



Bespoke
Irish Property Service

Local Expertise

**Established in Stillorgan
for over 30 years**



ABOUT US

Established in 1985 Casey Kennedy Estate Agents are an experienced team of property professionals offering a wide range of services including residential sales, commercial sales, lettings, property management and block management.

We strive to establish long-term relationships with all our clients by understanding that every client is different and that one size doesn't fit all. While many agents focus purely on selling, exceptional agencies like Casey Kennedy Estate Agents also focus on people and on delivering a truly excellent service to our clients.

We believe that a combination of experienced and highly trained staff, an in depth knowledge of the local property market and an ongoing commitment to utilising advances in technology, helps us achieve outstanding results for you, our valued clients. Casey Kennedy Estate Agents are true professionals for whom reputation, innovation and service matter most of all. We are committed to doing a great job every time, getting you the very best results possible.



SHANE O'CALLAGHAN
Managing Director



PHIL THOMPSON
Sales Director



RALPH KEARNS
Senior Sales Agent



OUR SOLD PROPERTIES

WEIRVIEW DRIVE - STILLORGAN



THE ORCHARD - RANELAGH



LINDEN SQUARE - BLACKROCK



TESTIMONIALS

"I can't recommend Phil more highly. He gave a highly professional service and achieved a much higher selling price than we could have hoped for."

David Jordan

"Phil Thompson does exactly what it says on the tin. One man true to his word."

Joe O'Dowd

"Positive: Professionalism, Responsiveness

Great support from Ralph and the team in Casey Kennedy Estate Agents. Given the current covid restrictions, letting can be difficult, their approach to viewing and detailed lease agreements proved to be a winning formula and our property has now been filled. Thanks again guys."

"I have been working with Shane for many years. He first managed my property and then sold it for me. He was always so approachable and helpful. On many occasions I benefited from his professional expertise. In the sale of my property, his service was excellent and on many occasions went out of his way. Because of this, I ended up getting far more for my property than I thought. I would strongly recommend Shane and Casey Kennedy Estate Agents Team."

CUSTOMISED SALES PROCESS

Always keeping the relationship at the forefront

STEP 01 PRE-LAUNCHING PROPERTY

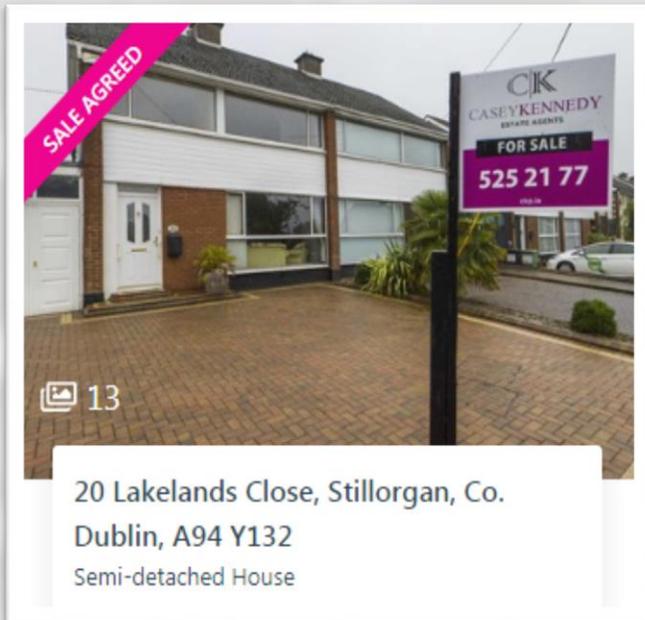
- Deciding to sell
- Selecting an agent
- Letter of Engagement
- Instructing a solicitor
- Pricing / Review market conditions
- Customised Marketing Plan

STEP 02 MARKETING PLAN

- Define potential market
- Preparing the Property
- Professional Photography
- Engaging Description
- Floorplans Drawn
- Virtual Tour

STEP 03 LAUNCH PROPERTY

- Content approved by Vendor
- Erect For Sale Board
- Advertise on Daft, MyHome & CKP.ie
- Buyer Database Matching
- Digital Launch
- Viewings Begin



STEP 04 VIEWINGS

- Pre-Register Viewers
- Coordinated In Advance With You And Your Family
- Greet Them By Name
- Build Rapport / Trust
- Obtain Feedback
- Keep In Contact
- Give Vendor Feedback

STEP 05 OFFERS & NEGOTIATIONS

- Pre-Qualify Purchasers
- Online Biding Platform
- All Offers In Writing
- Notify All Parties
- No Stone Left Unturned
- Top Offer Approved By Vendor
- Offer/ Accepted
- Deposit Received
- Property Sale Agreed

STEP 06 CLOSING THE SALE

- Define Timeline
- Conveyancing Begins
- Coordinate With Solicitors
- Centralized Communication Hub Monitors Progress
- Contracts Exchanged
- Sold

COMPARATIVE MARKET ANALYSIS

A comparative market analysis is a report that pulls data from our professional database recording buyer and seller activity in your area. Information shown in your Market Report may include:

- Comparable properties in your area that recently sold
- Comparable properties in your area that failed to sell
- Pending sales in your area
- Comparable active listings in your area.
- The specific merits of your property
- We will use this information to develop a pricing and positioning strategy for your specific property designed to maximise market interest and achieve the highest possible selling price.

