



We sell homes that make life special

And here's how we would market yours

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“ Home is not a place,
it's a feeling . . .

GRAHAM
JOHN

MAKE LIFE SPECIAL

We're Graham John, and we sell
homes that make life special . . .

We're proud of our attentive service and passion for putting people in the right homes. We get to know our clients, their needs and what makes them tick. That enables us to provide a bespoke service that works for them.

When it comes to marketing your home, we'll put in that same effort to make sure we use all the available tools, modern and traditional, to get your home to the right buyer for the right price.

We'll make sure your home looks special

We know you're home is special to you, and it's our job to make sure buyers know that too. For that reason, all our brochures are completely bespoke and carefully prepared to make sure the little things that make your house a home come across properly. This is how we do it...

Getting to know you and your home

There's so much more to a home than bricks and mortar. We spend time to really get to know you, your needs and your life at your home. We're interested in the story behind the property and why you moved in. We want to know what memories made it special.

All these things feed into the way we market it to others. It's so we can fully understand the property and its potential for the new owners to make new memories.

We do this for all properties.... big ones, small ones. Properties by the sea, in the town centre, in the country. It doesn't matter. We pride ourselves on taking the time to make sure we fully understand what it is that bridges the gap between house and home.



“Graham John found
Oscar's new
favourite spot



“ We wanted something
eclectic and unique,
Graham John found it



Getting great photography

You only get one chance to make a first impression, so naturally we take great care to show your home in the best possible light in our professional photographs.

We will first discuss and advise on any aspects of staging that could help show off the unique character of your home. We'll then carefully photograph in high quality to make it clear what stands out about it.

“ There’s more to
a home than bricks
and mortar

Writing your copy

Once we have understood your home and photographed it, we will draft copy that tells the story of your home, and encourages potential buyers to picture their own futures there.

Our copy is written carefully and considerably, with input from you, to induce an immediate and powerful emotional response in the reader.

Producing the brochure

We then pull these elements together to produce a bespoke brochure, including a detailed floorplan. There’s no cookie-cutter template, no ‘one-size-fits-all’, because no two homes are the same.

This means your property will stand out to anyone who reads it. The brochures look, feel and read like a heartfelt analysis of what makes your home special – because that’s what it is.



Finding the right buyer, and helping you through the buying process.

We'll make sure we find a buyer who will be happy in your home, and is working to a similar timescale to you. That way we can be sure you'll get the best possible price and an easy process.

It could be someone just down the road, a few hundred miles away or even abroad. We are internationally accredited so the world is our oyster when it comes to be finding the right person.

Our service is end-to-end so after finding the buyer and arranging the sale, we'll be there to help with all the headache-inducing little things that need to happen before you can start your next chapter. We'll help you with removals, and settling in to your new place if needs be.

That's because we want our clients to be for life, not just for one sale. We listen. We pay attention. We're here for you.



“Graham John made the moving process simple, smooth and hassle-free

