

# Estate Agency

Bell Ingram is one of the UK's leading and longest established firms of Chartered Surveyors and Estate Agents with a rich heritage in buying and selling rural, residential property. From cottages to castles our professionals will ensure that your expectations are exceeded.



At Bell Ingram we believe the best value is achieved by quality of delivery and attention to detail and we easily cover the UK from our offices located in Bonar Bridge, Inverness, Aberdeen, Forfar, Perth, Falkirk, Ayr, Morpeth, Thirsk, Knutsford and London.

Bell Ingram operates primarily in the rural marketplace, advising on all aspects of rural property management, development and sales.

We offer clients competitive rates for the diverse range of skills and services we provide and we specialise in four key areas:

- Rural Land Management
- Estate Agency
- Pipelines and Utilities
- Architecture and Building Surveying

Our estate agents specialise in the sale and purchase of rural residential property and provide a comprehensive valuation and marketing service from key locations throughout Scotland, with assistance from the Mayfair office.

With an in-depth understanding of the regional and national markets our team will advise clients to ensure the best possible outcome for their property sale or purchase.

Our estate agents offer an invaluable service to our professional valuers by providing up-to-date information and expert opinion on the current marketplace, also working closely with our building surveyors and architects to help clients reach the right decision on their assets.

Bell Ingram also has the ability to draw on an extensive property database to assist in providing relevant comparable evidence for valuations, in marketing client's properties and matching buyers to suitable homes.

Our careful and skilful marketing includes:

- Inspection and valuation advice
- High quality brochures / particulars
- A cost effective marketing campaign to achieve optimum impact
- Clever use of regional, national and international advertising mediums at very competitive rates
- Good relationships with key editors and journalists to ensure regular press coverage through our Perth Head Office and the Mayfair Office
- All properties listed on the successful Bell Ingram website
- A complimentary monthly property list mailed to several hundred active buyers
- Handling enquiries and viewing arrangements
- Negotiating with all interested parties
- Concluding the sale with solicitors and the purchaser
- In addition to [www.bellingram.co.uk](http://www.bellingram.co.uk) all properties are listed on the following websites:

# Why choose Bell Ingram

Our estate agents are experienced in buying and selling all types of rural property from cottages to castles, including farms and estates as well as residential and commercial development land. We have the right qualities to give you the best possible service.



## People

We pride ourselves on our personal approach, our honesty and integrity. Our estate agents are all either National Association of Estate Agents (NAEA) or Royal Institution of Chartered Surveyors (RICS) qualified which means that you are in very good hands.

## Location

We have excellent coverage across Scotland with offices in key locations, thus providing clients with expert local knowledge and the same great service from Dumfries to Sutherland and Ayr to Aberdeen.

## The Markets

Our professionals have a thorough understanding of the regional, and national markets and will advise clients accordingly to ensure the best possible outcome for a property sale.

## Experience and Expertise

Bell Ingram was established in 1899 and has a rich and impressive heritage in all rural property matters. We have a proven track record of success for actively marketing properties to their best potential.

## Monthly Property List

We produce a complimentary monthly property list, which is posted to an extensive list of active buyers as well as being available in all our offices and online.

## Our Clients

We take very great personal care of all our clients and consequently we enjoy a great deal of repeat business.

## Sales Particulars

We pride ourselves on the quality of our sales particulars (schedules/brochures) and excellent photography, which include floor plans wherever possible. It is important to show a property at its best to give it the optimum chance of a good clean sale.

## Website

We spend a lot of time getting our website right and a large proportion of our sales come directly from it. The site is targeted specifically to attract potential buyers using the web to view and buy rural residential property, development land, new builds and sporting estates.

## PR

Bell Ingram has a very high success rate for securing free press mentions and editorial within the national press, in particular through the Mayfair Office.

## Advertising

Our team will always design a bespoke advertising campaign with every new property to ensure the best possible coverage and again with the help of the Mayfair Office Bell Ingram secures heavily discounted advertising in most national and regional newspapers and magazines with the best readership levels.

## No Hidden Extras

We are very straight forward with our fees and do not bury unwanted charges. We will also co-ordinate viewings and can accompany buyers if required.