NB: The market analysis will only show how much similar properties have sold for in the local area. Many of these properties will have been sold by other agencies. As one of the top performing agencies in the area we frequently exceed this figure, through improved marketing of our properties. That is why we offer the option of a performance related commission structure.





EFFECTIVE MARKETING

PRICING CONSIDERATIONS:

Your home is worth what someone is willing to pay for it. An estate agent can only offer a professional opinion. The difference between one estate agent and another should not be measured on the basis of this opinion.

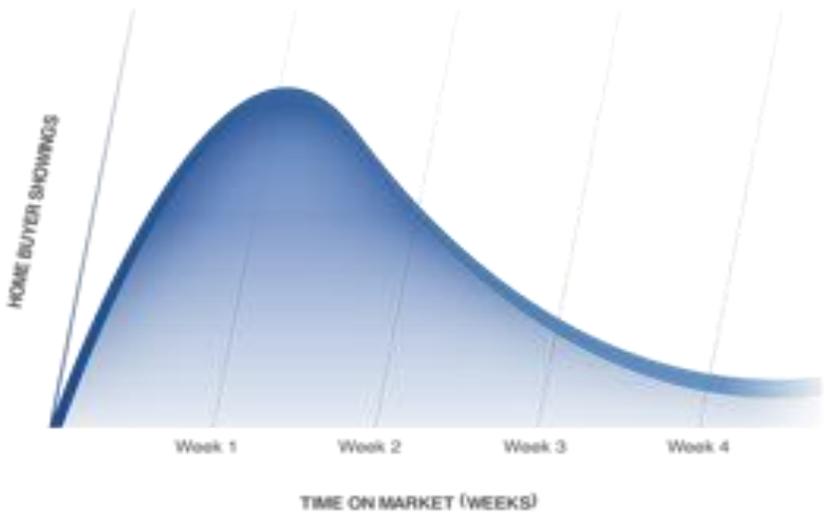
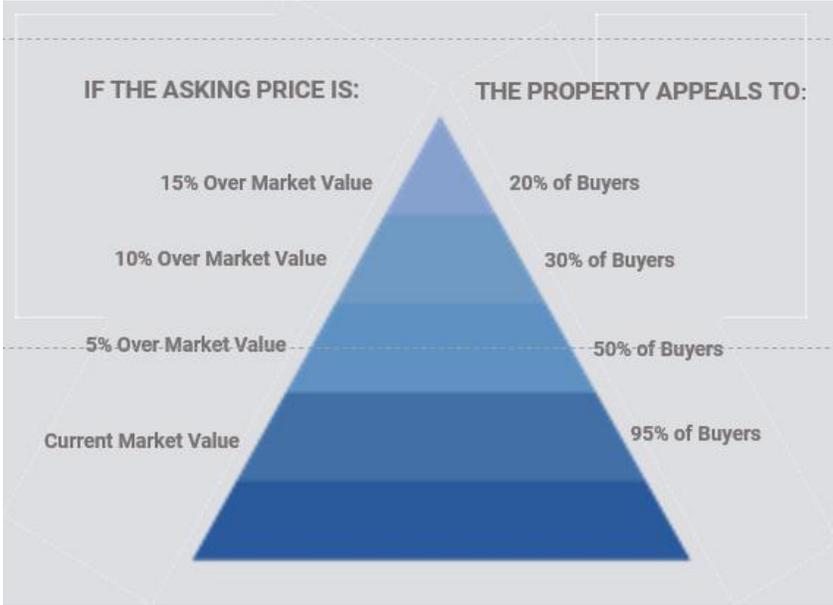
Please bear in mind that **the asking price** for your home has to be in line with similar properties currently for sale in the same local area. If your property is marketed effectively with the right asking price it is likely to sell more quickly and for more money than one which is not presented to the market to it's best effect.

By focussing on the unique selling points of your property (those things which would encourage a buyer to purchase your house rather than any other) and marketing your property to very best effect, we maximise **the achieved selling price** of your property – that's the money in your pocket!

The First 30 Days are Crucial:

A property generates the most interest when it first hits the market. The number of showings is greatest during this time if it is priced at competitive market value.

Starting too high and dropping the price later misses this excitement and fails to generate momentum. Many homes that are initially priced too high end up selling below market value, after a long and stressful adjustment.



