



mihomes  
property agents

*residential sales brochure*

[mi-homes.co.uk](http://mi-homes.co.uk)



## why *mi homes?*

our residential sales services have a long-standing reputation for the delivery of exceptional estate agency results. we are an agency determined to do things differently, and pride ourselves on offering an unrivalled level of customer service, authority and transparency in all of our dealings.

our clients trust us to secure the best possible resale values, whilst we proudly retain just a 6.5% fall through rate on all sales agreed so far (compared to a national average fall through rate of 35%). our efficient, proactive and extensive approach to our work ensures a smooth and seamless sales process for our vendors and buyers alike, as is reflected by our glowing testimonials, high proportion of repeat business and referrals.

established in 2016, we have quickly grown to become a sought-after property agent in north london, whilst also serving several other postcodes in the capital, greater london, and the home counties. our dedicated team of sales consultants undergo regular in-depth training, are all certified negotiators, and are at hand for our clients at every step of the sales process, ensuring both vendors and buyers realise maximum value and benefit from working with us. this is achieved due to our extensive database of able buyers, the quality of our marketing, and our meticulous approach to the sales process.

*we don't sell houses, we sell dreams.*

### ETHOS

mi homes are strongly committed to providing an exceptional level of client service by operating professionally, efficiently and with the utmost integrity. our genuine passion to exceed expectations and to put our clients at the heart of everything we do has earned us a reputation built on trust and sustained by results. our continual investment in the development of our team combined with the value, knowledge and expertise that we bring has enabled us to foster long-lasting, successful partnerships that we are immensely proud of.

*performance driven and  
client focused:*



**6.5%**

FALL THROUGH RATE (FROM OUR  
OWN BUYERS VS. THE NATIONAL  
AVERAGE OF 35%)



**4.9%**

FROM OVER 330 GOOGLE  
REVIEWS (THE HIGHEST NUMBER  
OF REVIEWS WITH A RATING OF  
4.9 IN N14, N21, N13 & EN4)



**101%**

OF ASKING PRICES ACHIEVED  
ON AVERAGE FROM ALL  
PROPERTIES SOLD (VS. THE  
NATIONAL AVERAGE OF 96%)



**£100,000,000+**

RESPONSIBLE FOR OVER  
£100M+ WORTH OF PROPERTY  
SOLD FOR CLIENTS

all eyes  
on you



*we realise that all homes require prime marketing.*

*at mi homes, we present our listings in their best possible light,  
investing in professional photography as standard, branded floor plans,  
and outsource the content writing of each instruction.*

as well as delivering bespoke marketing services such as brochures,  
computer generated imagery (cgi), video and drone shots, we market on  
all major portals such as rightmove, zoopla, prime location, and on the  
market, not forgetting our own website as well as social media channels,  
ensuring maximum exposure for our clients in all the right places.

rightmove

Google

Zoopla

PrimeLocation.com  
Find the home you deserve

OnTheMarket.com

Instagram

YouTube

facebook

TikTok





## “being on the market” *is totally different to being effectively marketed...*

### DIGITIZE YOUR MARKETING

effective marketing is a critical factor that often gets poorly executed. at mi homes, we make this a priority.

it begins with professional photography of your home to emphasise its best features with lifestyle shots, opposed to simply documenting certain rooms. staging your home and depersonalising is always a huge recommendation as it makes a significant difference to the amount of interest your property attracts.

we will openly suggest improvements that will increase the overall value of your home resulting in a faster sale at the best possible price. the days of simply ‘sticking it online’ and hoping for the best is a thing of the past and being proactive at every stage will yield results. before you do decide on which agent to instruct, go online to the agent(s) you are considering using, and have a look at how they are marketing their existing properties, and ask yourself, if your home was presented in such a way, would you be happy?

in addition to our outsourced marketing material, we have partnered with a digital marketing agency who have helped us generate hundreds of enquiries on previous/existing homes which completely outperform the leads generated by the portals. the digital campaigns are set up to generate qualified leads, as the system is target market focused, resulting in a higher viewing to offer ratio.

