



Not all agents are the same...

EXCELLENCE COMES AS STANDARD

www.karltatler.com



Welcome

Our continuing success is due to the fact that everybody in our business works on a different level to that of any other estate agent or lettings agent.

The essence of our success is exceptional service delivered by exceptional people.

Regardless of how successful we are, my passion and love for my company drives my belief that there are always better or new ways of doing our job.

Karl Tatler



A history of excellence

Since opening our doors for the first time in December 1997, we have grown in both size and reputation to become one of the region's (if not the country's) most respected, independently owned property agents.

Dedication to customer service; innovation in marketing and promotion; outstanding results: these are the cornerstones of the business founded and owned by Karl Tatler.

Karl plays a hands on role in the day-to-day running of the business, working tirelessly to improve every aspect of the service it provides.

In a sector where anybody can open a business and call themselves an estate agent or a lettings agent, we offer the assurance that can only come from dealing with highly qualified, expertly trained and very experienced professionals.

A team that gives you the peace of mind that comes from knowing that you're in safe hands, that you're dealing with someone you can trust.

To ensure the business continues to thrive, it is committed to the development and implementation of new ideas and systems.

A great history to look back on, but Karl Tatler, the man, the business that bears his name and the team he has built, is more focused on the future...

A history of service

From the start, everybody at Karl Tatler Estate Agents & Lettings has been dedicated to providing a level of service that sets us apart from our competitors, which is why:

- We have over 400 years combined industry experience and knowledge, that's an average of 12 years per staff member
- Many of our staff live locally, so they are able to give first-hand knowledge as a resident and as an agent
- We produce individual, high quality brochures for every property
- We have a dedicated admin team in our head office, allowing our sales and lettings teams to focus on serving the customer
- All properties are featured in our weekly property magazines, HOME and RENT, which are distributed locally



How we set the standard

By excelling in sales

Our success in selling is built on experience, hard work and innovation.

When we value a property, we give sellers a figure that reflects the true market worth – some agents will deliberately over value just to get business. Our comprehensive appraisal process however analyses a number of factors including local market conditions, current buyer activity, recent sale prices and what competing properties are being marketed at.

We work hard to expertly market and promote properties, ensuring maximum exposure. We are available seven days a week, including Bank Holidays, so we can be there when you need us.

Unlike a lot of competitors, our sales staff have industry training and qualifications accredited by the National Federation of Property Professionals (NFoPP). (It may surprise you to know that you don't need any qualifications or experience to be an estate agent – and sadly many don't.)

Our honesty and integrity have played a major part in us winning numerous awards over the years - we have been consistent winners at the national 'Estate Agency of the Year Awards' for the past nine years, winning Gold for 'Best Small Northern Estate Agency of the Year' in 2014. Other successes include winning the title award of 'Best Estate Agency of the Year' in the UK, in 2008 – a feat that no other Wirral estate agent has achieved.

Your personal property manager

We understand that selling your home can be one of life's most exciting yet stressful times. That is why you will have your own fully qualified property manager to guide and advise you throughout the process. They will provide you with regular contact from start to finish ensuring a seamless experience working together.

Our knowledge, experience and expertise, plus our proactive approach, ensures that we connect the right buyer with the right property – your property.

Choosing an agent to sell your property? Choose one that has a good name for working hard and getting results: Karl Tatler.

By excelling in lettings

Our success in lettings is a result of customer focus, honesty and dedication.

Whether, you're a professional landlord with multiple properties, or looking to rent out a property for the first time, allowing others to take up tenancy of a property you own is a big commitment, and it's one that you'll find we take very seriously. Whether you want us to find a tenant on your behalf or to fully manage your property, you'll find us to be thorough and professional.

So, for example, before any tenant signs a contract, we undertake a comprehensive background check. If we are managing a property, we will regularly inform you about how a tenancy is progressing. Our dedicated maintenance team will systematically carry out property inspections and provide you with a detailed, photographic inventory report – and there aren't many other agents who will.

Maintaining the highest standards in the lettings industry and protecting the interests of landlords is extremely important to us. We are licensed members of the regulatory body, the Association of Residential Lettings Agents (ARLA) and all members of our letting staff are trained and qualified to the National Federation of Property Professionals (NFoPP) standard. No other local agent can match this, which means there is no guarantee that your property is safe in their hands.

