

**Madley.**  
**Estate agency,  
rethought.**



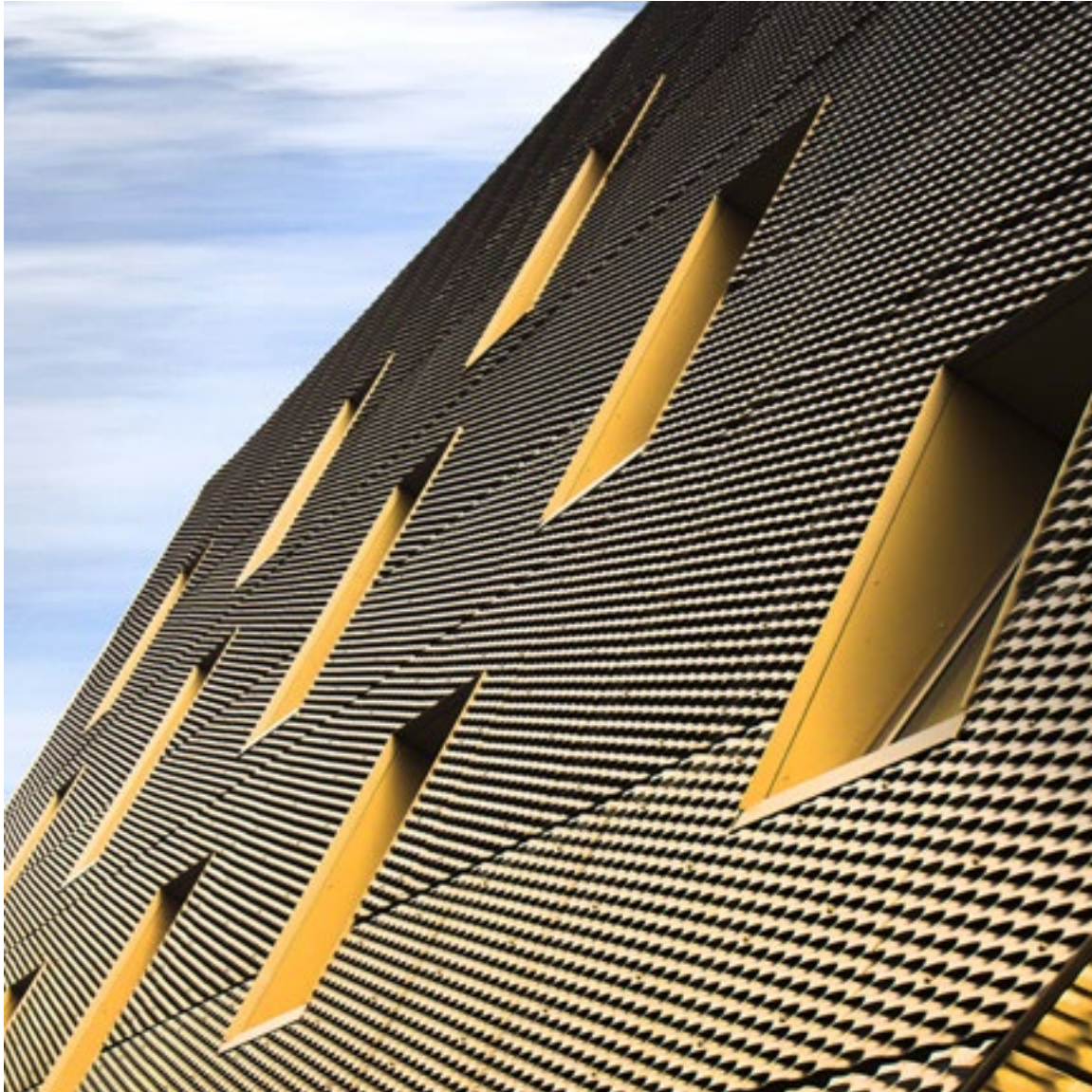
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**The business of buying, selling or letting a home is not always easy, so why do so many estate agents just make things worse?**