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*– this is the future of property marketing, and it helps ‘create buyers’ opposed to waiting for them.*

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below is a case study which emphasises its performance, and why it is essential to an efficient sales program:

### results from a *three month period:*



**13.2%**

search ad  
clickthrough rate

**3.71%**

industry  
average

**234**

total leads

**131**

booked viewings

**£24.21**

overall cpl

**£24.91**

per booked viewing

**4.68%**

search ad  
conversion rate

**2.47%**

industry  
average

**£101**

industry average cpl



## effective strategies

there should be strategy applied to every step of the sales process to ensure that the execution of it is managed in the right way. the appropriate strategies to implement do depend on the location, price, size and condition of your property, as well as the number of properties similar to yours which are being listed at the same time (and of course, your own circumstances).

we have documented a number of optional strategies available to implement to ensure the best possible financial outcome is achieved with the sale of your home.

### VIEWING STRATEGIES:



- | view in response to individual requests
- | mutually agree one day a week 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, the lower you list, the higher you can achieve! there are a number of pricing strategies you can implement such as:

- | guide price
- | fixed price
- | offers in the region of
- | offers in excess of
- | price on application

### ANTI-STAGNATION STRATEGY (IF ANY)



your property will gain maximum amount of interest within the first two 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)

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# professional *marketing*

*when you take into account 98% of property sales being online, it is evident that investing in an estate agent with professional imagery is vital for several reasons:*

## *first impressions:*

high-quality visuals create a positive initial impact, showcasing a property's value and attracting interest from potential clients.

## *accurate representation:*

professional photographers capture a property's unique features accurately, fostering trust and transparency.

## *increased visibility:*

professional imagery enhances online visibility, generating more clicks, views, and engagement.

## *emotional appeal:*

compelling visuals evoke emotions and help clients envision themselves in the space, increasing the likelihood of a sale.

## *competitive edge:*

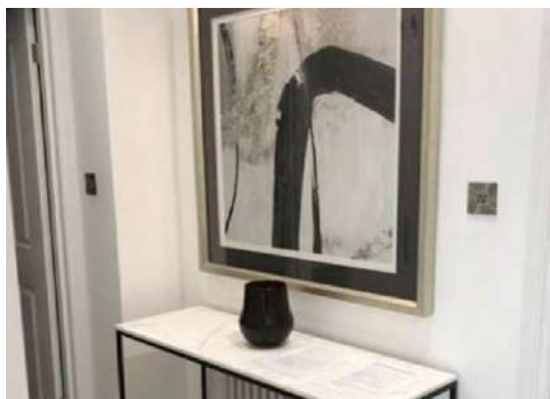
stand out from the competition with visually superior listings that are perceived as premium and worth considering.

## *professional branding:*

consistent use of professional imagery builds a reputable brand associated with quality and professionalism.

*in summary, professional imagery is essential for maximizing a property's marketing potential, attracting clients, and achieving successful real estate transactions.*

competitor agent's imagery:



mi homes imagery:





## viewing and *media day tips*

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*our aim is to capture the best possible settings and imagery of your property. the better the imagery and media content, the more enquiries we will receive. this will help with secure a buyer, faster.*

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### KITCHEN:

- clear worktop of all non-essential items
- remove fridge magnets
- remove washing up liquids, tea towels, soaps and plugs
- hide rubbish bins, pet food bowls
- adding a bowl of fresh fruit or vase of flowers can do wonders

### 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, use your best ironed linen

### BATHROOM:

- clear toothbrushes, soaps, razors, plugs and shampoos from showers and baths
  - remove bins, scales, bathmats and laundry baskets
  - keep towels to a minimum - well placed, colour matched towels are great
  - close the toilet lid, remove brush and spare toilet rolls
  - adding candles or unusual bottles adds some interest
- 



## viewing and *media day tips*

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### RECEPTION AND DINING ROOM:

- 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



*to ensure maximum interest is generated and the best possible values are achieved, we outsource all of our media and marketing material to professionals*

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### OUTSIDE SPACES:

- please park any cars on the road in front of your property before the shoot (with no cars on show, it gives the sense of a quiet street and a clean facade)
- move bins, garden hoses, toys, tools and bikes out of sight
- if you have hedges or trees, please consider trimming them
- clean patios, mow grass and rake and stray leaves







## what you should be *asking your agent*

*“choosing the right agent is the biggest and most important decision to ensure you realise maximum value on your one, and only opportunity to sell your biggest tax free asset”.*



### *what efforts and expense does your agent go to when marketing a home?*

we go to a huge expense when marketing as well as focusing on the finer details to ensure your property is represented as best as it possibly can be. on average (depending on the size of the property), it costs us over £950 to market each home for sale. this excludes the added optional expense of videography, computer generated imagery or even bespoke social media adverts.



### *what is their average fall through rate?*

the UK average is as much as 35% which is scary figure. if the agent in question is proud of their fall through rate, they will know it off the top of their head. the higher the fall through rate, the less confidence you should have to instruct the agent. a high fall through rate represents two things: one, their buyers are not fully vetted before rushing into negotiations to agree a sale with their client, and two, their ability to progress the sale may be weak. our fall through rate is 6.5% and we know that the hard work begins once the sale is agreed.



### *what is their average percentage of asking price achieved?*

the average throughout the country is 96%. so when instructing an agent, don't simply focus on the 'cheapest' fee because that could quickly become your most expensive decision. the lower the figure, the more likely it is that the agent consistently overvalues their clients' properties, or that they don't implement the optimum strategies to achieve the best possible resale value. we are proud to say that we are one of very few agents averaging over 100% of asking price. choose an agent with a proven track record of performance as this will be your most cost effective and valuable decision.



### *how long their sole agency agreements are?*

if an agent asks you to commit to a crazy 4, 6, 10 or even 16 week sole agency agreement, this should ring alarm bells. at mi homes we do not have a contractual period, just a 14 day notice period (which has not been enforced to date). we feel that it is against the best interests of a vendor to sign a sole agency agreement and it is only in the interest of the agent. we believe clients' interests should always be put before our own and this is reflected in the way we manage our sole agency agreements. putting it simply, we want people to work with us because they want to, not because they have to.



### *is the agent offering you a price promise guarantee?*

this is a very unique offering at mi homes. as a mark of our confidence and ability to perform for our clients, our fees are backed by a price promise guarantee, if we do not achieve asking price or a certain percentage close to asking price, our fees charged will reflect this.

## committed *transactions*

70% of all agreed sales have been 'committed transactions'. we have completed on 100% of all of our committed transactions.

with the average fall through rate in the united kingdom being a staggering 35%, we believe things should be done differently. the emotion of selling a home and moving into the next chapter of your life is equally tough as it is exciting, but to throw a fallen through transaction into the mix can be extremely stressful.

we are extremely pleased to be the agent which holds the highest percentage of committed transactions locally. we are confident that this approach to the sales process (without guarantee) is the main reason why we equally hold the lowest fall through rate at just 6%. in any market, especially a buyer's market, it is incredibly difficult to agree these. however, as a result of our continued investment into our team, and ability to negotiate, this gives our clients the best possible chance to secure a 'committed transaction' when selling through us.

– *we are extremely pleased to be the agent which holds the highest percentage of committed transactions locally.*

*nb: the figures above are representative of all transactions throughout 2022*

### *benefits:*

financial commitment

.....

lower chance of a fallen  
through transaction

.....

legally binding

.....

financially risk free sales  
process





# buying *representation service*

## SO HOW DOES IT WORK?

### 1

you let us know there is a house you wish to buy following your viewing (please let us know before you view so we can give you some viewing tips).

### 2

let us know your maximum budget you're prepared to pay for it.

### 3

we then negotiate directly with the selling agent as your representative, or, we can provide the communication for you, to do so directly.

### 4

secure your new home to create bundles of memories at a price lower than you expected to pay for it.

## WHY WOULD WE DO A BETTER JOB THAN YOU?

### *professional negotiators*

most people rarely go through the process of buying a property. in fact, on average, it is only something people will do just twice in their lifetime. consequently, there is a huge lack of experience with negotiation and knowing how to approach a purchase. on the plus side, we are here for you. all of our staff are trained negotiators, we do this day in day out, so we know what to do, and how to do it.