These standards have contributed to us winning back-to-back awards for a number of years at the 'Lettings Agency of the Year Awards'. A trio of wins in 2015 included retaining a UK Gold award for 'Best Customer Service'.

If you're letting a property, choose an agent that achieves the highest standards across the board: Karl Tatler.

Open to discover where we set the standard with our services...



Professional photography

Every agent takes and uses pictures to sell or let properties – but not many of them do a particularly good job.

We believe it's possibly the single most important factor in generating enquiries, as often it's the first thing a potential buyer or tenant sees of a property – and if they don't like what they see, they won't arrange a viewing.

That's why our teams use professional standard digital SLR cameras and separate flash units to create the best possible imagery of all our properties.



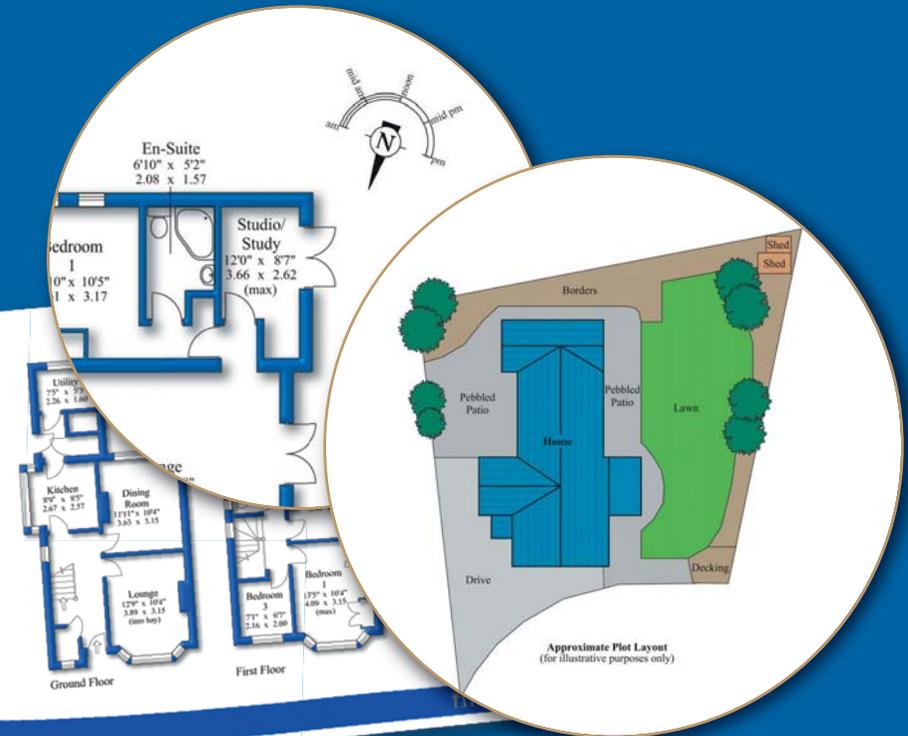
Garden plans and floor plans

Our premier magazine style brochures showcase our choice of properties to buy and rent in an eye-catching and informative style.

We concentrate on emphasising the best features of a property with quick to read bullet points – letting the quality of our photography do a lot of the talking.

Besides comprehensive floor plans, our sales brochures feature garden plans which proportionally illustrate any gardens and outside space – there is also a sundial to show the direction of the sun. All of this is at no extra cost too.

Innovations that are not only popular, but also highly effective.



Online

House hunting online is one of the most popular ways of searching for properties - which is why we make sure your property stands out online as well as in reality.

All properties on our website are featured in summary views which showcase the first three quality photos. This highlights the finest features of your property clearly. Then with just one click, prospective buyers and tenants can view further photos, garden and floor plans, and download a PDF version of the unique property brochure.

Vendors can also log into  via the Karl Tatler site to monitor their sales progress day or night. Access to live data on mailings, web activity, viewing feedback, offers and more means you can track your property's performance as it happens.

Once again, all of this is at no extra cost.

Visit www.karltatler.com and experience what an agent's website should be like...

