

Expansion for pioneering Estate Agent

Submitted by: Vail & Associates

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- On-line Estate agent's success creates more jobs to meet sales demand
- Amalgamation provides leading service for first-time buyers and pensioners alike

February 2009 – The online estate agent www.discountpropertyshop.co.uk is completely bucking the industry trends and undergoing a major business expansion. Under the new name of www.ExpressEstateAgency.co.uk, the company is merging with sister agency www.idealpropertyshop.co.uk and adding five new employees to its joint workforce.

A new alternative to the traditional estate agent, set up in response to the falling property market, the innovative company is selling properties faster than it can replace them, often within days of receiving an instruction.

Mark Brogan, Managing Director of www.ExpressEstateAgency.co.uk comments:

“With the joining of our two companies it makes sense to highlight our express service. Property prices are falling faster than the snow in February but we are completing sales in record time – on one occasion we registered a serious buyer within thirty minutes of advertising the property.”

“Our business proposition remains the same: Not only do our sellers offer appealing discounts on quality properties we are also able to reduce costs ourselves by conducting our business online and in many cases registering block viewings. It is a great service for first-time buyers, who can be assured that our sellers wish to have a quick sale and also for pensioners who may be under pressure to sell their properties fast in order to fund continuing care home services”

The principle behind www.ExpressEstateAgency.co.uk is simple: the organisation only deals with sellers who need to sell quickly, whether for financial reasons, after a divorce or separation, or because they have inherited property or are relocating. These sellers are required to reduce the prices of their properties by a minimum of 10% from their market value, and once the properties are on the market, they receive some of the widest online advertising coverage in the industry.

On the other side, the organisation will only take enquiries from buyers who are ready to proceed – i.e. with finance in place and solicitors available to buy quickly. That way both buyers and sellers avoid many of the traditional hurdles that can slow down the process, such as onward chains collapsing, something that is increasingly common in the current property market. Buyers can make enquiries round the clock via the 24/7 Enquiry Line.

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Notes to Editors:

The Express Estate Agency – www.ExpressEstateAgency.co.uk speeds up the home buying process by matching motivated buyers with quality properties that require swift sales on the open market.

Sellers who choose the ‘Premium Option’ are required to have a RICS valuation of their property, which can be ordered through the Express Estate Agency (the organisation does not make a profit on this service). Sellers are then required to reduce the cost of their properties by a minimum of 10%.

The discounted prices attract buyers who are ready to proceed, i.e. those with finance in place, solicitors who are able to act quickly, and who are not reliant on an onward chain. It is therefore possible to negotiate a quick completion. The Express Estate Agency is a member of the Ombudsman for Estate Agents.