



Every Move Matters

Service Focused,
Results Driven.

Your Residential
Property Specialists.

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MiHomes

PRIME
MiHomes

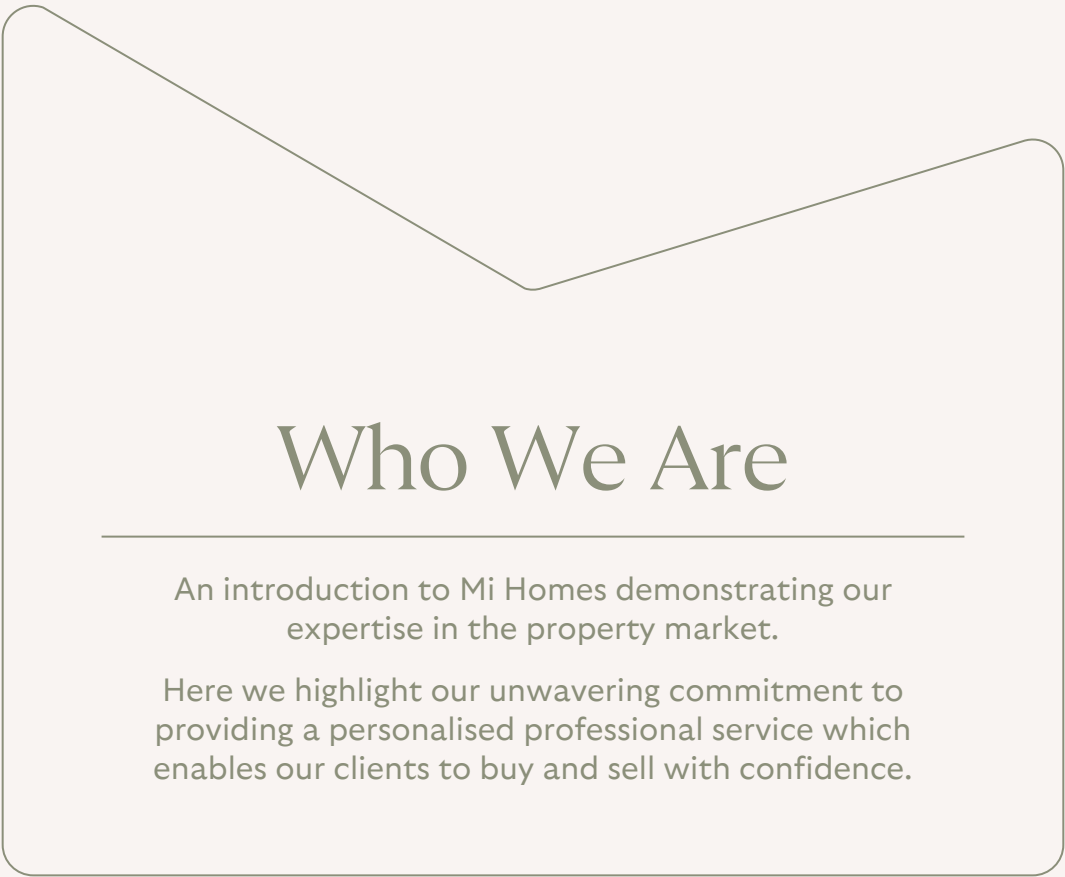


TABLE OF CONTENTS

06	Who We Are
10	Residential Sales
14	Residential Case Studies
18	Prime
21	Prime Case Studies
26	Probate
31	Probate Case Studies
34	Services and Communication
39	Guidance and Advice
45	Giving Back to Community



MiHomes



Who We Are

An introduction to Mi Homes demonstrating our expertise in the property market.

Here we highlight our unwavering commitment to providing a personalised professional service which enables our clients to buy and sell with confidence.

A property agency determined to do things differently.

Established in 2016, we have quickly grown to become the sought-after property agent in North London. Our area radius covers Barnet, Hadley Wood, Southgate, Cockfosters, as well as the wider North London area, Greater London and Hertfordshire.

Our efficient, proactive and innovative approach to our work ensures a smooth and seamless sales and lettings process for all our clients. This is reflected in our glowing testimonials and high proportion of repeat business and referrals.

We know that communication is key; that's why we are on hand to assist our clients during every step of their property process.

OUR BEGINNINGS

Mi Homes was formed by Director, Nick Kyriacou, who set out to make a change in an industry many deem be broken. With a property background, he, like you, has had difficult experiences with estate agents, and he knew there was a better way. So, in many ways, Mi Homes was born out of frustration, which quickly grew into a huge passion to serve clients with integrity, honesty and in the way they deserve to be treated.



Redefining Estate Agency, One Move At A Time.

We pride ourselves on delivering an unrivalled level of customer service, built on trust, transparency, and industry-leading expertise. Our genuine passion for exceeding expectations and placing our clients at the heart of everything we do has earned us a reputation founded on trust and sustained by results.

Our clients trust us to secure the best possible resale values. We are proud to maintain an exceptionally low fall-through rate of just 8% across all agreed sales to date. A striking contrast to the national average of 35%.

This exceptional performance reflects our detail-driven approach and unwavering commitment to getting things right the first time. We achieve this through our extensive database of proceedable buyers, the quality of our marketing, and our

meticulous management of the sales process. All of which ensures a smooth and seamless experience for both vendors and buyers.

Our dedicated team of sales consultants undertakes regular training to remain at the forefront of the property market, and is on hand to support clients at every stage of the sales journey.



More than just agents, we are your trusted advisors throughout the entire process, from the initial advice meeting, through to completion.

WHAT SETS US APART

We believe we're in the business of more than just selling homes – we're here to help people realise their aspirations.

From the first call to the final handshake, our mission is to make the sales process smooth successful, and rewarding for everyone involved.

If you're looking for an agent who goes beyond expectations and treats every sale with the care it deserves, you've come to the right place.

- A reputation built on repeat business and referrals
 - 4.9 rating from Google reviews
 - A curated database of high-quality buyers
 - Expert negotiators trained to achieve your property's maximum value
 - Comprehensive, high-impact marketing strategies
-

SALES PROGRESSION

We fully appreciate that once a sale is agreed, that's when the real work truly begins. Sales progression can often be one of the most stressful parts of the moving process, but our experienced team is here to take that pressure off your shoulders.

We manage every detail, liaising closely with solicitors, financial advisers, surveyors, and other trusted professionals, to ensure a smooth and efficient journey to completion. Clear, consistent communication is at the heart of everything we do, keeping you fully informed without overwhelming you with unnecessary stress.

By coordinating all parties and proactively resolving issues before they escalate, we ensure your sale moves forward seamlessly. This is where our expertise and dedication truly shine, transforming a potentially complex process into a confident and reassuring experience.

At Mi Homes, the support we provide after a price is agreed is what truly sets us apart.





Residential Sales

We are proud to offer a tailored Residential Sales service designed to maximise appeal and achieve the best possible outcome, in the shortest amount of time.

Our goal is simple: to achieve the best possible price in the shortest possible time.

MAXIMISING YOUR PROPERTY'S POTENTIAL WITH EFFECTIVE MARKETING

We believe exceptional marketing is fundamental to a successful property sale, yet it is a critical element that is often underutilised. That is why we place it at the very heart of our service.

First impressions are paramount, and the right presentation can make a significant difference. We provide honest, strategic advice on enhancements that may add value and help accelerate your sale.

Rather than simply documenting individual rooms, we focus on showcasing flow, character, and atmosphere, encouraging buyers to envision themselves living there.

Thoughtful staging and careful depersonalisation are strongly recommended, as they play a key role in maximising buyer interest and enhancing your property's overall appeal.

We take pride in our commitment to delivering exceptional marketing for every property we represent. This excludes optional extras such as professional videography, computer-generated imagery (CGI), and bespoke social media campaigns.

We meticulously manage every detail to ensure your home is presented at its very finest and it is attracting the best possible buyers.



"A great experience with the team at Mi Homes.
My property was previously listed with other agents,
and there was no joy at all.

The team at Mi Homes operate completely differently.
The marketing, the care, the attention to detail, the
availability, it's unlike anything I've seen before....
Thanks for everything!

– KYRI

Before choosing an agent, we encourage you to look closely at how they market their current properties and ask yourself a simple question: if this were my home, would I be impressed?

Alongside our high-quality in-house marketing materials, our dedicated marketing team uses smart, targeted digital strategies to generate outstanding levels of interest. Our campaigns consistently outperform the major property portals, delivering more high-quality enquiries.

This increased exposure helps drive stronger engagement, maximise viewings, and turn interest into serious, motivated offers, ensuring the best possible outcome for our clients.



The following case study highlights the measurable impact of our marketing strategy, and why it's an essential part of an effective, results-driven sales process.

(RESULTS FROM A THREE MONTH PERIOD).

13.2%	3.71%	234 Mi Homes total leads	131 Mi Homes booked viewings
Mi Homes search ad click-through rate	Industry average		
4.68%	2.47%	£24.21 Mi Homes overall CPL	£24.91 Mi Homes per booked viewing
Mi Homes search ad conversion rate	Industry average		
		£101 Industry average CPL	



At Mi Homes, we believe that every successful sale is the result of a carefully considered strategy.