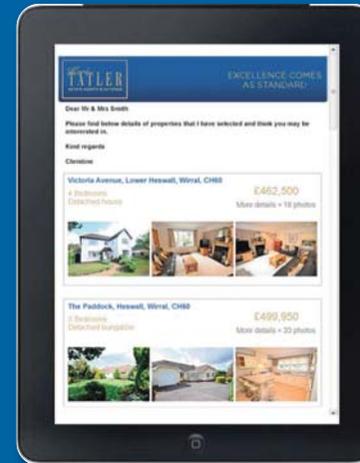


Email alerts and social media

Receive email alerts from us and one click on the property you like will take you straight to more photos, plus garden and floor plans.

Vendors, landlords, buyers and tenants are also able to share properties on social networks - **Facebook, Twitter, LinkedIn**. We feature these sharing buttons on every property featured on our website, so the more people who share the property, the bigger the audience who gets to see it. **We like to think of it as putting virtual 'For Sale' and 'To Let' boards across the internet.**

Once again, Karl Tatler sets the standard.



Training

In an industry where anybody can call themselves an estate agent or lettings agent and open up in business, we go to the other extreme and demand total professionalism from every member of our team.

We have a simple recruitment policy: we only employ exceptional people.

To make sure that our people stay right on top of their game, we provide them with regular in-house training and assessment, in addition to industry recognised qualifications, as laid down by the National Federation of Property Professionals. At Karl Tatler it is mandatory for all frontline sales staff to complete the NFoPP Technical Award in Sale of Residential Property, and for frontline lettings staff, the NFoPP Technical Award in Residential Letting and Property Management.

Few other agents insist on this level of training across the board for their staff – it's a clear commitment from Karl Tatler to ensure that our clients can trust us to protect their interests and do the best possible job for them.

Training is another area in which we definitely set the standard.



Awards

27 WINNERS OF AWARDS IN THE LAST TEN YEARS

The Estate Agency of the Year Awards and the Lettings Agency of the Year Awards, run in association with The Sunday Times and The Times, are judged by an independent panel of industry experts. Overseen by The Property Ombudsman they are recognised as the benchmark of excellence throughout the UK property industry. At Karl Tatler, we're proud to consistently win at the awards.

These awards recognise the hard work we put into achieving the standards we set ourselves – and they give our clients the reassurance that they are dealing with an agent that is independently recognised for the high standards it sets – and achieves.



But don't just take our word for it, here is what the judges thought...

"Yet again Karl Tatler has demonstrated why he has been so successful over the years. His agency is a long established, market leading independent that constantly pushes the boundaries in order to improve..."

"This is an agency that thinks big... yielding near perfect scores."



Meet the team

...And these are just a few of the experienced, knowledgeable and passionate professionals you'll find waiting at Karl Tatler to provide you with a level of service and excellence that comes as standard.

Karl Tatler

Managing Director | Karl@karltatler.com

Head Office: 0151 342 6700



Karl began his estate agency career in Liverpool in 1985 while he was training to be a surveyor. He went on to successfully manage a number of estate agents' offices around the Merseyside area. Always innovative and forward-thinking, Karl decided to go it alone and in 1997 he set up Karl Tatler Estate Agents in Heswall. From one office and three members of staff, he has grown the business to become one of the largest independently owned agents in Wirral.

Sue Dermott

NFoPP Qualified

Greasby Branch Manager | Sue@karltatler.com

Greasby: 0151 606 1717



Sue began her career in the property industry in 1988 selling new developments before moving into estate agency in 1992. She joined Karl Tatler Estate Agents over 10 years ago and has never looked back. As manager of the Greasby office, Sue has a dedicated, experienced and people focused team behind her, helping clients to successfully co-ordinate the most expensive purchase they are ever likely to make.

Jonathan Cook

NFoPP Qualified

Prenton Branch Manager | Jonathan@karltatler.com

Prenton: 0151 608 6333



Jonathan is an outstanding and hard-working professional who offers an excellent record of delivering results for clients. Born and raised in Wirral, Jonathan has a fantastic local knowledge and exceptional photography skills. He has a terrific ability of capturing perfect images for selling your home. Friendly and amiable, Jonathan is very popular with clients and builds great customer relationships.