### *no emotional attachment*

emotion costs people thousands when buying things they are in love with. when directly negotiating for a property you love, buyers usually pay more than what they intended to. we separate the emotion and solely treat it as a transaction. this way, the emotion is removed, which in turn, helps us save you money.

### *proven track performance*

based on the buying services we have carried out to date, we can guarantee to save you money. if we don't, it is a risk-free process as you will not incur any charges. you are only charged a percentage of what we save you from the asking price. this means that we remain highly motivated to save you as much as possible, or we don't get paid.

*"i can't thank the team at mi homes enough. they have saved me and my wife £15,000 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 thousands as a result".*

*”*

*– mr & mrs vazanias*

## our *communication*



### WHATSAPP

dedicated whatsapp group



### ONLINE PORTAL

bespoke online portal



### PERFORMANCE REPORTS

detailed property performance  
reports (fortnightly)



*“if you just communicate, you can get  
by, but if you communicate skilfully,  
you can work miracles.”*

*- jim rohn*

”

## recommended *solicitor & mortgage broker*



*naziana sarah mehdy*

partner

*lewis nedas law*

camden head office  
24 camden high street  
london  
nw1 0jh

mayfair office  
16 berkeley street  
london  
w1j 8dz

**LEWIS NEDAS LAW**

☎ (0) 20 7387 2032  
✉ [nmehdy@lewisnedas.co.uk](mailto:nmehdy@lewisnedas.co.uk)



*peter nash & lewis nash*

managing directors

*loupe financial services*

2 victoria square  
victoria street  
st albans  
al1 3tf

**LOUPE**

☎ (0) 20 3375 6436  
✉ [hello@loupefinancial.com](mailto:hello@loupefinancial.com)