Selling your home is one of life's biggest decisions and should never be left to chance.

From initial preparation through to completion, each stage of the process should be approached with clarity, purpose and precision.

We understand that no two homes, or clients, are the same, and so our approach is always bespoke.

The appropriate strategies to implement do depend on the location, price, size and condition of your property, as well as the number of comparable properties on the market at the same time. Finally, and just as importantly, we consider your individual circumstances, timelines, and financial goals.

To support this applied approach, we've developed a comprehensive range of proven sales strategies. These can be tailored to your specific situation, to ensure the best possible financial outcome is achieved with the sale of your home.



VIEWING STRATEGIES:

There are various different options for when and how you carry out viewings for a property:

- View in response to individual requests
- Agree suitable days for viewings
- Allow a 10 day hold off from viewings, and organise a viewing launch date

PRICING STRATEGIES:

If your pricing strategy is executed in the right way, a higher price could be achieved!

There are a number of pricing strategies you can implement such as:

- Guide price
- Offers in the region of
- Offers in excess of
- Price on application

ANTI-STAGNATION STRATEGY (IF ANY):

Your property will gain the maximum amount of interest within the first 2 to 3 weeks of being exposed to the market. To prevent the property from 'stagnating' online, there are a number of options for your agent to make the most of:

- Re-ordering of photos
- New 'seasonal' photos
- Upgrading to a premium or featured listing
- Changing the pricing strategy (this should always be left as the last resort)

With us, you'll have a trusted partner with the expertise, market insight, and the best tools to position your property for success from day one.



Residential Case Studies

Here we showcase real examples of our successful sales, demonstrating our ability to deliver outstanding results tailored to each client's unique needs.

Oakley Mews, Enfield, EN2 8FT

THREE BEDROOM, TOWNHOUSE

- Asking price: £900,000
- Sold price: £895,000
- Viewings: 8
- Offers: 2

Set within a private gated development on Oakley Close, EN2, this exceptional townhouse offered 1,962 sq ft of stylish living space across three immaculately presented floors, blending modern design with practical family living.



Mount Pleasant, Cockfosters, EN4 9ES

FOUR BEDROOM, FAMILY HOME

- Asking price: £900,000
- Sold price: £925,000
- Viewings: 5
- Offers: 4

Located on the highly desirable Mount Pleasant in EN4, this impressive four bedroom detached house spanned approximately 1,763 sq ft and offered spacious, flexible living accommodation ideal for families.



RESIDENTIAL

Lakenheath, Southgate, N14 4RY

FOUR BEDROOM, SEMI-DETACHED HOME

- Asking price: £950,000
- Sold price: £930,000
- Viewings: 8
- Offers: 2

Set in the desirable Lakenheath area, this immaculately presented home featured off-street parking and a sleek open-plan layout for contemporary family life. Its new owners particularly love the private garden and timeless appeal.



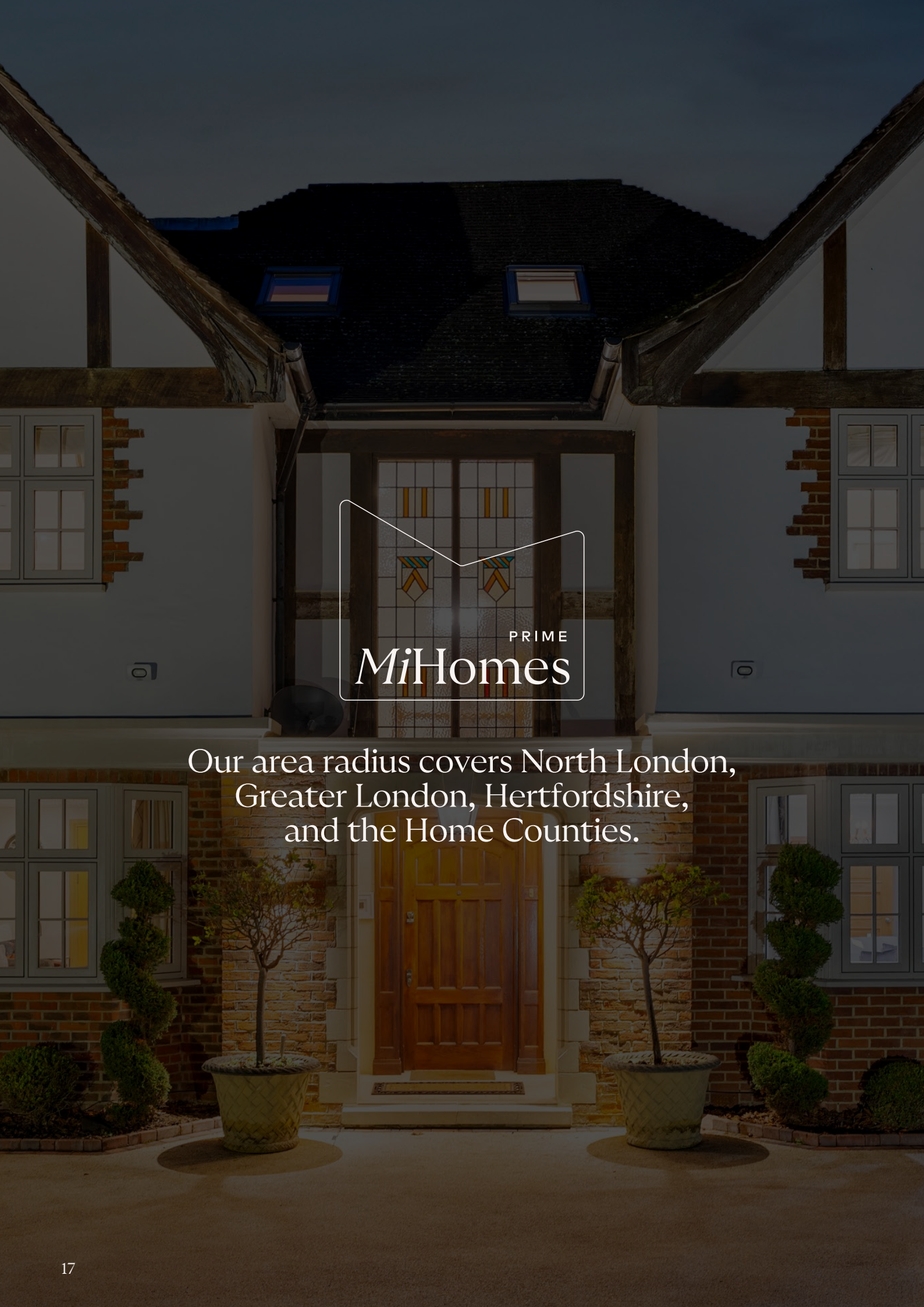
Collingridge House, Enfield, EN2 7BE

TWO BEDROOM, GROUND FLOOR APARTMENT

- Asking price: £500,000
- Sold price: £500,000
- Viewings: 10
- Offers: 3

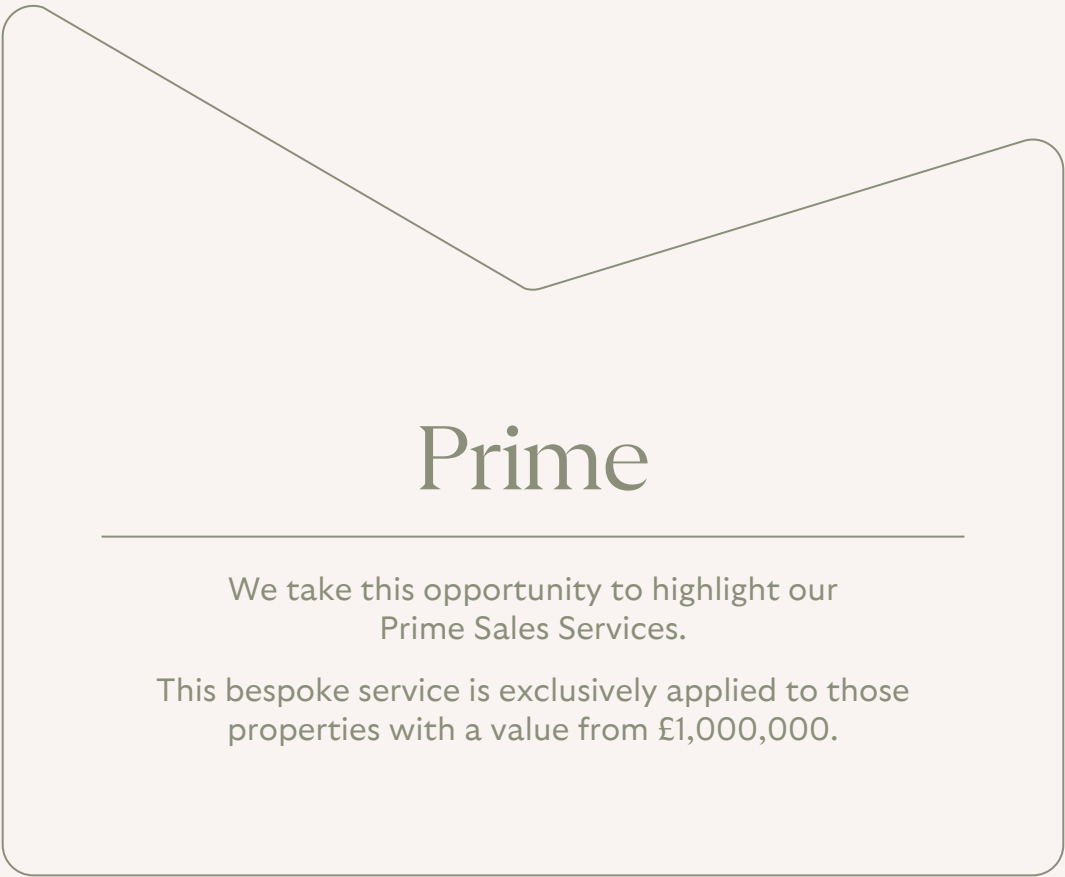
This wonderful home, boasting over 1,100 square feet of beautifully designed interiors, set on a quiet, leafy residential street. Its new owners were instantly drawn to its brightness, tranquillity, and modern charm.





