sellers.

We would not hesitate recommending his services to anyone wanting to purchase or sell their property.

With this sale we were able to move on and build the larger house that we needed with the growing family and Jason got that shed that we needed.

Jason & Bec Crawford

De-Clutter – *Create the illusion that you live in the perfect house! Less is more.*

- Remove all knick knacks from shelves and benchtops
- Put surplus furniture into storage to create a more spacious impression

Clean & Improve – *When your house shines, buyers are less likely to be calculating how much work and extra money they will need to invest in your property to bring it up to scratch.*

- Clean all walls
- Clean every surface
- All mirrors and windows should be spotless and sparkling
- Pay special attention to cleaning bathroom areas
- Replace missing or broken door handles
- Fix Leaky Plumbing

Dress the Rooms to Impress – *Freshen and Liven the rooms.*

- Replace bedspreads and curtains if required
- Paint walls if they appear worn

Carpets or Floorboards – Tired Dated Floor coverings can cost you the sale

- Steam clean carpets
- Replace carpets if they are worn, or, if floorboards are underneath, consider removing them and polishing the boards

Pets – Pet-free is best. Take all pets away during inspections.

- Remove all traces of animals, including excrement & bedding
- If they are indoor pets, furniture and furnishings may also require steam-cleaning

We would like to recommend Adam de Jong from Keppel Real Estate. He has been involved with the sale and purchase of a number of our homes and we have always found him to be an honest, reliable and sincere Real Estate Salesperson. He constantly made himself available at any hour of the day and was always willing to organise a house viewing at short notice. He gave us excellent professional feedback regarding the sale of our home, including an accurate appraisal and worked hard to achieve the best possible price. After the property transaction we did not feel abandoned by Adam, as he cares about his client's and continues to keep in contact. Nothing is too much trouble for Adam and he is always friendly, knowledgeable and efficient in his role. I would have no hesitation in using him for the sale or purchase of another home in the future and have already recommend his services to many of our friends and relatives.

Nathan and Kerrie Scoffin

Lighten Up – *Bright, airy & Welcoming.*

- Pull back curtains & open blinds to let in natural light
- Depending on the season, either open windows to allow in the breeze or set the air-con if available to a pleasant temperature
- Turn lights on for photos and inspections
- Pay special attention to ensure all beach, mountain or hinterland views are clear

Would You? – *Would you buy your own house?.*

If not – identify what would stop you from buying, and consider fixing those problems

We recently sold our block of land in Lammermoor with Adam. We had some bumps along the way with contracts being extended and buyers finance being refused, however Adam remained positive and kept us informed at every turn.

Adam's approach from start to finish was professional, knowledgeable and even though we knew the market was a little slow, he never gave up insuring we got the best possible result we needed.

I would recommend Adam de Jong and the Keppel Real Estate team if you are thinking of selling Real Estate on the Capricorn Coast.

Sonya Gillies

Inspection Day

- Have the bins been emptied, cleaned and hidden away?
- Are the yard and footpath mowed and clear of rubbish?
- Is there a number on your house or letterbox?
- Has all the junk mail been collected?
- Are your cupboards tidy? (Yes, people will probably be looking!)
- Are the laundry and clothes line clear of washing?
- Are the dishes put away?

Don't make potential buyers think about the realities of everyday life. Create the illusion that in your house.....

Life is a Dream.

Before the Photos

Exterior

- Power wash concrete driveway; Re-seal asphalt driveway if needed



- Power wash decks; Re-seal/stain if required
- Clean guttering & remove all leaf and plant material
- Wash windows and repair screens
- Check exterior light fixtures are clean and operate properly



Landscaping

- Remove dead leaves and stray limbs from the yard
- Re-seed bare lawn patches; fertilise with quick-response nutrients
- Mow the yard and tidy edges

- Trim trees and bushes
- Re-mulch all gardens
- Check that outdoor potted plants are in excellent condition
- Clear any drainage areas



Interior Cleaning

- De-clutter every room. Store unnecessary items. Put away any items not used every day
- Store all trinkets and keepsakes. Any that simply **MUST** remain should be cleaned and dusted
- Remove out-of-season clothing from wardrobes
- Neaten all wardrobes. Consider shelving or baskets to maintain neatness



Interior Cosmetic Fix

- Replace carpet that is in poor condition – choose a neutral colour.
- Repaint rooms that need it with neutral colours. If walls require “touch-ups”, repaint the entire wall for a better finish.
- Ensure all handrails are sturdy.
- Check that stairs are well-lit
- Replace all non-working light bulbs throughout
- Fix leaks in all plumbing. Tighten any loose fixtures
- Clean air-conditioning filters and fan blades
- Thoroughly clean all tiled and grouted areas.



We are pleased to be able to recommend Adam de Jong.

As our real estate agent Adam's assistance with the sale of our property was exceptional from the moment he called to discuss the sale.

He has a high standard of personal presentation and a very professional manner. He was prepared to listen to our ideas and explained different methods that he has developed through his knowledge and experience of the real estate industry.

We had a signed contract in a short period of time and Adam kept us updated right through to the settlement.

Tony & Jane Zonca

About the Author

Adam de Jong

Adam enjoys helping Buyers and Sellers achieve their Maximum Results!

Adam has been working in the Real Estate Industry on the Capricorn Coast since 2005. As one of the owners of Keppel Real Estate, Adam understands the importance of knowing that Real Estate is a Service Industry and prides himself on delivering this to all of his clients with his strong customer service focus. Adam has first-rate experience, knowledge and a great understanding of the current market trends. A strong value point of Adam's is his honesty which he will give from the initial discussions about pricing correctly in this current market through to the final point of sale.

"Buying or Selling a Home or an Investment Property is an enormous decision and I enjoy listening, understanding and assisting people with this process, step by step!"

So if you are looking to buy, considering selling your property or just wanting a free, professional and honest market appraisal to keep you up to date with the current market situation, then give Adam de Jong a call. He looks forward to meeting you and discussing your marketing options, to ensure you will achieve the best possible result.

Principal / Auctioneer – Keppel Real Estate

- **Mobile:** 0413 906 108
- **Email:** adam.dejong@keppelre.com.au



I would like to thank you for the service you provided to David and I during the sale of our investment property in Cooe Bay. During the whole process you kept us informed with every step and made everything easier. You sold our house at the price we wanted and in the time frame that we required. With the one hiccup that we had with the buyers' solicitors right at the end, you were there the whole time advising us and making us laugh when we needed to. It all worked out in the end and your help in that was invaluable. If we ever decide to invest in the Yeppoon area again, yours will be the first and only number we call. Thanks again,

David & Tracey

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Our details - In this disclaimer, "we" means (and "us" and "our" refer to) Adam de Jong of Yeppoon, Qld Australia

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