Clare Goodwin

NFoPP Qualified

Heswall Branch Manager | Clare@karltatler.com

Heswall: 0151 342 2300



A highly qualified and experienced manager, Clare has a comprehensive understanding of the Heswall areas and the Wirral as a whole. Managing the Heswall office, Clare is passionate about delivering exceptional customer service and results, and is surrounded by a likeminded team of property experts. Clare is committed to providing accurate market values by analysing market trends and activity. She is also known for her unfaltering attention to detail and superb photography.

Corrie Haslem

NFoPP Qualified

Moreton Branch Manager | Corrie@karltatler.com

Moreton: 0151 678 4300



Having worked in the property industry in the UK as well as abroad, Corrie has extensive experience in estate agency and property development stretching over 30 years. Living in Wirral, Corrie is committed to the profession she loves as the branch manager for the Moreton sales office. She is proud to head up a fantastic team with plenty of local knowledge and the company's trademark passion for achieving the best results for both vendors and purchasers.

Christopher Young

NFoPP Qualified

West Kirby Branch Manager | Christopher@karltatler.com

West Kirby: 0151 625 9300



Christopher is a focused estate agent, committed to providing the client an outstanding customer experience. Both living and working in the area provides him with the distinct advantage of understanding the local market and tailoring property marketing to appeal to the right buyers. A sharp eye for detail in his photography, he captures superb pictures of the homes he visits. Trained to an exceptionally high standard, Christopher has the NFoPP Technical Award for Estate Agency professional qualification.

Dave Seed

MARLA

Head of Lettings | Dave@karltatler.com

Heswall: 0151 342 5777 | **West Kirby:** 0151 625 6555



Dave has worked in lettings for over 10 years, gaining a wealth of knowledge and contacts during this time. Progressing rapidly through the ranks at his previous company, Dave started for Karl Tatler Estate Agents in 2007 and now oversees the entire lettings operation covering both Wirral and Liverpool. With the biggest lettings team in the area, the dynamic and committed staff work efficiently and quickly to match tenants with available properties.

Daryl Tomlinson

NFoPP Qualified

West Kirby Lettings Manager | Daryl@karltatler.com

West Kirby: 0151 625 6555



Professionally qualified, Daryl has over seven years managerial expertise in both lettings and estate agency. Prior to joining Karl Tatler, he managed a number of sales and lettings offices across West Wirral. Carrying a passion and enthusiasm for property, along with delivering excellent service, Daryl manages the West Kirby lettings office and is backed by a highly qualified and dedicated team.

Sales Offices

Greasby sales office

80a Greasby Road, Greasby
Wirral, CH49 3NG

Telephone: 0151 606 1717

Email: greasby@karltatler.com

Heswall sales office

23 Pensby Road, Heswall
Wirral, CH60 7RA

Telephone: 0151 342 2300

Email: heswall@karltatler.com

Moreton sales office

258 Hoylake Road, Moreton
Wirral, CH46 6AF

Telephone: 0151 678 4300

Email: moreton@karltatler.com

Prenton sales office

347 Woodchurch Road, Prenton
Wirral CH42 8PE

Telephone: 0151 608 6333

Email: prenton@karltatler.com

West Kirby sales office

9 Banks Road, West Kirby
Wirral, CH48 0QX

Telephone: 0151 625 9300

Email: westkirby@karltatler.com

Lettings Offices

Heswall lettings office

252 Telegraph Road, Heswall
Wirral, CH60 7SG

Telephone: 0151 342 5777

Email: heswall-lettings@karltatler.com

West Kirby lettings office

16 Banks Road, West Kirby
Wirral, CH48 ORD

Telephone: 0151 625 6555

Email: westkirby-lettings@karltatler.com

Maintenance department

252 Telegraph Road, Heswall
Wirral, CH60 7SG

Telephone: 0151 342 5551

Email: maintenance@karltatler.com

Head Office

Head office & administration

First Floor, 23 Pensby Road,
Heswall, Wirral, CH60 7RA

Telephone: 0151 342 6700

Email: headoffice@karltatler.com

We are open seven days a week.

Please see our website or call us for individual office opening hours.

www.karltatler.com

Like us, chat to us & follow us

Why not join us on Facebook and Twitter and keep up with the latest news from Karl Tatler and what's on in Wirral. Better still, why not call in to your nearest Karl Tatler office? We look forward to having a chat with you soon.