PRIME
MiHomes

Our area radius covers North London,
Greater London, Hertfordshire,
and the Home Counties.



Prime

We take this opportunity to highlight our
Prime Sales Services.

This bespoke service is exclusively applied to those
properties with a value from £1,000,000.

Bespoke, Discreet, Exceptional.

Every property is distinctive, and its marketing should be just as unique. This is why we created our Mi Homes 'Prime' service.

Prime property demands more than standard marketing. It requires insight, precision, and a strategy as individual as the home itself.

Our Prime residential sales services are personalised and tailored to each property. We understand that prime property requires prime marketing.

We go above and beyond to present all of our listings in their best possible light. With our Prime service, we invest in professional photography as standard, branded floor plans, and have an in-house marketing team who produce the content of each instruction.

Experience unparalleled service
with Mi Homes Prime.

Precision in every detail.

4.9/5 ★★★★★

From Google reviews

98.5%

Of asking prices achieved on average from all properties sold (vs. the national average of 96%)

£150,000,000+

Responsible for over £150m+ worth of property sold for clients



From the moment of instruction, we create a bespoke marketing plan designed to maximise both value and exposure.

OUR PRIME SERVICE INCLUDES:

- Professional interior and exterior photography as standard
- Cinematic videography
- Aerial drone imagery
- Computer-generated imagery (CGI), where beneficial
- Branded, detailed floor plans
- Professionally written, editorial-style property descriptions
- Individually designed high-quality printed brochures

Every element is carefully considered to present your home in its finest light.

STRATEGIC EXPOSURE, TARGETED REACH:

Prime property also requires prime positioning. Your home will be showcased across leading portals including Rightmove, Zoopla, PrimeLocation and OnTheMarket, ensuring visibility to qualified, high-intent buyers.

In addition to this we apply the following strategies:

- Feature your property prominently on our website
- Implement carefully curated social media campaigns
- Utilise targeted digital marketing
- Engage our extensive database of pre-qualified buyers
- Network proactively within the prime market

Our objective is simple: to position your property in front of the right audience, at the right time.

OUR COMMITMENT TO EXCELLENCE

Experience. Reputation. Results.

OUR APPROACH COMBINES:

01. Honest, evidence-based pricing advice
02. Skilled negotiation
03. Meticulous buyer qualification
04. Seamless progression management
05. A commitment to protecting and enhancing your asset's value

With a long-standing reputation for delivering outstanding results, Mi Homes Prime is trusted across Greater London and beyond for our commitment to excellence in estate agency services.

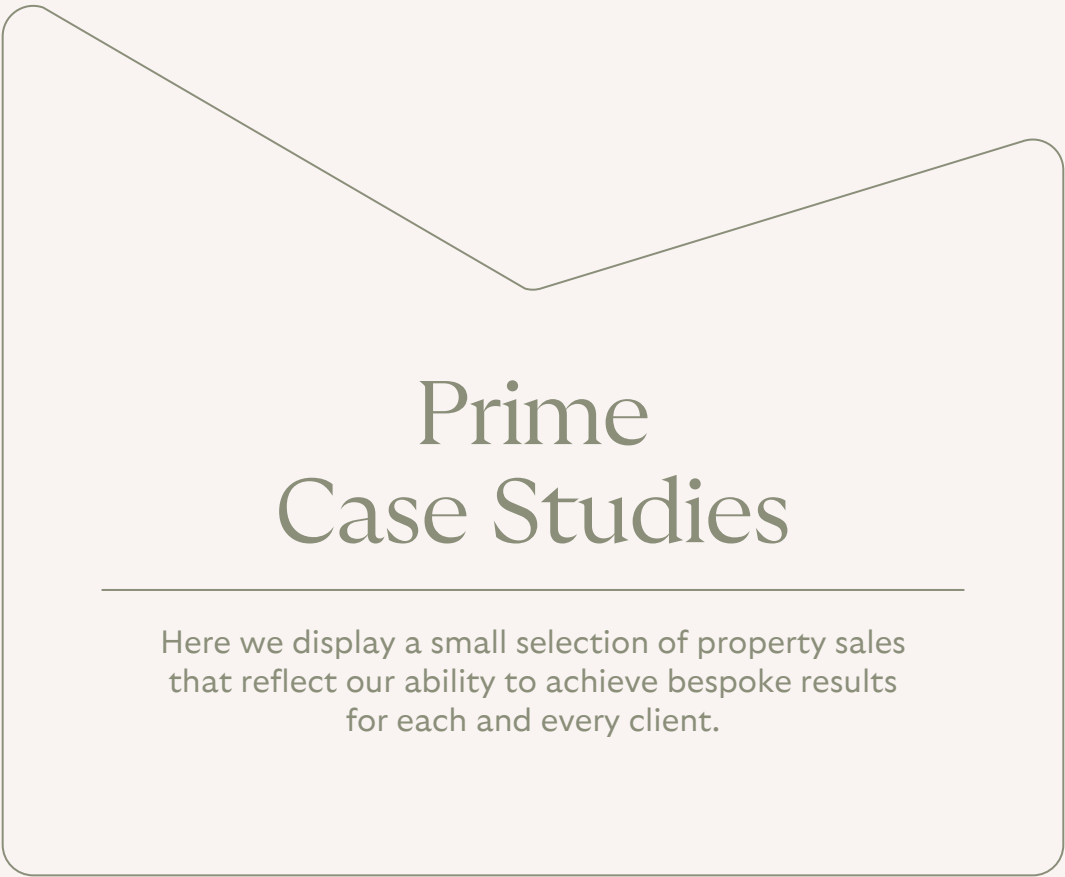
We understand exactly what is required when dealing with high-value property and we act accordingly. Let us elevate your sale with Mi Homes Prime.

Where every detail is taken care of because - Every Move Matters.

DISCREET & CONFIDENTIAL

For clients who value privacy, we also offer a confidential marketing service.

This tailored approach allows us to introduce your property selectively to pre-qualified buyers without full public advertising, ensuring discretion without compromising on results. Your privacy, reputation and personal circumstances are handled with the utmost professionalism at every stage.



Prime Case Studies

Here we display a small selection of property sales
that reflect our ability to achieve bespoke results
for each and every client.

PRIME

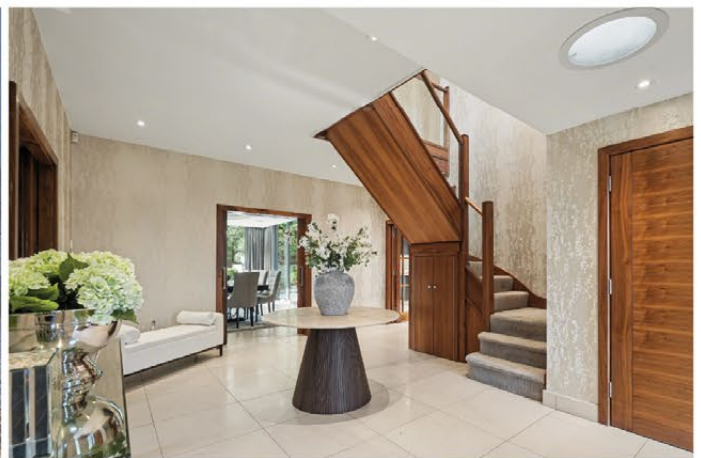
Pagitts Grove, Hadley Wood, EN4 0NT

FOUR BEDROOM, DETACHED HOME

- Asking price: £2,500,000
- Sold price: £2,470,000
- Viewings: 10
- Offers: 8

Exceptional four-bedroom detached family home extending to 4,174 sq ft, set within a quiet gated development in prime Hadley Wood.

Immaculately presented, this spacious home features a principal suite with dressing room, private gym, double garage, and wrap-around garden, alongside underfloor heating, integrated Sonos, and excellent transport links.



