

FARMER & DYER

RESIDENTIAL SALES & LETTINGS

BULLETIN Spring 2011

2011 Our 10 Year Anniversary

How time flies....was it really ten years ago that we launched F&D?

For the benefit of those who don't know, Damian Farmer & Tom Dyer, had worked together in Caversham for 7 years prior to the F&D set up and have both been in the industry since 1987.

Having experienced the property market roller coaster ride over the last 24 years you can be sure that our service guarantees you will be in safe hands. Indeed, the same could be said for all of our staff, all of whom bring a level of experience that our competitors would like to match.



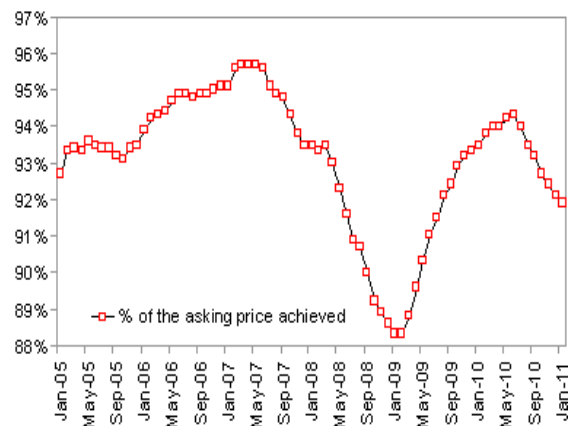
Tom Dyer & Damian farmer

We've had ten years of making sales & have sold well over a thousand homes in the area so we like to think we know what we are doing!

Hometrack's latest survey

The graph below show the percentage drop from asking price to sales price over recent years. As of January 2011 it was currently standing at an 8% reduction.

At F&D, January proved to be a sluggish month which was followed by a superb sales month in February. March has proved to be somewhat indecisive with buyers frustrated with the banks lending criteria and concerns over the stability of house prices over the forthcoming months.



WHAT DO YOU REMEMBER?

Look out for our fantastic new mailing which we will be delivering over the coming weeks.

Did all that really happen 10 years ago?

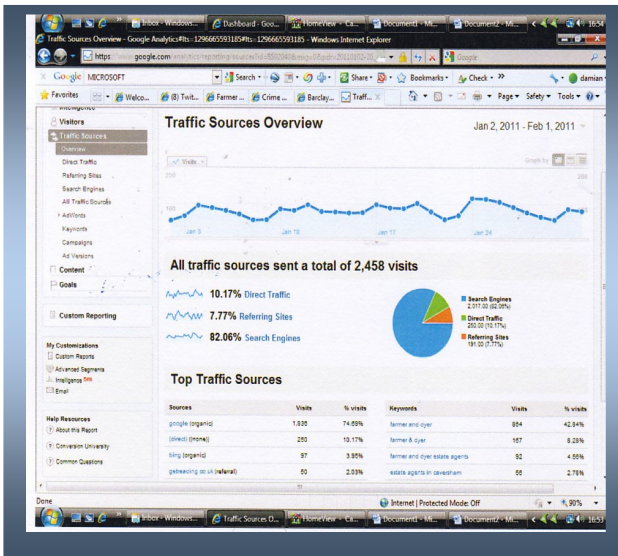
See what you remember!

2001
WHAT DO YOU REMEMBER?
How time flies. Our company was founded in 2001 by the two best known and locally based partners Damian Farmer and Tom Dyer.
We have already sold and let hundreds of homes.
Be part of our success...

FARMER & DYER
RESIDENTIAL SALES & LETTINGS
FARMER & DYER LAUNCHED JUNE 1st 2001

Celebrating 10 years of success

GOOGLE ANALYTICS



48% of all visitors in January to www.farmeranddyer.com were first time visitors.

This useful feature allows us to access information relating to our website and helps us understand where and how we receive our visitor hits.

Top 5 search sources directing to F&D

1. Google
2. Direct to F&D
3. Bing
4. Getreading.co.uk
5. Twitter

Hotspot Days

Most visitors in one day - January 24th

Lowest visitors in one day - January 8th

Top 5 countries outside of The U.K visiting our website

1. USA
2. Germany
3. Ireland
4. Australia
5. Singapore

Thinking of Moving

Even though the property market appears to change every year, the one factor that we see repeated every year is how good and consistent activity levels and sales are between February and July.

During this period we see a greater volume of properties come available whilst the longer and lighter days bring more buyers out looking.

Confidence this year may well be another factor in determining how this year progresses but certainly, if you are thinking of selling, now is the time to act.



96% RECOMMENDED

Not many estate agents are prepared to let others see how their clients actually rate them...well we do!

After each completion we ask both buyer and seller to score us for professionalism, knowledge & service.

Each survey is sent direct to Referenceline, acting on behalf of The Property Ombudsman, who monitor each report and then score our ability. We let the figures on the right speak for themselves.

Damian Farmer added 'naturally we're proud of our customer record and hope this demonstrates our successful track record in the area. There is no greater satisfaction than being recommended'.

