

National Country Agency Team

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The knowledge and expertise provided by your local office is complemented and enhanced by the National Country Agency Team. Your key contacts are Stuart, Alasdair, Matthew and Richard, who specialise in the sale of complex and higher value property, including country houses, farms and estates. Working closely with your local office, we aim to provide additional market insight, technical expertise and guidance to chart a clear path through the myriad of factors that could be influential to your sale. Our personal and collaborative approach is at the heart of what we do and it is important to us that you enjoy working with us. This brochure is intended to illustrate our approach and underline our commitment to adding value and creating the best possible result for you. Collectively, our team has decades of experience and we are available if you would like our advice on your property. Our contact details are at the back of this publication.



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To improve is to change; to be perfect is to change often

WINSTON CHURCHILL



Road to success

Your property sale journey can seem a daunting one entwined with an abundance of variables, strategic decisions and significant judgements at every turn. Precision, clarity, punctuality and the ability to reach all the best buyers can seem an elusive ambition. The paths of seller and agent should instantly converge on common objectives. Trusting your advisor to meticulously guide you all the way is imperative; having unstinting faith that their knowledge, experience, capabilities and understanding will produce the optimum result – a safe passage to an invaluable destination.



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You have to learn the rules of the game.
And then you have to play better than anyone else

ALBERT EINSTEIN



It's what we do

Our National Country Agency Team is a standalone department specialising in the sale of a broad range of country houses, farms and estates. The team was established in response to the needs of our clients, and this brochure exhibits the added value we bring to sales through our enhanced knowledge, experience, contacts and geographic coverage. In addition to delivering the very best job, it is really important to us that we do this in a personable way and that you enjoy working with us.



☺☺

We are what we repeatedly do.
Excellence, then, is not an act, but a habit

ARISTOTLE



Adding value

Put simply, our principal job is to unlock value by formulating and then implementing the best strategy to create the highest possible sale price. If your property is energetically promoted in an intelligent way, if the best marketing campaign is instigated, if it is targeted at the widest audience then the best price will be attained. Simple it is not, but an unstinting focus has produced an enviable track record for our National Country Agency Team in generating exceptional prices for our clients.



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To expect the unexpected shows a thoroughly modern intellect

OSCAR WILDE



Well informed

Good marketing campaigns and high exposure can create a sale but specialist knowledge is vital to produce an exceptional result. Higher value and more complex properties benefit from decades of broad-based experience. Technical expertise is coupled with a rare insight into the market and the myriad of factors that combine to influence your sale. Ensuring that you are intimately aware of all these factors is paramount to us.



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The world's your oyster

WILLIAM SHAKESPEARE



North, south, east or west?

The properties we look after often have unpredictable marketplaces. They are unique and inevitably in short supply, requiring buyers to spread their wings. Your local market is important and our regional offices will cover this comprehensively. One of our main roles is to look far and wide for the best buyers, as more and more people have greater mobility. Creativity is the key here – purchasers rarely buy what they start out searching for. Our purpose is helping buyers to understand how your property could be perfect for them.



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Give me six hours to chop down a tree and I will spend the first four sharpening the axe

ABRAHAM LINCOLN



Perfect preparation

Your decision to sell may take weeks, but it can often take months or even years. For National Country Agency Team properties, we see the sale not as a short-term disposal objective but a long-standing project with our clients. This is often in the form of annual reviews where we provide valuation and market updates coupled with a range of professional advice, all geared to producing the optimum future sale for you. We may bring about a number of modest enhancements or deliver significant changes through tax planning, legal modifications plus development and planning expertise. Whatever your plans are for selling, we seek to add significant value by leaving no stone unturned.



The best way to find out if you can trust somebody is to trust them

ERNEST HEMINGWAY



In partnership with you

“Most people do not listen with the intent to understand; they listen with the intent to reply.” These words of business guru Stephen Covey have helped mould our philosophy. Consulting with you, listening to your wishes and understanding your needs are the foundation of our work approach. We will carefully interpret your goals, define, discuss and finalise your objectives and then work in close partnership with you through every stage of the sale. Our clients trust us to deliver what we agreed we would deliver. Our refreshingly bespoke approach puts your aims first.



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Coming together is a beginning;
keeping together is progress;
working together is success

HENRY FORD



Well connected

The cliché is right – it's not all about what you know, but inescapably it's about who you know. Your property sale needs to come to the attention of all the best buyers. Many will hear about it passively; this is not good enough for us. Our National Country Agency Team has decades of making contacts all over the UK. Our focus is regional and national, with an inevitable focus on London and an international view where necessary. In addition to prime purchasers, we establish close liaison with key advisors, buying agents, developers and investors. All need tracking. Our connections can add considerable value to your sale.



National Country Agency Team





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The Fisher German office network

- 1 Ashby de la Zouch
- 2 Banbury
- 3 Bedford
- 4 Birmingham
- 5 Canterbury
- 6 Chester
- 7 Cwmbran
- 8 Doncaster
- 9 Exeter
- 10 Glasgow
- 11 Head Office
- 12 Hereford
- 13 High Wycombe
- 14 Hungerford
- 15 Knutsford
- 16 London
- 17 Market Harborough
- 18 Newark
- 19 Newcastle
- 20 Richmond
- 21 Rossendale
- 22 Rotherham
- 23 Stafford
- 24 Southampton
- 25 Thame
- 26 Worcester

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