PRIME

Oakwell Drive, Northaw, EN6 4EZ

FIVE BEDROOM, FAMILY HOME

- Asking price: £1,250,000
- Sold price: £1,250,000
- Viewings: 40
- Offers: 5

A breathtaking, spacious family residence tucked away within the peaceful area of Northaw.

This charismatic five double-bedroom detached home offered generous and substantial accommodation throughout, with a welcoming frontage and large driveway. The area held huge appeal for nature lovers, and car enthusiasts alike.



PRIME

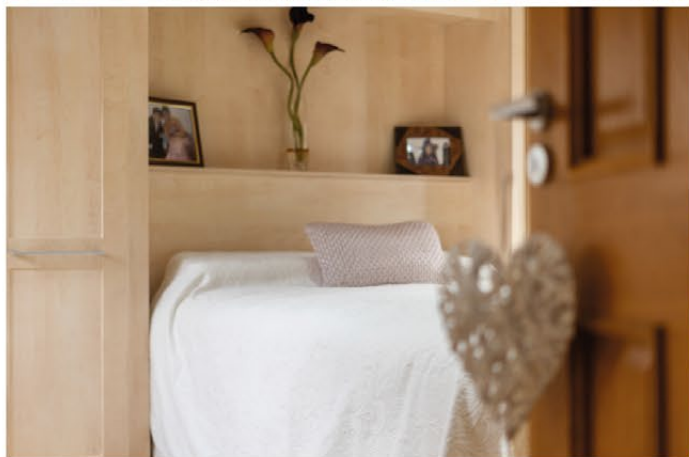
Woodfield Way, Bounds Green, N11 2NU

FOUR BEDROOM, SEMI-DETACHED HOME

- Asking price: £1,350,000
- Sold price: £1,460,000
- Viewings: 20
- Offers: 9

A well-appointed residence with bright rooms and elegant features.

Situated on the peaceful and sought-after Woodfield Way, N11. This immaculate semi-detached home presented a rare opportunity to acquire a beautifully maintained family property with superb outdoor space, complete with a large garden gym.



PRIME

Quakers Walk, Winchmore Hill, N21 2D

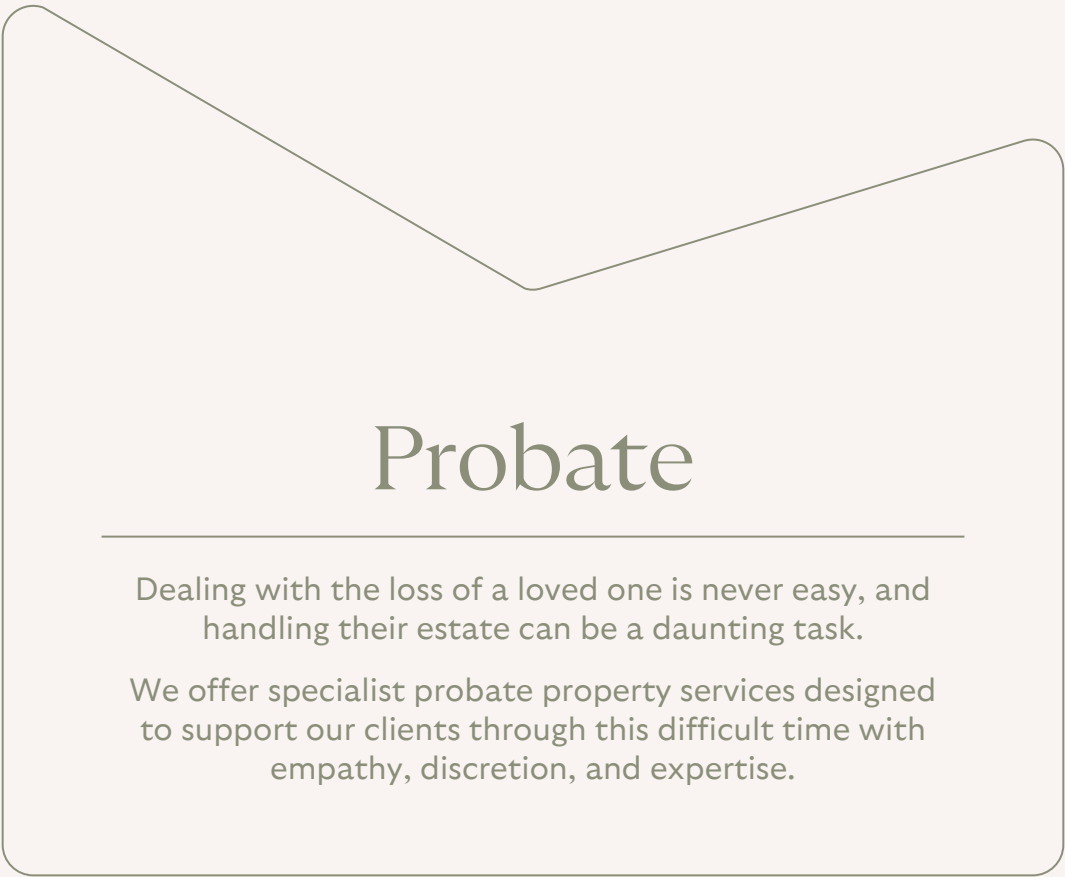
FIVE BEDROOM, DETACHED HOME

- Asking price: £1,250,000
- Sold price: £1,310,000
- Viewings: 1
- Offers: 1

This substantial detached family house is situated in a stunning close, off Bush Hill Road, N21.

Nestled on the highly sought-after and secluded Quakers Walk, this expansive detached property with a double garage and large garden, offered an exceptional opportunity for a family who instantly fell in love with its warmth, space, and charm.





Probate

Dealing with the loss of a loved one is never easy, and handling their estate can be a daunting task.

We offer specialist probate property services designed to support our clients through this difficult time with empathy, discretion, and expertise.

Our probate service is built around compassion, sensitivity and clear communication.

Our extensive experience within this area means we understand just how emotional and draining this period can be for those involved. In many cases, you are not just selling bricks and mortar, but letting go of treasured memories and deep emotional bonds.

We never forget this.

Whether you're acting as an executor, administrator, or solicitor managing an estate, we provide a comprehensive service tailored to your needs.

From accurate property valuations for probate purposes, preparing the property for sale and finding the right buyer, to overseeing the sales process and house clearance on your behalf, our experienced team is here to guide and assist you every step of the way.

We have become a trusted name specialising in probate property sales across Greater London, Hertfordshire and beyond.

We understand that every situation is unique, and we take great care to handle every property with the respect and attention it deserves.



If you require any further details or are looking for some free independent property advice, then get in touch today on 020 7323 9574.

To help inform you even more, we have created this probate introduction. The information we share is based on experience (and does not constitute legal advice).

Applying for probate.

Probate is the formal permission needed to deal with someone's estate (their property, money, and possessions) after they have passed away.

If you are named in the deceased person's will as an executor, you can apply for probate. However, even if they didn't leave a will, depending on your relationship to them, you can apply to become the administrator of the estate.

In most cases, you will need legal permission to sell their property, hence the need to apply for probate.

Before applying for probate, it's advisable to be aware if a property is part of their estate.

Depending on the size of the estate, applying for probate can take between 4 and 52 weeks. If you are currently applying for probate, please feel free to speak with us at any stage for guidance on the best time to begin marketing your property.



What to consider when selling a probate property.

Selling a property through probate can feel complex, but with the right guidance, the process can be managed smoothly and sensitively. Below are some key factors to consider.



UNDERSTANDING THE LEGAL PROCESS:

Probate laws and procedures vary depending on location. It's important to follow the correct legal steps before a property can be sold. Working with experienced professionals can help ensure due diligence and unnecessary delays.



VALUATION AND PRICING:

Obtaining a professional valuation ensures the property is priced accurately and appropriately. Correct pricing is essential to attract genuine interest while achieving the best possible outcome for the estate.



EXECUTOR OR ADMINISTRATOR RESPONSIBILITIES:

If you are acting as the executor or administrator of the estate, you have a legal duty to act in the best interests of the estate and its beneficiaries. This includes ensuring the property is sold at a fair and reasonable market value.



BENEFICIARY APPROVAL:

Depending on the terms of the will and local regulations, consent from beneficiaries may be required before proceeding with a sale. Clear communication and compliance with legal requirements can help prevent disputes or delays.



TITLE CONSIDERATIONS:

Probate properties can sometimes have title-related issues, such as outstanding charges or ownership queries. These should be identified and resolved early, often with the support of a solicitor or title specialist.



DISCLOSURE REQUIREMENTS:

Sellers are required to disclose certain information about the property, including known defects or relevant history. Understanding and meeting these obligations helps protect all parties involved.



PROPERTY CONDITION, MAINTENANCE AND REPAIRS:

Assessing the condition of the property is an important step. While not all probate homes require improvement, addressing essential repairs or presentation issues can help maximise value and attract a wider pool of buyers.



TAX CONSIDERATIONS:

There may be tax implications when selling a probate property, including capital gains or estate-related taxes. Seeking advice from a qualified tax advisor or accountant is strongly recommended.



