

Estate Agent cleans up in Kensington & Chelsea

Submitted by: Tim Day & Co.

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A West London estate agent has solved the 'For Sale' sign ban in Kensington and Chelsea by literally cleaning his contact details onto the pavement.

Tim Day, Managing Director of lower ground floor flat specialists Cutler & Bond (<http://www.cutlerandbond.com>), came up with the idea as a way of increasing the visibility of properties on his books.

He explained: "Ten years ago this area was awash with For Sale signs and it proved to be a great way to showcase properties on the market. But today these signs have been banned from the borough - which means that the only way to find a property in the area is to spend hours searching online."

The Cutler & Bond signs are created using a stencil, which is laid on the street outside the property for sale. A power washer then cleans the path inside the stencil leaving the 'For Sale' message and contact details clearly visible.

Tim Day added: "For my sellers, it's an innovative way of highlighting the property for sale, and for buyers it's an easy alternative to hours of searching online. Imagine walking to work every morning and suddenly you see a For Sale sign on the pavement that would reduce your daily commute – what better way to find your new home?"

Being at ground level, the pavement signs are the perfect solution for Cutler & Bond's exclusive range of lower ground floor properties.

Tim Day added: "This is an incredibly flexible and immediate way of indicating that a given property is on the market. Any passer-by who is interested in the property can give us a call, and we can arrange a viewing straightaway.

"It's clean, environmentally friendly and can be washed away instantly once the property has been sold.

"It's the best way I've found of spreading the word on the street!"

ENDS

Cutler & Bond - the lower ground floor flat specialist

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Cutler & Bond is the only estate agent offering a bespoke service for lower ground floor properties in exclusive areas of Kensington, Chelsea and Knightsbridge.