PROMOTING YOUR PROPERTY

Target Market:

Effective marketing starts by identifying the type of buyer who is likely to pay the most for your specific property. We start with the question “What is it about your property which will appeal to this buyer?” Then we proceed to attract and inspire the perfect match.

Content:

The brochure, online description and photography is designed to highlight the merits of your property which your ideal buyer will find most appealing. Our objective is to elicit the response “That sounds like exactly what I am looking for.” We also include details such as room descriptions, local area schools and amenities, floor-plans, site plans and walk-through videos where appropriate. Honesty and accuracy are key to starting a trusted relationship with prospective buyers. The professional quality of our marketing really stands out.

Advertising:

All listings are advertised on MyHome.ie, Daft.ie, and CKP.ie. However we go a step further using our digital marketing skills to draw even more attention to your property. We have dedicated experts in this area who utilise keywords, targeted marketing and web optimization to ensure your property gets maximum exposure. We give the option of supplementing this with a dedicated social media campaign utilizing ppc and adwords. We try to think outside the box with creative marketing ideas, seeking ways to add value to your property beyond what other estate agents may achieve.

Database Matching:

We have an advanced CRM system which facilitates matching of prospective buyers with new listings coming to market, while respecting GDPR regulations. We have a large client list from talking with local buyers every day.

Viewings:

This is where we really stand out. The viewing process is key to building rapport and trust with prospective buyers. Each of our agents does property viewings themselves. All viewings are by appointment. That way your agent can greet viewers by name and engage with them as appropriate to find out what is important to them. We allocate sufficient time for them to see your property and fall in love with it. We check back with viewers the next working day to ensure all questions or concerns are answered, providing interested parties the opportunity to submit an offer to purchase.

Negotiation:

We treat both buyers and sellers with the respect due to people making major life decisions. We do not pressure people, but we do give them every opportunity to make a buying decision. We return phone calls, answer emails, and are proactive during negotiations. We are very good at eliciting offers from multiple buyers. We utilize technology to build trust through the use of a transparent online bidding platform. We do not drop the ball.

Results:

The most important part is that we obtain outstanding results for our clients. The trust we have established throughout the process enables us to successfully complete the vast majority of our agreed sales in optimum time.

TIPS ON PRESENTING YOUR PROPERTY

De-Personalise - To help buyers focus on the property we are selling for you, replace personal photos, trophies and artifacts with generic decor.

De-Clutter - People collect an amazing quantity of belongings. Ask yourself the question “Will I bring this with me when I move?”

Make Minor Repairs - Is there anything which might put off buyers? Can it be easily fixed? Consider patching holes in the walls, replacing leaky taps and fixing doors that squeak or stick. Make sure all light bulbs are working. Eliminate mould. Remove weeds from gutters. Tidy the gardens.

Make the House Sparkle – Especially bathrooms and kitchens. Clean away cobwebs, re-grout baths, showers & sinks, polish chrome & mirrors, clean out refrigerator, dust furniture, ceilings, light fittings, replace worn rugs, hang up fresh towels and clean & air out any musty smelling areas. Get windows cleaned before the photos are taken.

Scrutinise – Go outside and look at your house from the street. Does it make a good first impression? Look at your front door carefully. Imagine waiting here. Then open it. Stand here and ask. Do you want to go inside? Does the house welcome you? Linger in the doorway of every single room and imagine how your house will look to a buyer. Examine carefully how furniture is arranged and move pieces around until it makes sense. Use mirrors and lamps to introduce light into darker corners.



Advice and Help – Don't be afraid to ask for help. We are happy to recommend someone who can provide assistance making your property look its best. They have a maintenance team that can do work at wholesale prices, saving you money. By having your property expertly presented you help maximise the return on one of your most valuable assets. A small investment in this area can give enormous returns. If you attract one more bid, your selling price increases by at least €1000.

OUR PARTNERS



myhome.ie



CONTACT US

Address: 1 The Hill, Stillorgan, Co. Dublin A94 CX66

Phone: 01-288 3688

Email: Enquiries@ckp.ie

Web: www.ckp.ie

Facebook <https://www.facebook.com/CaseyKennedyEstates/>

Instagram <https://www.instagram.com/caseykennedyproperties/>

Twitter [@CKP_limited](https://twitter.com/CKP_limited)

Shane O'Callaghan

shane@ckp.ie

086-159 2566

<https://www.linkedin.com/in/shane-o-callaghan-07798229/>

Phil Thompson

phil@ckp.ie

087-279 9131

<https://www.linkedin.com/in/estateagentservicewithasmile/>

Ralph Kearns

Ralph@ckp.ie

087-914 5071

<https://www.linkedin.com/in/ralph-kearns-b8615165/>



PSRA Licence Number 003493