CURRENT MARKET CONDITIONS:

The local property market plays a key role in determining sale price and timescales. Factors such as buyer demand, interest rates and wider economic conditions should be considered when deciding when to sell.



MARKETING THE PROPERTY:

A tailored marketing strategy is vital. This may include professional photography, online listings, exposure across major property portals and working with an estate agency experienced in probate sales.

01. Transparent and honest communication:

Honesty and transparency are the foundations of our business. We provide you with realistic expectations regarding the sale of your probate property, including pricing guidance and market trends. You can trust us to keep you informed at every stage of the process, providing regular updates and feedback from potential buyers.

02. Tailored marketing strategies:

Every probate property is unique, and it requires a customised marketing approach to attract potential buyers. We develop tailored marketing strategies highlighting the property's strengths and appeal to the target audience. From professional photography to strategic listing placements, we ensure maximum exposure for your property.

03. Extensive network and resources:

With years of experience in the area of Probate sales, we have built a vast network of professionals, including solicitors, appraisers, and contractors. This network allows us to address any legal or property-related issues promptly and efficiently, streamlining the selling process.

04. Negotiation skills:

Selling a probate property often involves negotiation with multiple parties, including heirs, creditors, and potential buyers. Our skilled Property Consultants advocate for your best interests, striving to achieve the most favourable outcome for you. Whether it is negotiating the sale price or resolving any possible disputes, we are committed to securing the best possible deal.

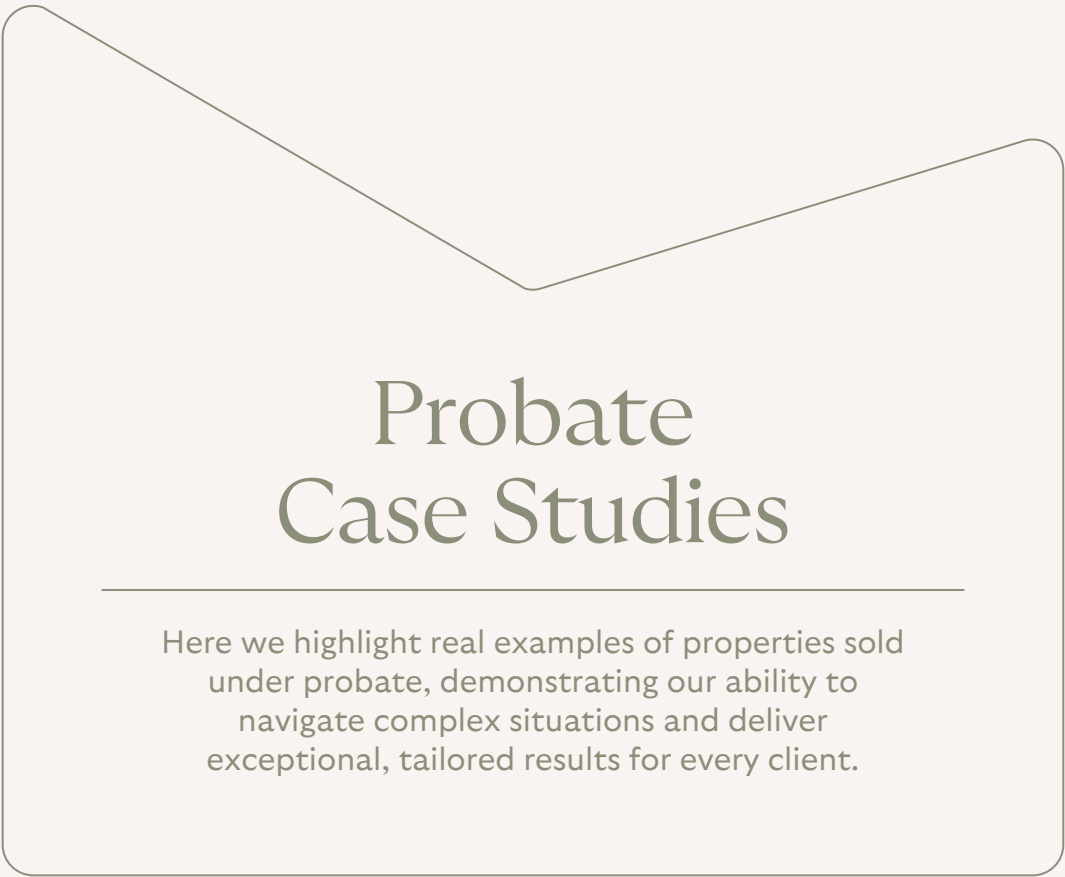
05. Efficiency and timeliness:

We understand the importance of completing the probate sale in a timely manner. Our efficient processes and proactive approach ensure that your property is marketed effectively and sold promptly. We work diligently to minimise delays and expedite the closing process, allowing you to move forward with peace of mind.

06. Continued support beyond the sale:

Our relationship with you does not end upon completion. We remain available to address any post-sale concerns or questions you may have. Whether you need assistance with relocating or referrals for estate-related services, we are here to help.





Probate Case Studies

Here we highlight real examples of properties sold under probate, demonstrating our ability to navigate complex situations and deliver exceptional, tailored results for every client.

Trento, Barnet Road, Arkley, EN5 3H

FOUR BEDROOM, DETACHED RESIDENCE

- Asking price: £1,175,000
- Sold price: £1,200,000
- Viewings: 10
- Offers: 4

A unique opportunity to create a bespoke home. This detached corner residence, situated on the prestigious Barnet Road, was sold through probate, offering substantial scope for extension and personalisation.



Beechdale, Winchmore Hill, N21 3QG

THREE BEDROOM, SEMI-DETACHED HOME

- Asking price: £800,000
- Sold price: £807,500
- Viewings: 34
- Offers: 6

This property was sold through probate on a chain-free basis, offering excellent potential for further expansion, including opportunities for a rear extension and loft conversion. It was purchased by a family excited to make it their own.



Willingdon Road, Wood Green, N22 6SD

THREE BEDROOM, TERRACED RESIDENCE

- Asking price: £700,000
- Sold price: £710,000
- Viewings: 16
- Offers: 3

Nestled in the vibrant and well-connected area of N22, this terraced family home offered an exciting opportunity for the new owners who were excited about creating their ideal living space. The perfect blank canvas to build a family home.



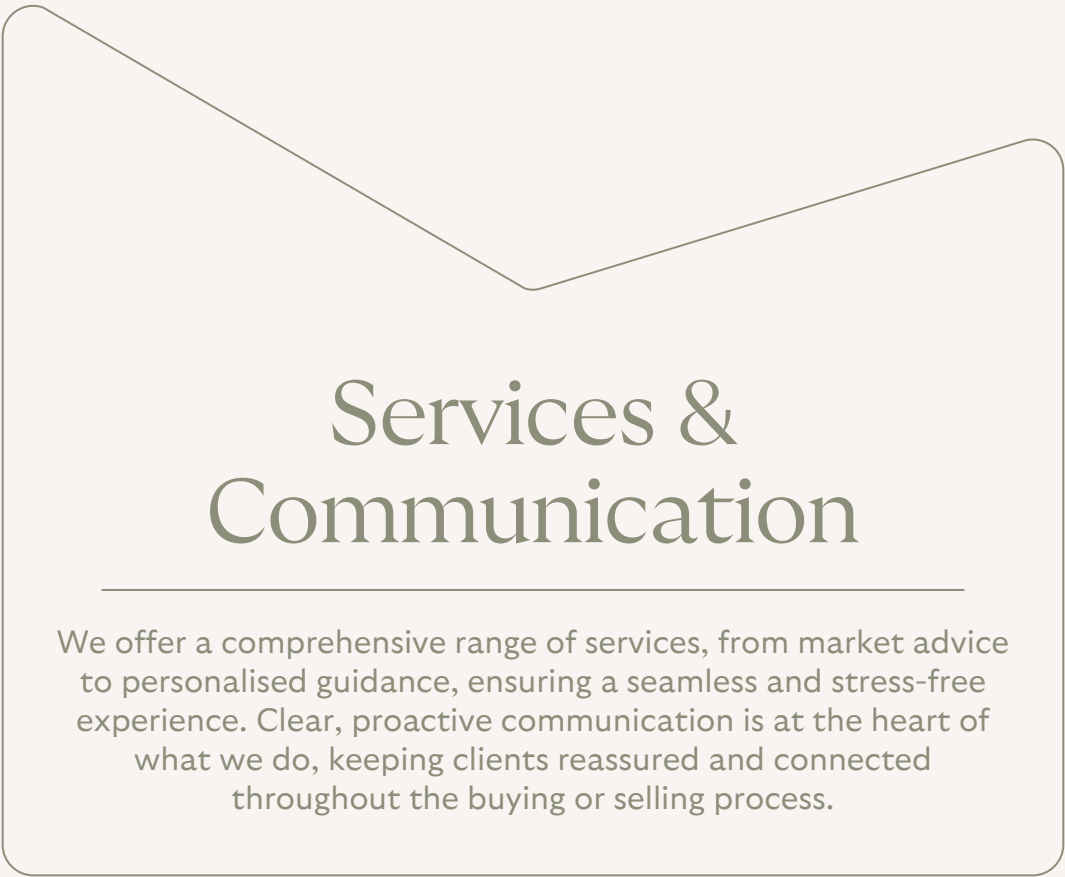
Fairgreen, Cockfosters, EN4 0QS

FOUR BEDROOM, DETACHED HOME

- Asking price: £1,350,000
- Sold price: £1,520,000
- Viewings: 59
- Offers: 3

This stunning, detached home, sold through probate, offered a great sense of space. The impressive brick design complete with glamorous balcony feature, setting the scene for huge potential for comfortable living.





