



Residential Sales



## Established 2003

Gavin West, the original founder of the business set out with the intention of creating a Residential Sales business where people's experience of dealing with the personnel within the company would be refreshing, with the job executed properly, and the interaction being a world apart from that people have come to be resigned to in dealing with faceless corporate estate agencies. Professionalism, friendliness, care and enthusiasm exhibited at every stage of dealing with WEST – The Property Consultancy personnel, is what marks us apart from the quite often ordinary experience of dealing with mainstream estate agency brands. Independent, nimble, creative and hard working, we thrive on recommendation and consistent positive testimonial evidence about us speaks volumes.

There is a consistent theme of guiding Sellers & Buyers through every step of the Buying & Selling process within our company that differentiates us from our competitors. Absolute focus, from the building of a unique marketing campaign to the close care applied to the management of a sale from initial negotiations, to steering the conveyance to a successful exchange of contracts. This key element of the process takes skill and experience and a fundamental understanding of the psychology of the sale and the people involved. Human relationships, from what is said, to the actions of everyone involved are deeply nuanced and it takes a level of understanding gained over years of successful trading to provide clients with this sophisticated management of transactions. When it is required, we have the sleepless nights, whilst you feel in control and have any potential anxiety taken away through the experience and empathy we bring to bear.

Trust • Care • Drive • Results

WAITING ON IMAGES

**Gavin West FNAEA MARLA**  
Managing Director

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Gavin West lives in Oxford city centre, educates his daughter in the city and his wife owns her own independent mortgage consultancy in Summertown and Kidlington, so their lives revolve around all that Oxford has to offer as one of the finest historic cities in the world. "I understand fundamentally what it is like to live in the Oxford, and there are very few estate agents that can bring this personal experience, love and knowledge of the city to the task in hand, and this deep understanding yields dividends when I act on behalf of clients selling their homes and also property investments in the city". A proven track record that provides people with the requisite comfort and performance that they should expect when selling a property in Oxford.

**Nikki Hemsley BSc (Hons)**  
Senior Property Broker

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Nikki Barclay grew up in South Oxfordshire, initially in Abingdon on Thames and latterly in Sutton Courtenay. She went on to study Business Management at one of the UK's top universities, Birmingham, and chose to forge a career in agency starting in Central London with a large international brand. She now acts as a Senior Property Broker for WEST – The Property Consultancy based in our high profile Summertown Office. Nikki specialises in rural and village agency within 20 miles of Oxford having a detailed knowledge of the County's infrastructure, and throughly understanding what it is like to live and be educated here. She therefore completely empathises with our core client base. Nikki Hemsley will restore your faith in how estate agency can be executed.

**Cuan Ryan FNAEA**  
Senior Sales Consultant  
Vale & Downland

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Cuan is an estate agent born and bred, following in the footsteps of his Father in delivering agency services in South West Oxfordshire himself for 34 years thus far. Cuan runs our Vale & Downland Office based in the market town of Wantage. Cuan has always put the emphasis on honesty in his service delivery, combined with sincerity and innovative marketing in order to serve the best interests of his clients. This sets him aside from the mainstream and has led to an unrivalled track record within this area of the County. What Cuan doesn't know about the Vale & Downland geography and property market is not worth knowing, so you will feel in the safest of hands in entrusting your business to him.

**Julia Silas**  
Residential Sales Administrative Manager

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Desirable personal qualities for anyone working in the industry have to include a love of people, property and keen eye for attention to detail. Julia's role includes the set up and management of the marketing each of our properties, communication, and she is the "gatekeeper" of our business systems, ensuring the smooth running of client's campaigns. A calm head on reliable experienced shoulders ensures that all WEST – The Property Consultancy clients are afforded only the very best attention at all times. Julia is a grounded family orientated person – favourite pastimes to include travel, reading and listening to music, particularly at festivals, when she has the chance given her commitment to the business.