**We have a lot of experience in London property. We've worked in traditional estate agency, where it was clear that the usual ways of doing things don't serve most clients very well.**

**So we set out to rethink the whole process, from the knowledge and skills you need to have available, to fairer fee structures.**



Canada Water Library  
Surrey Quays, London, SE16  
Designed by CZWG architects  
for Southwark Council, 2011

### **Different, for a reason**

**If you're like most people you'll be looking for the best deal. But what does "best" really mean? It's about price of course, but it could easily be about timing too.**

**It might be about putting the right people together, people with complementary aims and aspirations. You won't get the best deal by unleashing a shark in a sharp suit, driven by a commission structure to press for a quick closure whether or not it's the right outcome for you.**

**So we don't offer you an individual. We give you a team of people with a balance of skills, backed by technology to keep their knowledge up to date. Behind them are fee and commission structures that encourage everyone to work co-operatively, always in your interest.**

### **Intelligence on call**

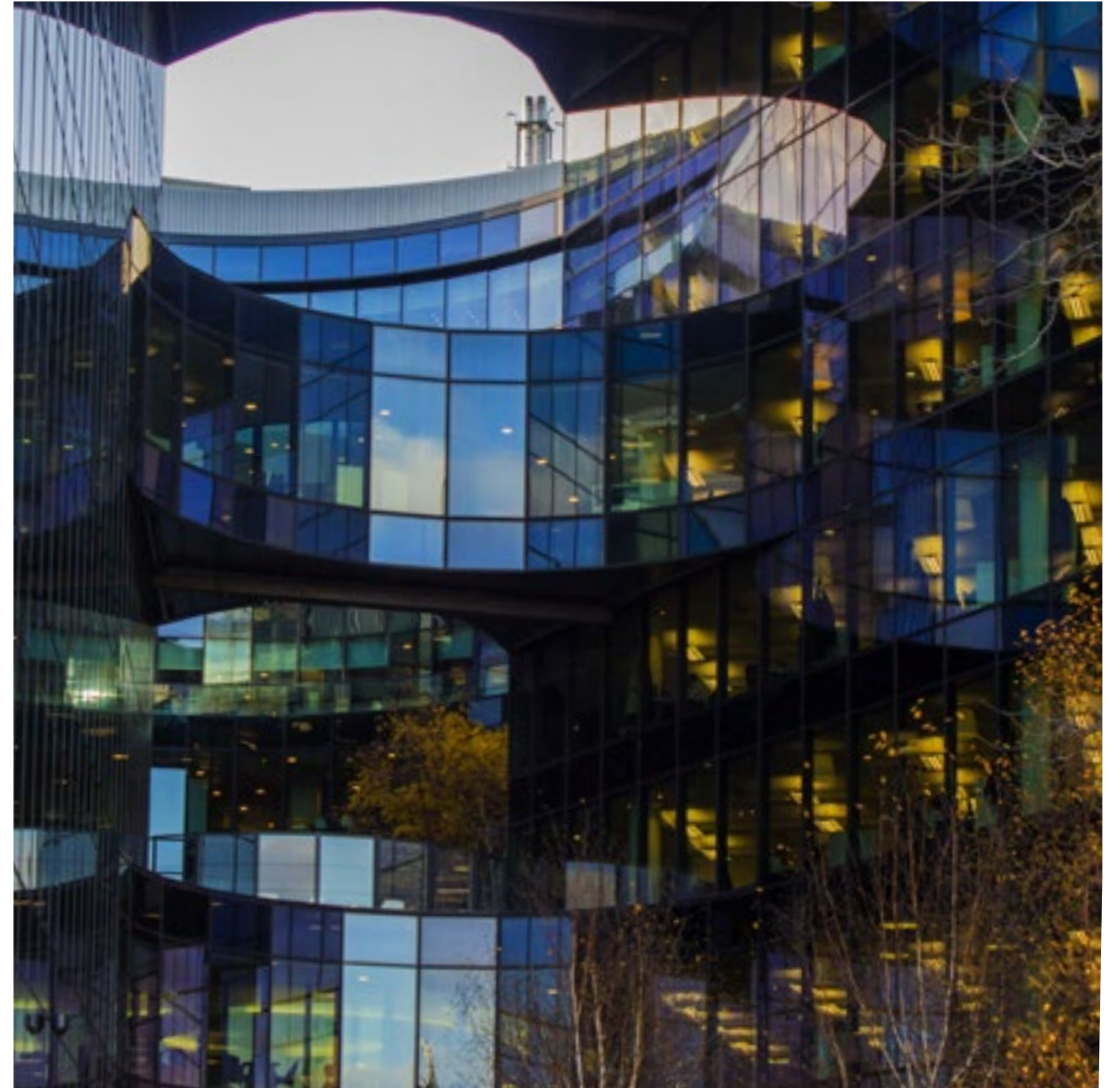
**Property transactions usually take time.**