Services & Communication

We offer a comprehensive range of services, from market advice to personalised guidance, ensuring a seamless and stress-free experience. Clear, proactive communication is at the heart of what we do, keeping clients reassured and connected throughout the buying or selling process.

Save thousands off your purchase.
Found your perfect home, but unsure as to how to
approach the negotiation side of your purchase?

Leave it to the professionals.

We're not just here to help you for half of your moving process, we're here to help you through every step of the way.

Our Buyers Representation Service is designed to support you through the purchase of your next home, ensuring you make the most informed and financially sound decisions.

Here's how it works:

01.

TELL US ABOUT THE PROPERTY:

Found a property you're interested in? Let us know after your initial viewing. You should feel free to get in touch prior to this, so we can offer helpful advice and insider tips to guide your visit.

02.

BUDGET:

Let us know the maximum amount you're willing to pay. This allows us to build a strong negotiation strategy tailored to your goals.

03.

NEGOTIATION:

We can either negotiate directly with the selling agent on your behalf or, equip you with expert guidance so you can manage the conversation yourself. Whichever you prefer.

04.

SECURE YOUR NEW HOME:

Our aim is simple - to help you secure your new home at the best possible price. Enabling you to move forward and start creating lasting memories, often for less than you expected to pay.



"I can't thank the team at Mi Homes enough. They have saved my wife and me thousands on our first home. It is a service which should not be overlooked by anyone buying a property. They are professional negotiators and we have saved a huge amount as a result."

— MR & MRS VAZANIAS

Why let us negotiate on your behalf?

When it comes to buying a property, many people will only go through the process once or twice in their lifetime. Understandably, there will be limited experience with negotiation and knowing how to approach a purchase. It is therefore easy to make costly mistakes.

At Mi Homes we offer a proven and professional service designed to protect your interests and save you money.

Professional negotiators

Our team negotiate property deals every single day. We're highly experienced and understand the nuances of effective negotiation. With us on your side, you benefit from the expertise that comes from handling hundreds of successful transactions.

No emotional attachment

Falling in love with a property can make it difficult to remain objective, often leading buyers to pay more than they should. As your representative, we act without emotional bias, treating the purchase as a business transaction to help you secure the property at the best possible price.

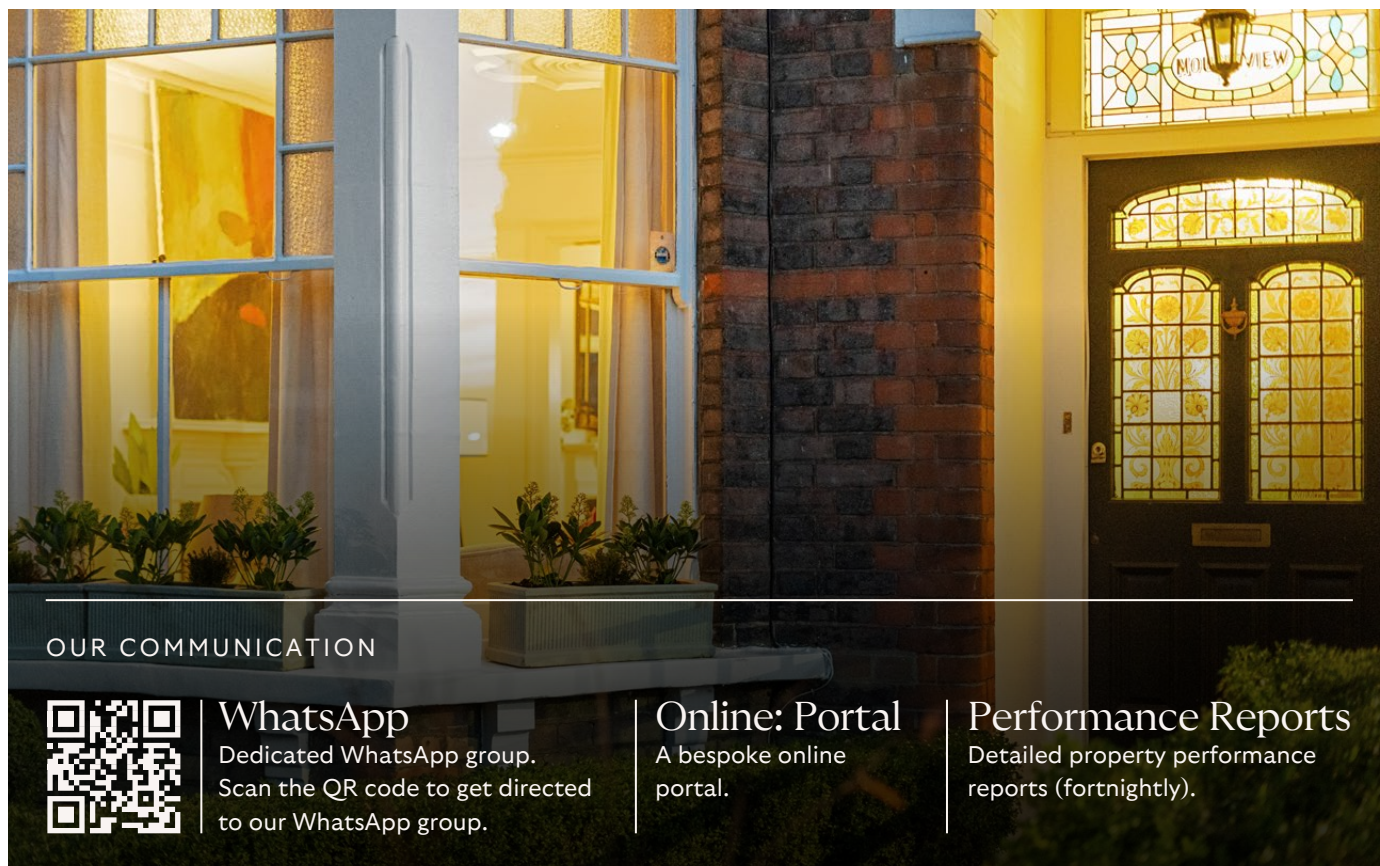
Proven track record

Based on the buying services we have carried out to date; we can guarantee to save you money. In fact, our fee is based entirely on what we save you from the asking price. If we don't save you money, you pay nothing. It is a truly risk-free service that keeps us fully motivated to achieve the best possible result.

Want to know more about buyers representation service?

Call us on:
020 7323 9574

Send an email to us at:
buyingrepresentation@mi-homes.co.uk



OUR COMMUNICATION

 WhatsApp Dedicated WhatsApp group. Scan the QR code to get directed to our WhatsApp group.	Online: Portal A bespoke online portal.	Performance Reports Detailed property performance reports (fortnightly).
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Let us find you the home of your dreams, without needing to compete with the open market.

Our Search and Secure service offers a truly proactive approach to finding your next home, allowing us to identify suitable properties for you rather than waiting for them to appear on the open market. By securing a home discreetly and entirely off market, you can avoid competing with other buyers and sidestep potential bidding wars, often saving thousands in the process. This tailored approach also reduces the stress traditionally associated with moving, as you won't need to worry about crowded viewings or who else might be interested in the property.

Beyond the search itself, we provide complete peace of mind by handling due diligence, negotiations, and ongoing monitoring to ensure your offer remains secure. Every step is managed with professionalism to protect your position, minimise risk, and help prevent you from being gazumped, keeping your purchase firmly on track and allowing you to move forward with confidence.

How it works:

YOUR SPECIFICATIONS:

You let us know the type of house you're hoping for, your budget, the areas you'd consider and specific roads you want us to actively target.

TAILORED CAMPAIGNS:

We create a bespoke on and offline marketing campaigns for your search. A tailored Facebook ad campaign will be created making local residents aware that we have individuals looking to buy in the area they currently live in, and if they've ever considered a stress-free approach to moving, to reach out to us. At the same time, we also send out targeted letters (up to 750) to homeowners who own houses which meet your specific requirements.

SECURE OFF-MARKET HOMES:

Whilst nothing is guaranteed, with our pro-active marketing methods, we hope that homeowners do make contact with us and afford us the opportunity to show you around their property, totally off market. Your chances of securing a new home will be much higher approaching your search in this way.

This service costs £1,000 +VAT upfront, which pays for the cost and time of the on and off line marketing material. You will also be charged 1.5% +VAT of the purchase price of the property. With this service, you're our client, not the seller (in most cases).