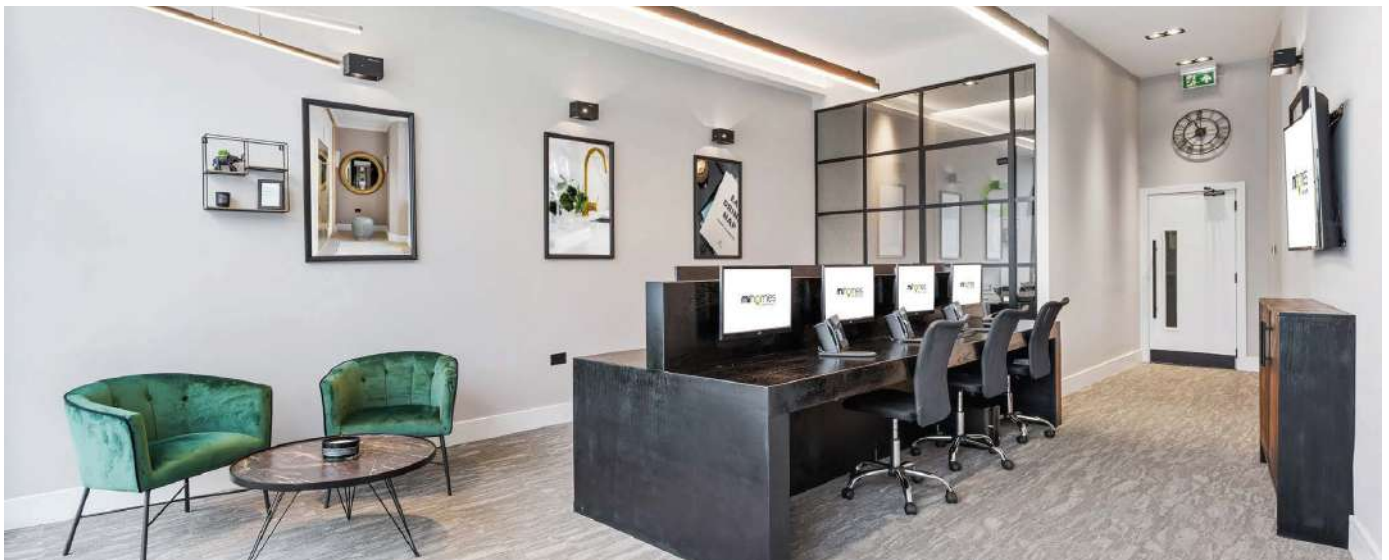
## why *sole agency?*

*better results, a concentrated marketing campaign,  
and fluidly executed.*

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would you use two solicitors to do the same job for you? you usually instruct a single one and trust them 100% - this is the attitude you should have with your estate agent too. it is so important that you instruct a single agent because more than one listing online can make you appear desperate and really affect the position and ability of your agent to negotiate you the best possible resale price of your property.

when vendors instruct more than one agent, they think they will get both agents competing against each other. in fact, what that actually does is remove the focus on doing the very best for their client, to focusing on their own best interests as the agent, and all they begin to care about is beating the other agent to the deal, but disregarding the focus on achieving the best possible price for their client as well as conveniently brushing aside the importance of ensuring the buyer(s) they are 'recommending' have been fully vetted and are actually capable of completing on the purchase. to conclude, sole agency instructions mean you will (statistically) achieve a higher price and have a higher chance of avoiding a 'fall through' provided the right agent is chosen from the outset. you will be getting the very best exposure with mi homes and when the time comes, we know our team are most capable to achieve the best financial outcome (highest on your sale, lowest on your purchase).



## 3 mistakes to avoid *when selling your home*

### 1 OVERPRICING

this is arguably one of the easiest mistakes to make when selling as naturally everyone wants to achieve the highest sales price for their home and rightly so. however, statistically, the lowest priced properties sell for more and the highest priced properties sell for less. this is a fact. if a property appears as really good value, lots of buyers will want to view it and likely put an offer forward. that competition (of buyers) will drive the price up to real market value. think of a property auction...

*guide prices are set very low to entice buyers to the auction room - more buyers brings more competition, leading to a higher price achieved.*

### 2 CHOOSING THE CHEAPEST AGENT

what's the difference between an estate agent and a great estate agent? 4% of your asking price, that's what. according to extensive research, the average estate agency achieves just 96% of the asking price whereas great agents achieve between 99-100%. on a £1m house, that 4% difference equates to £40,000 more for your property - this is not to be overlooked. anything great, though at first more expensive, will offer better value overall.

how many times have you opted for the cheaper option, only to have to purchase a better quality version in the end? as the saying goes: buy cheap, buy twice. estate agents are no different; there are the good, the bad, the ugly and the remarkable.

as an example; you have a house which you're planning on marketing at £500,000. agent 1 is offering to sell it for 1% but has a track record of achieving 97% of asking price, and agent 2 is offering 2% but has a track record of achieving 100%... which is the cheaper agent? agent 1 right? no. agent 2 is because they're more likely to achieve you £15,000 more for your house but only charge you £5,000 more making you **£10,000 better off**. that's what it's all about... the end result.

.....

*after all, the 'cheapest agent' can quickly become the most expensive, as they say, 'you always get what you pay for'.*



### 3 MAKING THE ASSUMPTION THAT HOUSES SELL THEMSELVES

*irrespective of your views on estate agents, instructing the right agent brings so much value to your sale as houses do not sell themselves. here's why:*

- houses cannot value themselves at the correct level to achieve maximum interest.
- they cannot photograph themselves in a way to attract maximum viewings.
- they cannot describe themselves in a way to give potential buyers just enough info, but not too much... to encourage them to step foot through your front door.
- they do not promote themselves in the places they will be seen the most.
- they do not continuously analyse and review the marketing and make changes where needed to avoid stagnation.
- they do not arrange viewings in a way which creates a sense of competition and urgency.
- they do not carry out viewings in a way that starts and ends the viewing in the area of the house that the buyer is most drawn to in a property.
- they do not negotiate the best price for themselves (on average between 5-10% more than a buyer's initial offer).
- they cannot follow up on viewings, addressing possible concerns and beginning negotiations.
- they do not negotiate the best price for themselves (on average between 5-10% more than a buyer's initial offer).
- they do not progress the sale solving the inevitable problems along the way. (chains collapsing, survey issues, slow solicitors, etc)