**At whatever stage you might be you'll want to know what's going on. We'll keep you updated as a matter of course, and because you're working with a team rather than an individual there'll always be someone knowledgeable to take your call, with the latest information immediately to hand.**

**We've invested in our information systems, so we always know exactly where we are in our negotiations, what you're looking for, who we're talking to, and what information we're waiting for.**

**These systems also help us match opportunities to clients. They feed the conversations we have within the team, sparking ideas and insights. They help us identify the best options at any moment, so we can advise you of the real choices and opportunities before you.**

**More London  
London Bridge, London, SE1  
Designed by Foster + Partners  
for More London Development  
Ltd, 2003**





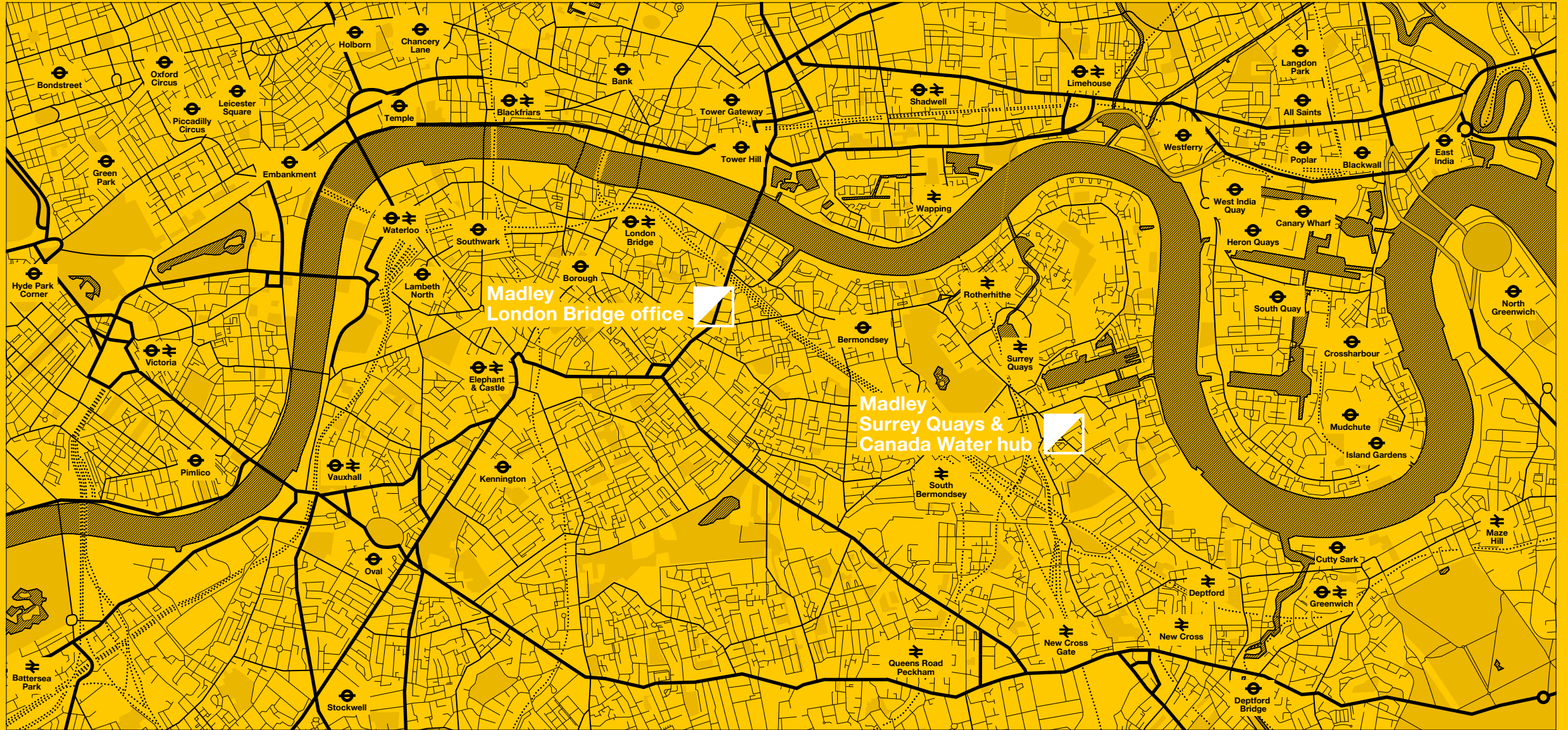
### **Diverse skills for diverse tasks**