RECOMMENDED SOLICITORS



YVA House
YVASOLICITORS.COM

NORTH FINCHLEY OFFICE
811 High Road, North Finchley,
London N12 8JT

☎ 020 8445 9898
✉ info@yvasolicitors.com

MAYFAIR OFFICE
Sixth Floor, 16 Berkeley Street,
Mayfair, London W1J 8DZ



Spencer West
SPENCER-WEST.COM

Longbow House
20 Chiswell Street,
London EC1Y 4TW

☎ 020 7925 8080
✉ info@spencer-west.com

SHUJETH AHMED
✉ shujeth.ahmed@spencer-west.com
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Adams Kaye
ADAMSKAYE.COM

LONDON OFFICE
Irongate, 30 Dukes Place,
London, EC3A 7LP

☎ 020 3950 5283
✉ contactus@adamskaye.com

CHARLES WALLER
✉ c.waller@adamskaye.com
☎ 020 3371 9282





Guidance & Advice

We are committed to supporting clients with expert knowledge and personalised recommendations. Here we lay out some clear, practical and impartial guidance for every stage of the property process, helping you to make informed decisions with confidence.

Choosing the right agent is the most important decision when selling your home.

It's your one chance to gain maximum value from what is likely your largest tax-free asset, so it's essential to get it right.

How much do they invest in marketing?

Strong marketing attracts stronger buyers. We invest over £950 per listing (depending on the property size) to present every home at its highest standard and generate maximum interest.

What % of asking price do they achieve?

The UK average is 96%. We consistently achieve over 100%, helping our clients secure the best possible outcome.

Focusing on the lowest agent fee can be a costly mistake. A low percentage of an asking price figure can indicate the agent has either overvalued to win your instruction, or lacks the strategy to achieve the best result.

What is their fall-through rate?

The national average is up to 35%. Ours is just 8%, thanks to careful buyer qualification and proactive sales progression.

A high fall through rate represents two things:

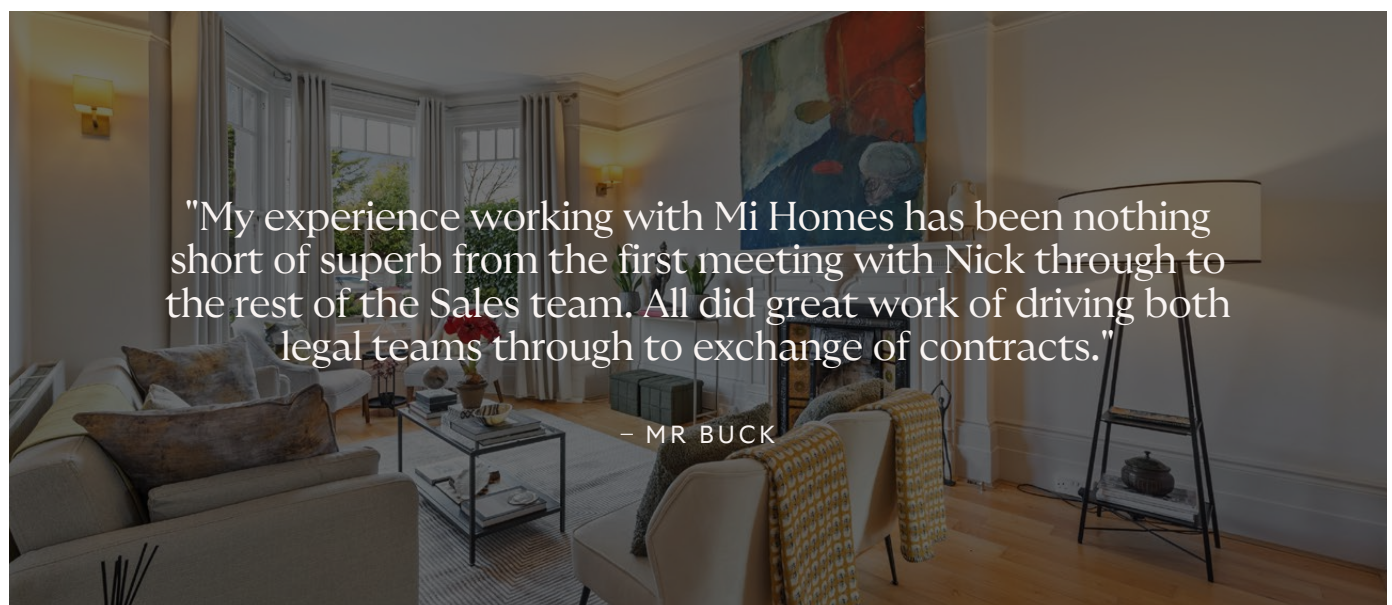
1. Buyers are not being properly qualified before offers are accepted.
 2. The agent's ability to progress a sale may be weak.
-

What are their contract terms?

Long tie-in periods often favour the agent. We offer full flexibility with no fixed term and just 14 days' notice. We believe a vendor should work with an agent because they want to, not because they have to.

Do they offer a price guarantee?

Our Price Promise links our fee to performance. If we don't achieve the agreed price, our fee adjusts accordingly.



01: Overpricing

It's only natural to want to achieve the highest possible price for your home. In reality, pricing too high from the outset can significantly hinder your sale.

Homes priced correctly, or even slightly below market value, attract more interest, create competition, and often sell for more.

Overpriced homes, however, sit on the market, go stale, and typically sell for less after reductions.

We strive to provide honest, data-led pricing to give your home the best start and strongest result.

02: Choosing the cheapest agent

Extensive market research shows that the average agent achieves around 96% of asking price, while top agents achieve 99–100%. That difference can mean tens of thousands lost.

A lower fee may seem appealing, but weaker results often make it the more expensive choice. We've all experienced the temptation to go with the cheaper option, only to regret it later.

We concentrate on maximising your final sale price because results and customer satisfaction matter more than fees.

03: Thinking homes sell themselves

Homes don't sell themselves, it's the right agent that makes the difference.

Irrespective of your views on estate agents, instructing the right agent brings immense value to your property sale.

From accurate pricing and standout marketing, continuous analysis of the market to avoid stagnation, through to skilled negotiation and proactive sales progression, every step impacts your final result.

At Mi Homes, we don't just list your property - we're here to maximise your result and make the journey as smooth as possible.

We focus relentlessly on achieving the best possible price, not just a quick sale. We know that when it comes to your biggest asset, results matter more than promises.



FOR SALE BOARD OR NO FOR SALE BOARD?

The Simple Answer is: 100% Yes!

While most buyers start their search online, a 'For Sale' board still plays a valuable role in attracting additional interest.

WHY IT WORKS:

- Captures buyers exploring the area in person
- Reaches you or your neighbours' friends, family, and word-of-mouth buyers
- Attracts opportunist buyers not actively searching online

A board increases exposure and ensures you're giving your sale every possible advantage.

COMMON CONCERNS:

Privacy or lack of passing traffic are understandable, but are they worth missing the right buyer? The main focus should be maximising awareness and giving your property every chance of success. At Mi Homes, we believe maximum exposure leads to the best result.



SOLE AGENCY

We believe the best results come from focus, trust, and a clear strategy which starts with just one agent.

Ask yourself, would you use two solicitors for the same job? Of course not. The same should apply to your estate agent. A sole agent provides a unified approach, stronger negotiation, and clear accountability.

Sole agency typically achieves higher prices and lower fall-through rates. In contrast, multiple listings of the same property can create confusion, weaken your position, and make a property appear harder to sell. When agents compete, the focus often shifts from achieving the best price to simply securing the deal.

We strive to deliver maximum exposure, expert negotiation, and a results-driven approach all focused on achieving the best outcome for you.





01. PREPARE YOUR HOME IN ADVANCE:

Before going to market, consider commissioning your own building survey. This allows you to identify and resolve any issues or repairs in advance. This can often mean avoiding last-minute surprises or renegotiations that could delay the process later on.



02. ORGANISE ESSENTIAL PAPERWORK:

Gather all relevant documents related to the property, such as title deeds, planning permissions, warranties, and certificates. Have these documents readily available and sent to your solicitor beforehand.



03. COLLABORATE WITH YOUR CONVEYANCER/SOLICITOR:

Engage an experienced and efficient conveyancer or solicitor who can guide you through the legal process. A proactive approach means draft contracts can be issued as soon as the sale is agreed, saving valuable time.



04. PRE-EMPTIVE PROPERTY SEARCHES:

Where possible, conduct necessary searches, such as land registry searches and local authority searches, in advance. This will help bypass the usual search delay (which in some cases have been up to 8 weeks) and identify any potential planning issues or anomalies that could delay the transaction later on.



05. BE RESPONSIVE AND AVAILABLE:

Speed matters. Promptly replying to enquiries from your estate agent, solicitor, or prospective buyers helps keep your sale moving forward. Delays in communication, even small ones, can cause unnecessary hold-ups.



06. PROVIDE ACCURATE DETAILS:

Ensure that all property details, including measurements, boundaries, fixtures, and fittings, are accurately listed in marketing materials and sales contracts. This will prevent delays and potential renegotiations later in the process.