*...but mi homes can.*

51 darlands drive  
*en5 2de*

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*marketed at £650,000*  
*sold at £687,100*

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24 viewings • a total of 4 offers negotiated  
SOLD AT 105.7% OF MARKETING PRICE

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### *property overview:*



four bedrooms



two bathrooms



herringbone flooring



conservatory



off street parking via front driveway

50 cavendish road  
*en5 4dz*

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*marketed at £1,000,000*  
*sold at £990,000*

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70 viewings • a total of 3 offers negotiated  
SOLD AT 99% OF MARKETING PRICE

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### *property overview:*



five bedrooms



three bathrooms



ample storage



off street parking



detached



well sized mature & secluded garden



269 leigh hunt drive  
n14 6bz

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*marketed at £850,000*  
*sold at £850,000*

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19 viewings • a total of 3 offers negotiated

SOLD AT 100% OF MARKETING PRICE

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### *property overview:*



four bedrooms



two en-suites – three bathrooms



two reception rooms



garage



2100 sq ft of luxury living space



21 abbotshall avenue  
*n14 7ju*

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*marketed at £825,000*  
*sold at £820,000*

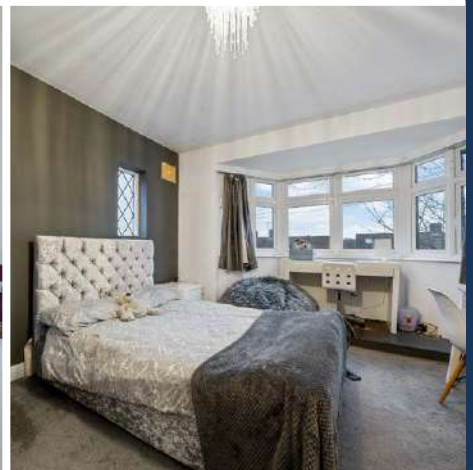
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33 viewings • 3 offers negotiated  
SOLD AT 99% OF MARKETING PRICE

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### *property overview:*



four bedrooms



one bathroom three toilets



semi detached



close to excellent education



sizeable private garden

## for sale board *or no for sale board?*

*yes, you 100% should.*

*it has become common knowledge that virtually all buyers (97%) will search online for a property and therefore, vendors don't see the need to have a for sale board, but there are still many valid reasons to have one, below is a list of a few:*

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### ONE

buyers do still jump in the car on a sunday and drive around areas they would be interested in buying in to get a 'feel for the area'.

.....

### TWO

friends / family from outside the area visiting family may well be 'thinking' of moving to your area but not actively looking and the fact your house is on the market, may just spur them to take the next steps.

.....

### THREE

during our time as agents, we have lost count of the amount of people who say to us 'if that house comes on the market, i would love to buy it' or 'i would love to buy a house in x road'. so by having a board, you attract what we call the 'opportunistic buyer'.

the buyers who aren't actively looking, but would be interested if your house popped up on the market.

.....

### FOUR

without one, you cannot say you are ticking every box and doing everything possible to find a buyer as quickly as possible for the highest possible price. yes the board outside your house helps your estate agent with brand awareness too, but so what? the relationship between you and your estate agent is exactly that, a 'relationship' so what's wrong with helping each other?

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we hear many reasons why property owners don't want a for sale board:

*"i don't want to worry the gardener"*  
*"i don't want my neighbours knowing"*  
*"we don't get a lot of passing traffic"*

look again at the examples above. is it worth potentially missing those opportunities for the sake of upsetting the gardener? your neighbours will soon know you are selling when people are waiting outside to view your house? focus on you, and ensure you are creating as much exposure for your home as possible.

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## 10 ways to speed up *your property transaction*



**prepare your home in advance:** we recommend you carry out your own building survey pre-launch to address any necessary repairs or last-minute renegotiations which could delay the conveyancing process.