# The Markets

## THE OXFORD MARKET

From apartments in the City Centre, to town houses in Iffley Fields, to twentieth century houses in Harberton Mead, Headington, to the grand Victorian "Super-Prime" market properties of Central North Oxford, **WEST** – The Property Consultancy has developed a significant track record as a city based agency since being established in 2003. We are business that provides a sophistication of approach, unique high quality differentiated marketing material, and an established high profile team of people who live in and understand the city like few other agents practicing in the Oxford property market.

If you are seeking an agency that can perform in all market conditions, then **WEST** – The Property Consultancy is a refreshing alternative from the usual corporate brands

WAITING ON IMAGES

# The Markets

## THE VILLAGE, RURAL AND PROVINCIAL TOWN MARKET

A deep understanding of the rural, village and provincial town markets across Oxfordshire makes WEST – The Property Consultancy a natural choice for Sellers who seek another level of performance and care that they have hitherto not experienced when dealing with estate agents. Approachable, committed and focussed, the fee earning personnel within the business are passionate about the marketing campaigns they undertake on behalf of our clients, and this really shows in the results generated and the loyalty this engenders from clients who return to us again and again, for the rest of their property owning lives.

From Wantage to Witney, Banbury to Bicester, Chipping Norton to Burford, Thame to Wallingford and beyond, WEST – The Property Consultancy has used the power and influence of trading out of an active Oxford base , coupled with a Mayfair, London Office, to provide clients across Oxfordshire with a compelling option if they want the sale of their property asset to be handled with sophistication and care.



## Sophistication In Marketing

WEST – The Property Consultancy was created in 2003 to provide marketing services to our clients that are not available elsewhere within the quality agency sector.

Innovative, effective and high impact, our approach to marketing flows from our creativity, energy and passion, underpinned by 16 years as high profile property consultants in Oxford.

- Full Colour High Quality uniquely styled brochure production that clients always feel is a step ahead of what is offered elsewhere
- Floor plan production including cutting edge a 3D floor plan option with integrated photography
- Professional Video production to differentiate your marketing campaign
- Focussed London and International exposure
- A more comprehensive internet property portal offering
- A unique advertising profile in Oxford and other provincial printed media.
- Active Local and National PR management

ALL viewing activity undertaken by your main fee earner contact and not by inexperienced non-full time personnel, which sets us aside from the typical “London / International” agency brands, a key factor that can often critically mean the difference between making a sale and failing to do so. We operate this key undertaking on a 7 days per week basis





## Care & Service

Estate Agency and its reputation for service delivery has long been a bone of contention with sellers and purchasers alike.

Our service concept has been designed and inspired by taking cues from other sectors where, by contrast, service delivery is impeccable and standards are maintained consistently. The culture of welcome for clients and potential purchasers – coupled with our attention to detail – makes for a refreshing change from typical corporate agency brands

The resulting offering is market leading. It sets the benchmark for service delivery and care within the quality estate agency sector in Oxford and the wider county and therefore assures you of a far more rewarding and ultimately successful experience.



## We offer:

Each marketing campaign is highly personalised and offers:

Office environments designed to be friendly and welcoming that still remain important in this digitally influenced world but we avoid the off putting corporate look that estate agencies fall in to the trap of creating. People want to meet people in a relaxed environment.

Greater accessibility 8:30am – 8:30pm with our main fee earning personnel uniquely offering a full 7 day week operation

Our people are amongst the most talented and enthusiastic in the industry and they have proven track records and importantly, detailed local knowledge.

Consistent prospective purchaser contact through text messaging, email updates, and key digital social media

A rigorous approach to client feedback – Our well known fee earning personnel ALWAYS leave written feedback for you in your property after every viewing appointment.

Professional transaction management service, with our fee earning personnel tracking key processes, understanding the nuances of communications as they manoeuvre the transaction over the line of exchanging contracts. All of this whilst keeping you feeling in control and involved, and removing any sense of anxiety that you thought might always be associated with going through this event.





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## Our Services

Residential Sales  
Lettings, Management  
& Block Management  
Land, New Homes &  
Investment  
Property Auctions  
Commercial Agency