07. PREPARE FOR THE PROPERTY SURVEY IN ADVANCE:

Take steps to address any known issues or defects before your property goes under offer. A proactive approach helps ensure the survey runs smoothly.



08. BE FLEXIBLE WITH VIEWING ARRANGEMENTS:

The more accessible your property is, the more interest it will generate. Wherever possible, accommodate viewing requests, even during evenings or weekends, to maximise opportunities and move your sale forward faster.



09. CONSIDER A CHAIN-FREE SALE:

If you're in a position to sell without being reliant on another purchase, a chain-free sale is highly attractive to buyers and significantly reduces the risk of delays, fall-throughs, or complications down the line.



10. LEASEHOLD SALE:

Leasehold properties often involve management companies or freeholders who may have additional requirements or queries. Be proactive and request a full management pack pre-launch, and respond to these queries to ensure you provide any requested information promptly to avoid delays.

Our aim is to showcase your property at its absolute best, capturing high-quality imagery and media that highlights its most appealing features.

The stronger the visual presentation, the greater the level of interest we generate. This will ultimately help to attract more enquiries and secure a buyer more quickly.

KITCHEN:

- Clear worktop of all non-essential items
- Remove fridge magnets
- Remove washing up liquids, tea towels, soaps & plugs
- Hide rubbish bins and pet food bowls
- Adding a bowl of fresh fruit or vase of flowers can do wonders to a counter-top

RECEPTION & DINING ROOM:

- Display as much floor space as possible
- Clear all children's toys, remotes and excess books
- Clean fireplaces, open blinds and plump cushions
- If you have an attractive looking fireplace, lighting it looks wonderful

BATHROOM:

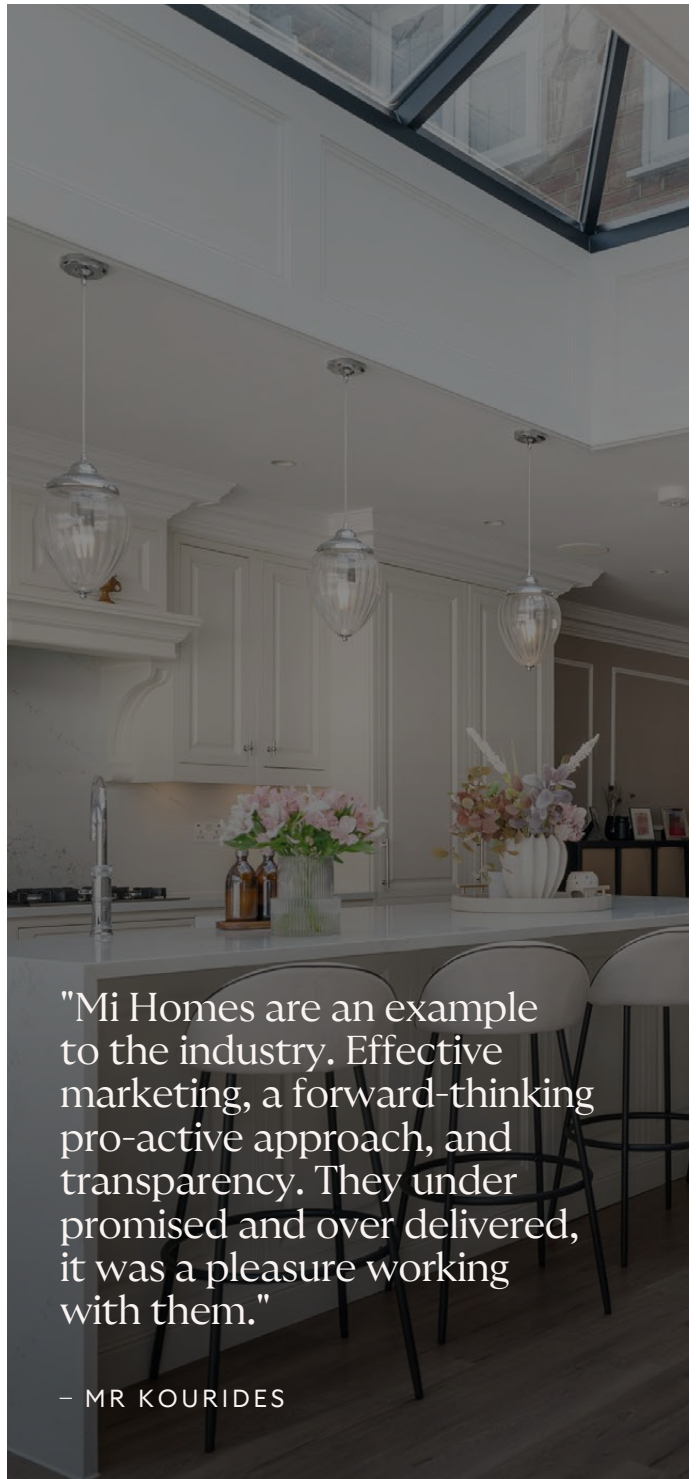
- Clear toothbrushes, soaps, razors and shampoos from showers and baths
- Remove bins, scales, bathmats and laundry baskets from view
- Keep towels to a minimum - well placed, colour matched towels are great
- Close the toilet lid, remove brush and any spare toilet rolls

BEDROOM:

- Clear all surfaces of clothes, shoes and laundry
- Remove tissues and jewellery from bedside tables
- Make sure you can't see anything under the bed
- Ensure the bed looks tidy, and use your best ironed linen

OUTSIDE SPACES:

- Remove all cars from driveway if you have any
- Move bins, garden hoses, toys, tools and bikes out of sight
- If you have hedges or trees, consider having them neatly trimmed
- Clean patios, mow grass and rake leaves



"Mi Homes are an example to the industry. Effective marketing, a forward-thinking pro-active approach, and transparency. They under promised and over delivered, it was a pleasure working with them."

– MR KOURIDES



‘Giving Back’ to Community

We place a lot of pride in showcasing and giving back to the areas and local communities we cover. We are committed to supporting local causes, alongside engaging with our local area, all whilst delivering exceptional service and results for clients.

GIVING BACK TO CHARITY

Thank you for taking the time to learn more about our property services. Whether you're buying, selling, letting, or renting, we're committed to delivering exceptional service and changing the perception of estate agency - one move at a time.

Mi Homes is exceptionally proud to support two incredible charities: Noah's Ark Children's Hospice and Dogs Trust.

The work carried out by Noah's Ark Children's Hospice speaks for itself, and we contribute by supporting them in many of their fundraising events.

As a passionate animal lover and dog owner, Mi Homes Director Nick Kyriacou, feels a deep personal connection to the mission of Dogs Trust. One of his greatest aspirations is to one day open an animal sanctuary, a lifelong dream that reflects our shared values of compassion and care.

We invite you to join us in supporting these wonderful organisations. Every donation makes a meaningful difference.

Please consider donating via the QR links below. Both the children and animals who benefit from these worthy causes will be truly grateful for your kindness.



NOAH'S ARK
children's hospice



DogsTrust

OUR MI STORY



Mi Homes is a property agency determined to do things differently. We pride ourselves on offering an unrivalled level of customer service, professionalism, and transparency in all our dealings.

Established in 2016, we have quickly grown to become the sought-after property agent in North London, our area radius covers Southgate, Barnet, Cockfosters, Hadley Wood, as well as the wider North London area and Greater London and Hertfordshire.

We operate differently, charge differently and perform differently.

Service Focused. Results Driven.

At Mi Homes Every Move Matters.

Now you have heard our story, let us help you create yours.

Nick Kyriacou,
Director

Mi Homes is delighted to announce our partnership with Insura Group, an FCA-regulated insurance brokerage.

Built on a shared commitment to exceptional service, this partnership is designed to make buying, selling, and the ownership experience simpler, smoother, and more efficient for our clients.

It's insurance redefined — with comprehensive, tailored solutions tailored including:



Buildings Insurance

As your trusted insurance broker, you can count on us to form comprehensive buildings insurance for all property types, from residential homes and commercial buildings, to industrial facilities and everything in between. Our policies are tailored to ensure precise coverage that reflects the true value and unique insurance requirements of each property. We're committed to delivering exceptional value, expert guidance, and outstanding service, so you can have complete confidence in your protection.



Business Insurance

We deliver comprehensive business insurance tailored to suit companies across all industries. Our policies are crafted to accurately reflect the specific risks and requirements of each business, ensuring robust and extensive coverage. This is to ensure our clients can focus on growing their business with complete peace of mind.



Contents Insurance

We're trusted and capable in forming business and home contents insurance cover. Whether it's protecting valuable equipment, stock, furnishings, or personal belongings, our cover is designed to accurately match your needs and offer thorough protection. We're committed to delivering exceptional value, precise coverage, and a level of service that ensures our clients always feel secure and supported.



Property Development Insurance

We work with a number of property developers, ensuring that they're covered from inception through to completion on their development projects. Development insurance is designed to protect residential and commercial property developers against unexpected risks that may arise during and after construction.

Talk to an agent today to see how
Insura Group can help you.

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[#everymovematters](https://www.facebook.com/mihomespropertyagents)

We would love to help
you make this dream a
reality. Let's talk.