# National and Online Marketing

In order to reach any potential buyers and to communicate with a national and international audience, it is vital to place online marketing at the core of any promotional campaign. Bell Ingram has a strong online presence and our website continues to encourage early sales.



## Buyers

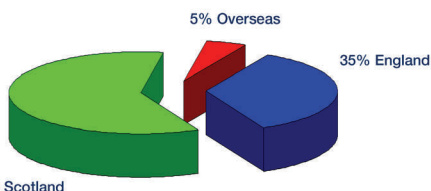
Most of our buyers reside within the UK although a growing number come from overseas.

### [www.bellingram.co.uk](http://www.bellingram.co.uk)

Bell Ingram operates an excellent website with first class search engine optimisation. That is to say we have a team of people who work full time to ensure the right keywords and phrases are picked up as potential buyers search property for sale via the internet.

A large proportion of potential buyers come via the Bell Ingram website so it is important for it to be easy to use. Your property will feature on the website within a drop down list which includes: Houses for Sale, New Homes, Rural Properties, Development Properties and Sporting Sales. Your property will be amongst other properties and will open out into it's own page complete with full details and photographs. Buyers will find it easy to view your property and understand the specifications and can contact our offices direct from the web page.

[www.bellingram.co.uk](http://www.bellingram.co.uk) receives over **40,000** unique visitors every month. That's over **1,300** per day and over **95%** of visitors are looking to buy property in Scotland.



Don't just take our word for it, try it for yourself...

## Mayfair Office

Bell Ingram is proud to be a member of the Mayfair Office. Established in 1995 and situated in the heart of London the Mayfair team of property professionals and journalists has many years of experience between them in the national and international property markets. Widely recognised as a market leader, the Mayfair Office provides Bell Ingram with invaluable PR and marketing support across the UK and abroad thus ensuring the best outcome for our clients' properties.

## PR

With experienced journalists and a network of active property writers, Mayfair Office is a major source of property editorial in the national press and achieves thousands of pounds' worth of valuable publicity each year. Most clients are able to take advantage of this free service and those who are featured clearly see the difference it makes.

## Advertising

Mayfair Office is one of the top three advertisers in the Sunday Times, Daily Telegraph and Financial Times. It is also a major advertiser in other leading titles including Country Life and The Field. This means that Bell Ingram can achieve excellent preferential advertising rates which we pass directly onto our clients.

## Property Portals

In addition to [www.bellingram.co.uk](http://www.bellingram.co.uk) your property will also feature on the following websites:

- [www.mayfairoffice.co.uk](http://www.mayfairoffice.co.uk)
- [www.globrix.com](http://www.globrix.com)
- [www.primelocation.com](http://www.primelocation.com)

# National coverage local expertise

We have a dedicated team of property professionals across the UK. If you would like to speak with one of them or you require further information on our Estate Agency services, please contact your nearest Bell Ingram office:



## Head Office - Perth

Tel: 01738 621 121  
Email: enquiries@bellingram.co.uk

## Aberdeen

Tel: 01224 621 300  
Email: aberdeen@bellingram.co.uk

## Ayr

Tel: 01292 886 544  
Email: ayr@bellingram.co.uk

## Bonar Bridge

Tel: 01863 766 683  
Email: bonarbridge@bellingram.co.uk

## Falkirk

Tel: 01324 624 236  
Email: falkirk@bellingram.co.uk

## Forfar

Tel: 01307 462 516  
Email: forfar@bellingram.co.uk

## Inverness

Tel: 01463 717 799  
Email: inverness@bellingram.co.uk

## Knutsford

Tel: 01565 654 914  
Email: knutsford@bellingram.co.uk

## Mayfair

Tel: 020 7408 1400  
Email: info@mayfairoffice.co.uk

## Morpeth

Tel: 01670 790 723  
Email: morpeth@bellingram.co.uk

## Newton Stewart

Tel: 01671 401 699  
Email: newtonstewart@bellingram.co.uk

## Oban

Tel: 01631 566 122  
Email: oban@bellingram.co.uk

## Thirsk

Tel: 01845 522 095  
Email: thirsk@bellingram.co.uk