**Through the course of any transaction you'll need different skills.**

**At the valuation stage you'll want people who understand the current market, as well as the pressures for change in that market, people who are alert to what's going on around.**

**Further down the line you might want a good negotiator, someone with an instinct for what may or may not be possible. Underpinning everything you need people who can build good relationships, as well as good administrators with an eye for detail.**

**Traditional estate agency has not been strong in developing these diverse skills. Their commission structures haven't helped, rewarding quick sales rather than proper attention to your objectives. In contrast we actively recruit these different personality types, and we've created an environment in which it's in everyone's interests to respect each other, to work together.**



Madley  
London Bridge office

Madley  
Surrey Quays &  
Canada Water hub

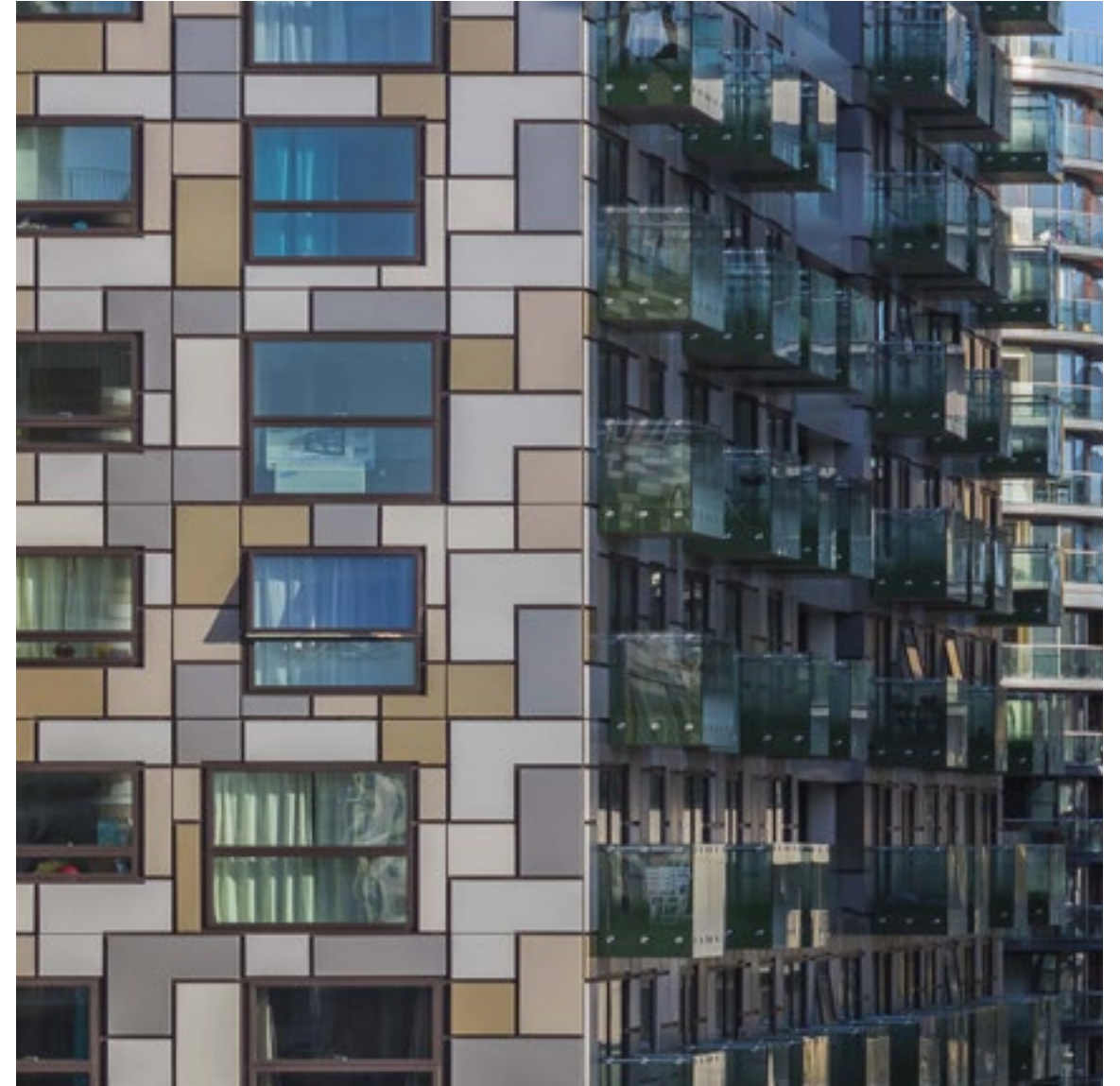
### **Flat fees and transparent value**

**Traditional estate agents usually charge a percentage of a property's value. They'd argue this is an incentive to get the highest possible price for their clients, but in the real world it's not like that. In the real world commercial success depends on turnover and the system favours easy sales at the expense of true client interests.**

**Commission structures for individuals in the agency only reinforce these distortions.**

**So we do things differently, transparently. We offer a structured tiered rate system for our different services and you only pay for what you want or need. Our teams are rewarded collectively rather than individually: it's in their interest to think about bigger pictures, to find the best way to get you where you want to be, rather than the next way to a quick buck.**

**Lincoln Plaza  
Canary Wharf, London,  
E14 Designed by GRID  
architects for Oracle Homes  
& Galliard Homes, 2015**





Bankside Power station,  
Tate Modern gallery  
Southbank, London, SE1  
Originally designed by  
Sir Giles Gilbert Scott,  
converted by Herzog &  
de Meuron, 2000

### **Space to think, and talk**

**Long gone are the days when “marketing” meant putting an ad in the local paper. You can take it as read that we’ll use all the most effective online promotional channels and networks. When people come to our website to learn more they’ll find sophisticated property presentations including 360 degree virtual walkthroughs.**

**But there’s more to promoting a property than putting a picture in a shop window, whether real or digital. It’s about building understanding of what you want to achieve as our client, understanding your priorities, and matching this understanding to our market insight.**

**It’s why when you come into a Madley building the emphasis is on space to meet and talk. They are spaces designed to help our teams work together, and to work with you.**



