



**smarter**property  
estate agency services

# estate agency services

The old adage 'from little acorns' is never more true than when applied to Niche Communications. We celebrate our 20th anniversary in 2013 and it only seems like yesterday that Chris Kenny and I opened the door for business armed with a £5,000 start up fund (thanks for the loan Mum and Dad).

Since then I am proud to say that we have grown to over 100 people based in the UK and South Africa and have been providing a range of marketing services from our head office in Wokingham, Berkshire. Initially servicing the estate agent and property industry the company has now expanded to offer a variety of marketing, digital and energy services to a wide range of companies across such diverse markets from charities to premier ship football clubs never forgetting our core clients in the property industry

One of the key reasons for our success is that our growth has been organic, funded by the profits made in the business, no quick fix venture capital funding for us, just continued growth based on providing and developing excellent products and services, at competitive prices and delivered with fantastic levels of customer service.

Sounds easy when you write it down, but our reputation has been hard earned, is jealously guarded and guaranteed by the exceptional employees working for the company.

If you haven't used Niche before then please give us a try, I promise you will not be disappointed.



Regards

A white, handwritten signature of Andy South on a dark background.

**Andy South**

**Managing Director**

Niche Communications







## professional photography

Never has the old adage 'a picture paints a thousand words' be more true than when it concerns property photography. Vendors choose an agent who is going to present their property in the best light and good agents know that great photographs create a great first impression. A fact that is even more important now that 70% of buyers use the Internet as their starting point when searching for a new home to buy or rent. Nobody offers a more comprehensive service than Niche.

- Offering professional photography for 15 years
- Latest digital camera and lighting equipment
- Highly trained team of Territory Managers
- Dedicated technical department for photo enhancement
- 400,000 photographs produced each year
- Dusk and night-time shot options



## brochures

Brochures still remain a key element of delivering quality property marketing whether printed or available to download from the internet. Niche have invested heavily in the latest digital presses which deliver outstanding print results which show off our professional photography and floorplans to their best advantage. These new presses also allow us to offer fantastic turn-around times with most brochures being delivered within 24 hours of receiving artwork.

- Highest quality digital print available on the market
- A4 landscape brochure sizes available
- Paper weights of up to 400gsm available
- 6 page gate folded brochures and folders offered
- Digital versions of brochures available for the internet





## floorplans

Driven by the visual nature of the internet we have seen floor plans become an essential aid to the selling of properties. Vendors are becoming far more educated in terms of how they would like their property marketed. Providing a first class marketing package allows agents to retain higher fees despite a challenging market environment, whilst assuring the vendor they are getting value for money and the best possible service.

- First company to provide agents with a floorplan solution
- Fully insured RICS compliant floorplans
- Receive your floorplan within hours of the property visit
- Floorplans supplied in any format
- Any size property undertaken



## other services

### • Inventories

Most agents would agree that the provision of inventories has been something of a cottage industry for many years. Using the latest data recognition software our team of fully trained inventory assessors ensure that your reports are available through our online tracking system within 24 hours of their visit. Our unique, propriety systems allows the inventory to be continually updated forming an on-going record for the property all backed up by the digital images at no extra cost.

### • Energy Performance Certificates

Niche are now the largest independent company offering EPCs and with fully employed resource you can be sure that when we visit a property you will receive an accurate report produced by high quality personnel who know how important it is to correctly represent your agency. EPCs can be ordered separately or as part of our visit package, which can include floorplans and photography.

### • Audio Tours

We have had great success with our Audio Tours, which are internet ready 'applets' that allow potential purchasers to view photographs, floorplans and any other information whilst receiving a running commentary. Simple effective and a real instruction getter.

### • Elevated Photography

We have a number of elevated photography kits and they allow us to take photographs from 30 metres in the air. They are an excellent way to show a property and how it fits into its plot and surrounding area. A real instruction getter that looks great in a brochure and are not nearly as expensive as you might think.

### • Data

Data has been a core service offering for Niche since we purchased Jigsaw7 in 2008. We continue to offer the high level of consultancy and expertise but have enhanced the product to produce the most accurate and effective residential address portal which can be accessed 24 hours a day, seven days a week by our agents.



**0118 977 0690 | [www.nichecom.co.uk](http://www.nichecom.co.uk) | [info@nichecom.co.uk](mailto:info@nichecom.co.uk)**

12 Oaklands Business Centre, Oaklands Park, Wokingham, Berkshire RG41 2FD