**complete necessary 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.



**collaborate with your conveyancer/solicitor:** engage an experienced and efficient conveyancer or solicitor who can guide you through the legal process. it's important that you work with them proactively, not reactively, so that when a sale is agreed they can immediately issue draft contracts.



**pre-emptive property searches:** 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) identify any potential issues or restrictions that may cause delays during the transaction.



**be responsive and available:** respond promptly to enquiries and requests from your estate agent, potential buyers, and legal representatives. make sure you are accessible and provide any required information or documentation in a timely manner.



**provide accurate property 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 disputes later in the process.



**prepare for the property survey:** anticipate the property survey by addressing any known issues or defects. this proactive approach will help speed up the survey process and prevent renegotiations or delays.



**be flexible with viewing arrangements:** accommodate potential buyers' requests for property viewings, even if they are outside regular business hours. being flexible will attract more interest and potentially speed up the sale.



**consider a chain-free sale:** if possible, try to sell your property without being involved in a property chain (a situation where the sale is dependent on the successful purchase or sale of another property). a chain-free sale can significantly speed up the transaction process.



**leasehold sale:** leasehold properties often involve management companies or freeholders who may have additional requirements or queries. be proactive and request for a full management pack pre-launch and respond to these queries and provide any requested information promptly to avoid delays.



