

21st January 2011

New Home Passports for a quicker sale at Fortnam Smith and Banwell

Fortnam Smith and Banwell, **team** estate agent in Seaton is delighted to introduce the Home Passport - a brand new concept in property marketing - along with two special offers for February.

The first offer is simple. New sellers who instruct Fortnam Smith and Banwell and use their excellent, 'fixed-fee, no sale-no fee' **team** Conveyancing service will receive a free Energy Performance Certificate, making a saving of £50+vat.

The second offer - also for new sellers instructing the agency and its conveyancing service - invites sellers to purchase a brand new Home Passport at a special rate of £99+vat.



A brand new concept in property marketing, the Home Passport is almost a 'relocation package' which pulls together a comprehensive bundle of most, if not all of the information that buyers spend time searching for when selecting a new home, all wrapped up in an easy-to-read format, fully accessible at any time.

Made up of 30+ pages, each Home Passport is bespoke for an individual address and includes a basic description of the property along with photographs of the main rooms and floor plans as well as a comprehensive collection of additional local details.

The 'Where's my nearest' page shows the distance and contacts details of local travel and transport links, amenities, health centres and places of interest; 'Property in your area' gives a summary of recent property sales and average house prices for the area as well as details of Council Tax Bands and costs; and 'Know your neighbours' takes the smallest possible geographical area to reveal a snapshot profile of the neighbourhood around the property based on age, education and employment demographics.

For those with children, 'Education in your area' displays a map showing schools within a selected radius as well as the distance of each from the property, results tables and contact details; and the

Passport also reveals any planning applications within 100 metres of the property along with a Flood Risk Map and the obligatory Energy Performance Certificate (EPC). The Home Passport also contains tips for a smooth home move and advice on environmental matters.



Julie White, director of Fortnam Smith & Banwell in Seaton, comments: "We've taken a step towards the future of property marketing with the Home Passport - a very exciting concept, which provides all of the information that buyers could possibly want to know about the area around each potential new home. The Home Passport will be a particularly valuable tool for our many buyers moving into the area for the Grammar School or a lifestyle change, with a complete collection of local information all wrapped up in a clear and concise format and available instantly at the touch of a button, saving buyers hours of research and setting the property aside from the rest.

"Home Passports are usually £139 but we are delighted to be able to offer them with our excellent conveyancing service at the launch rate of £99 for February. Everyone has to have an EPC to market their property and would typically pay £50 for it, so for an additional £49 they would have a Home Passport with the EPC and all the other information too, further adding to the appeal of their property."

The Seaton office of Fortnam Smith and Banwell leads the way as the first in the Westcountry **team** network to introduce the Home Passport. For further information or for a free no-obligation market valuation and advice on the sale of your property, pop into the Seaton office of Fortnam Smith and Banwell in Vintage Court, call 01297 23939 or to browse properties for sale with the highly-respected agency, visit www.teamprop.co.uk.

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All prices quoted are subject to VAT.

Digital images are available from bubblepr@mac.com

Notes to editors:

Westcountry **team** is part of **team** Association, the largest organisation for independent estate agents in the UK, with hundreds of members. Westcountry **team** covers Cornwall, Devon and West Dorset, and consists of 68 members at this time, all of which work together to sell property for clients, and are actively committed to their nominated charity, Macmillan Cancer Support. **team**'s 'blue sky' image, with transparent team logo on a blue sky background reflects the association's and each individual agent's commitment to providing a clear, transparent service to their clients and conducting business in a straightforward, honest and professional way.

For further information, please contact:

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