### **Rethinking estate agency**

**Since we created Madley in 2008 we have been working to develop a very different kind of estate agency.**

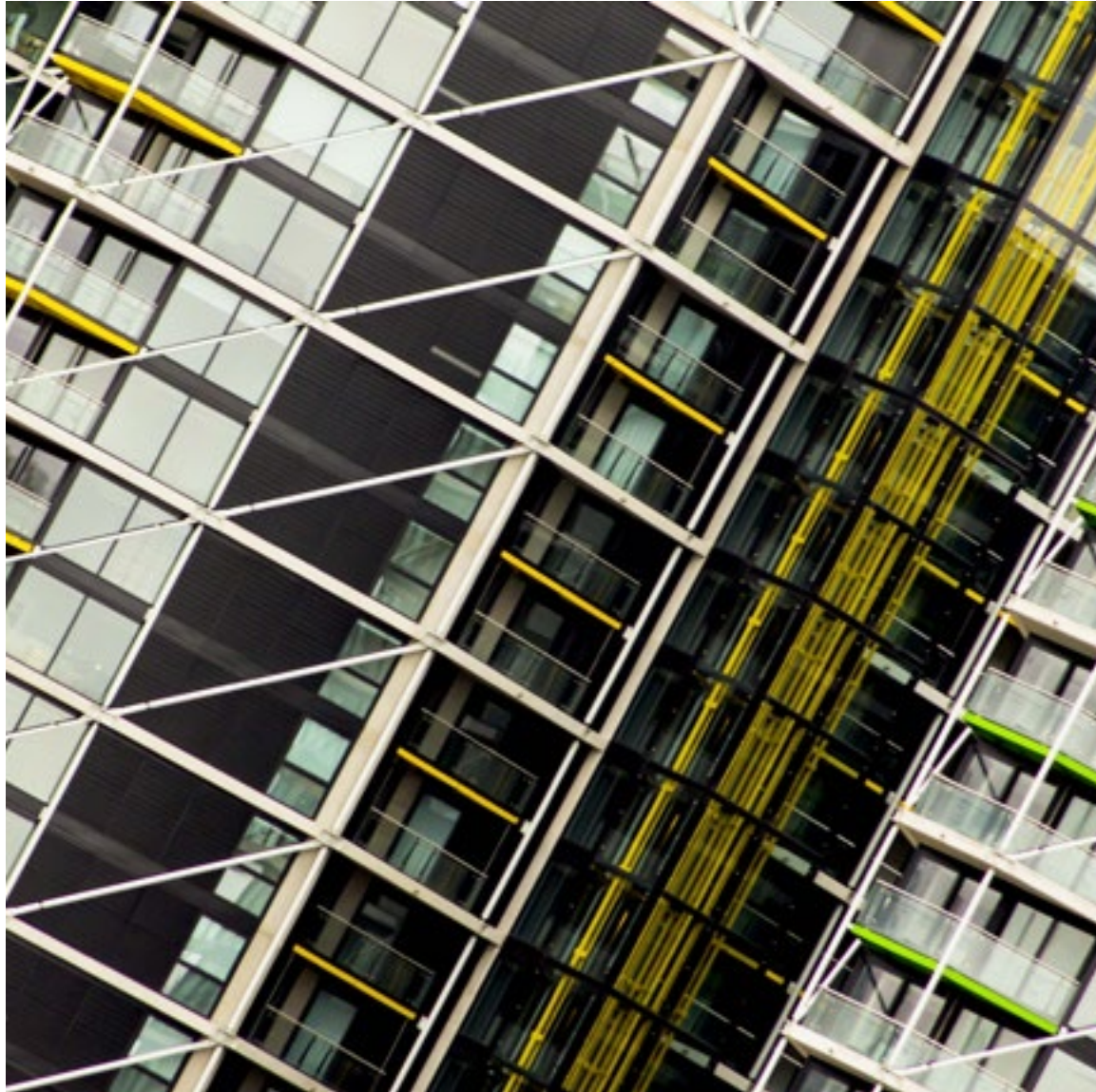
**Our experience in the London market, through good times and bad, had convinced us that established ways of doing things were no longer meeting the needs of people who want to live, work and invest here.**

**On the face of it we offer the same services as any other estate agent, through sales, letting and property management. But by rethinking how we do things we've effectively transformed what we do. So when you work with us you'll experience less stress, more helpful intelligence, transparent value and better results.**

**We think this is what estate agents are for. It's what we do.**

**Jaimie Beers  
Managing Director**





**St James: Riverlight**  
Vauxhall, London, SW8  
Designed by Rogers Stirk  
Harbour + Partners and  
EPR Architects,  
2009-ongoing

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