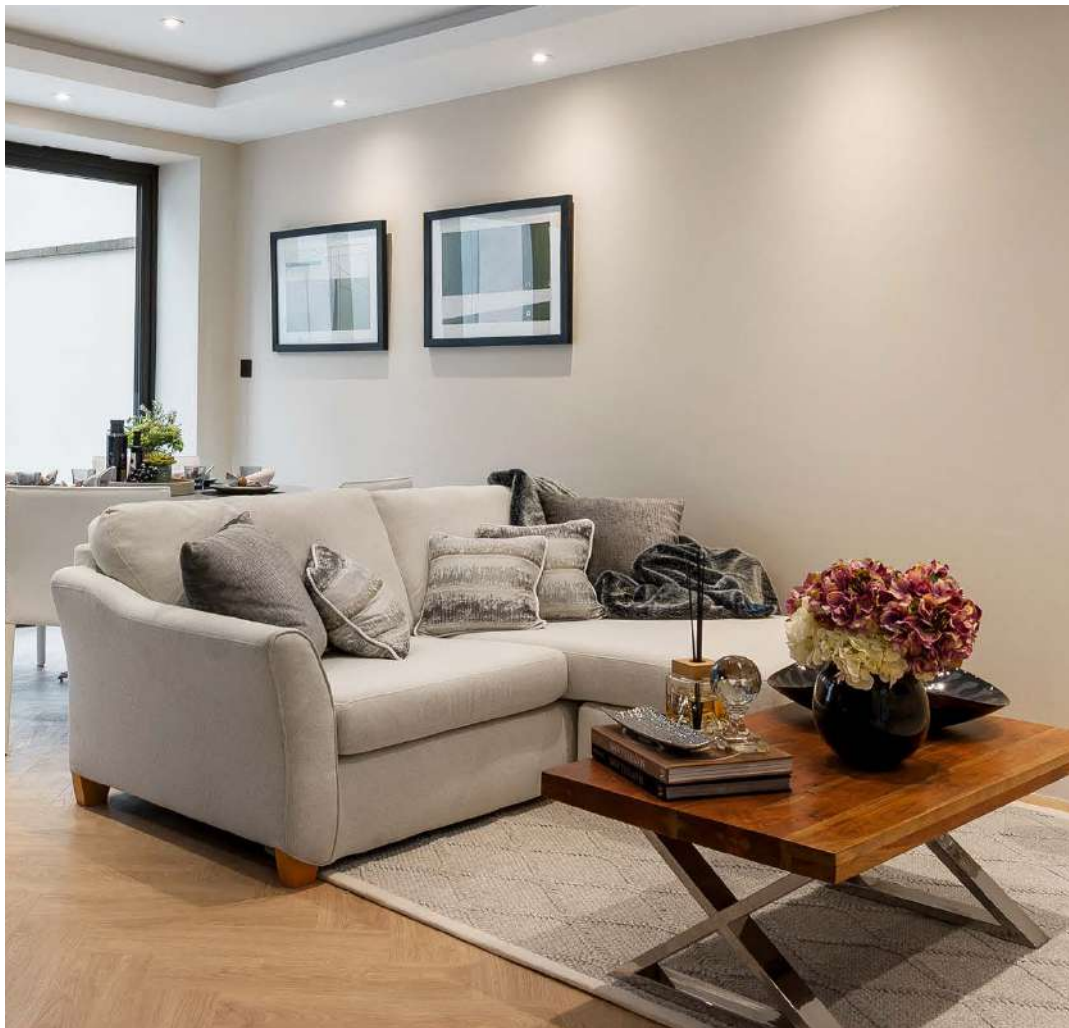
## purposeful *negotiation*

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successful, and respected by all parties involved in the buying & selling process, our property consultants understand what is required, and then deliver on their promise until final contracts are signed and delivered.

we are proud to confirm that each of our sales consultants are qualified as certified negotiators. our true value is optimised when we create the opportunity to negotiate the best possible price on your behalf. you have one single opportunity to sell your prized asset, so ensure you have the most performance focused team on board to maximise your financial position.

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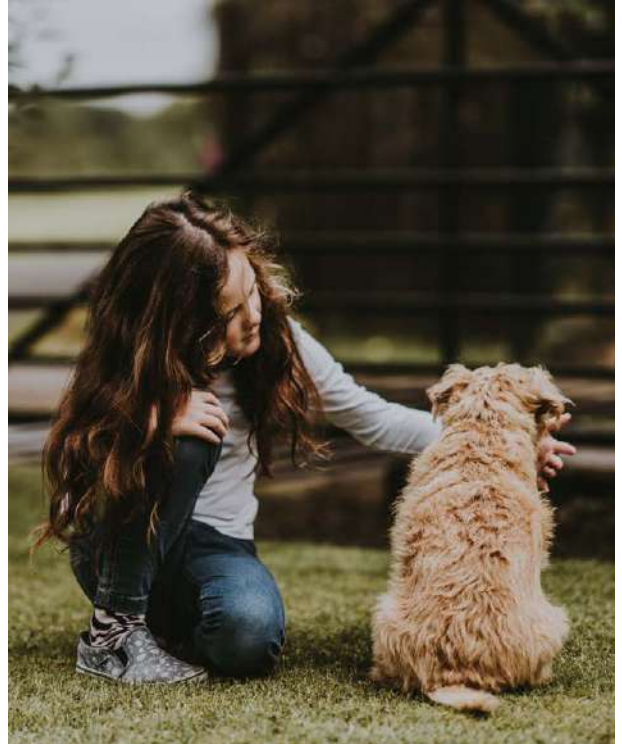
giving back to  
*charity*



*we are extremely proud to say that mi homes sponsor the dogs trust and noah's ark childrens hospice.*

as animal lovers and dog owners ourselves, we can't help but to support dog's in need in any capacity. noah's ark children's hospice is another charity we support, the cause itself speaks volumes and goes without saying as to why we support this worthy organisation.

we also hope to take part (as a team) in a charity run in the near future.



*as further commitment to our contributions to the above charities, in the hope we are instructed to move you onto a new chapter in your life, we will contribute .5% of our banked fees and split them equally to the above charities.*

## our *mi story*

established in 2016, mi homes was formed by founding director nicholas kyriacou, who set out to make a change in an industry which deserves it. with a property background, him, like you, have 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 has quickly developed into a great pleasure, to serve clients in a way that they warrant to be, after all, what is more important than ensuring you are in the right hands when selling what is most likely to be your most expensive asset?

our ethos is to simply be the best kind of different. we aim to make a mark on an industry we deem as broken. these aren't just words. we operate differently, charge differently and perform differently.

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

nicholas kyriacou - director





BRITISH  
PROPERTY  
AWARDS

2022

★ ★ ★ ★ ★

GOLD WINNER

ESTATE AGENT



**mihomes**  
property agents



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SOUTHGATE, N14 5JN



MI.HOMES



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#youdeservemore