

## James celebrates 15 years as St Ives estate agent

On 1<sup>st</sup> September, James Berwick of Berwick & Berwick's **team** estate agency offices in St Ives and Hayle, celebrates 15 years of selling homes for clients in St Ives.



James grew up in Suffolk and first worked for his parents, growing vines and making wines in their vineyard before his first taste of estate agency in the market town of Framlingham, just five miles from the Suffolk coastline. With nearly three years' experience as an estate agent in Suffolk, James made the decision to move to the South West for its blue seas and wrote to every agent in Cornwall.

Having been offered a number of positions as a result of his letters, James took a position as the manager of independent estate agency, Yates and opened their St Ives office on 1<sup>st</sup> September 1996. James' wife, Emma followed soon after to join him in the beautiful harbour-side town.

Yates' was bought out by a corporate Estate Agency and on 8<sup>th</sup> May 2000, James and Emma established Berwick & Berwick in St Ives, before opening the Hayle office a year later.

Since then, Berwick & Berwick has established an excellent reputation based on outstanding levels of service, friendliness and professionalism founded on the policy that James and Emma treat their clients as they would like to be treated – a policy which clearly works.

Berwick & Berwick's properties are now marketed equally from both offices, which means more exposure to potential buyers for its clients. As part of the **team** network, Berwick & Berwick also works with 61 other independent estate agency offices across the Westcountry and hundreds nationwide offering what is effectively a multi-agency service for a sole agency fee. Properties for sale with **team** estate agents receive more internet coverage than those with any other estate agent – an important factor to consider when over 85% of buyers begin their search for a new home online.

In March 2011, the highly regarded agency launched a free Prize Draw - everyone who instructs Berwick & Berwick to sell their property in 2011 on a standard Sole Agency Agreement and completes by the end of the year, will be entered into the draw to win back their fee, up to a

maximum of £5,000. The Draw will take place on 9<sup>th</sup> January 2012 and the lucky winner could receive thousands in cash to spruce up their new home, pay some bills or to simply hit the shops!

James said: "Time flies by so quickly, it seems like only yesterday that I made the move to Cornwall, but I'm delighted to have reached the 15 year milestone as an estate agent in St Ives. Since 1996, the market has really taken off, with house prices now around five or six times what they were back then.

"Apart from the huge advances in technology, which has transformed the way we work and opened up many more channels of communication, the biggest difference is in the buyers. When I first moved here, aside of locals upgrading to bigger, better homes, a great number of people looking for property in St Ives were retiring from the West Midlands whereas now, more of our buyers are people of all ages from London and the Home Counties looking for second homes, which I believe has greatly contributed to the steady market and perhaps one of the main reasons that prices in St Ives have increased more than those in other parts of the country. In today's market it's true, sales have slowed but properties priced correctly are selling and we've had an extremely good August so far.

"Our Prize Draw is ongoing throughout 2011 and will reach a peak in January when one of our customers will win back their fee, which could mean up to £5,000 for the lucky winner."

Berwick & Berwick now employs a loyal team of six, all of whom enjoy working for the agency, matching homes to buyers and seeing transactions through to completion for a happy outcome.

For further information, for a no-obligation market valuation or for plain and simple, free honest advice, pop into either of the offices or contact Berwick & Berwick in St Ives on 01736 799090, or in Hayle on 01736 759696. To browse properties for sale with Berwick & Berwick, go to [www.teamprop.co.uk](http://www.teamprop.co.uk).

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**In the photograph: James and Emma Berwick**  
**Digital images are available from [bubblepr@mac.com](mailto: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 63 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:**

Samantha Mason, Bubble Public Relations. Tel: 01869 248524. Mobile: 07957 364179. Email:[bubblepr@mac.com](mailto:bubblepr@mac.com)  
Berwick & Berwick, St Ives. 01736 799090, Hayle 01736 759696