

VENDORS

GUIDE TO OUR SERVICES



www.adam-hayes.co.uk

A modern living room with a grey sofa, a white geometric coffee table, a large woven pendant lamp, and a white shelving unit with various plants and decor.

OVERVIEW

OUR STORY & PHILOSOPHY

EXPERTISE & SERVICE

CODES OF PRACTICE

MARKETING & AWARDS

PERFORMANCE & TESTIMONIALS

CONTACT US



INTRODUCTION

Adam Hayes are an independent Estate Agency with three prominent High Street Offices based in North Finchley, East Finchley and Finchley Central covering North & North West London.

We provide a comprehensive range of property services from Residential Sales and Lettings, Property Management and Financial Services.

OUR STORY

Adam Hayes is built on hard work, our ability to adapt, professionalism and knowledge. A continual and unswerving dedication to these four principles has helped us establish ourselves as one of the leading independent Estate Agents in London. Underpinned by a people-first approach and founded on good old-fashioned customer service, we aim to provide the best levels of service to make buying property as enjoyable and rewarding as possible.

Established in the economic downturn of 2009 by the two founders of the company alongside a part time secretary on the front line and a tight financial budget. With a high number of our competitors closing down due to the tough economic climate, our proactive approach, hard work and embracement of innovative technology has today allowed us to become a market leader in North London and acquire a strong market share that specialises in a range of property services including Residential and Commercial Sales and Lettings, Property Management and Financial Services.

Today we have three offices and are proud of our excellent reputation of being hardworking, honest and ethical and our philosophy of continually improving the way we operate has been fundamental in our growth and establishing ourselves as serious players within our industry.

OUR PHILOSOPHY

At Adam Hayes 'we work around you, not the other way round', we aim to provide our clients with an exceptional level of service and strive to exceed our clients' expectations. Whether you are upsizing or downsizing, moving abroad or are in a complex chain, whatever your reason for selling, Adam Hayes is the name that you can trust and rely on.

With three prominent offices, an eye catching website, extensive marketing and advertising, our telephone lines are open 24/7 , with excellent local knowledge we have the necessary edge required when marketing your property.

By working around and anticipating our clients' every need, we aim to provide a remarkable level of service with a truly personalised, respectful and professional approach to our customers and clients.

This experience also means we've had a long time to get it right. We've refined our way of doing business and developed a reputation for achieving great results for our clients, through our intimate local know-how and our highly effective and connected office network.



OUR FORMULA FOR SUCCESS

FROM APPRAISAL TO SELLING

EXPERTISE



Yasser Elkaffass
Managing Director

Managing Director Yasser Elkaffass has been successfully dealing with residential properties in the North London area for over 20 years. As a co founder Yasser realises the importance of giving an ethical service at all times.



Mina Gadelrab
Sales Manager

Sales manager Mina Gadelrab has been selling residential properties in the North London area successfully for over 15 years and is always on hand to give you the best help and advice with your move.



Ouali Chriqy
Assistant Sales Manager

Ouali joined our Sales Team in East Finchley in early 2023 and specialises in both House Sales and Buy To Let opportunities. As a local property expert, you can trust Ouali to be working to a higher standard than the current law demands.



Ramy El Gamal
Negotiator

Ramy comes from a financial background and joined the sales team in early 2022. He specialises in Flat Sales and Buy To Let opportunities.



Seta Ekmali
Negotiator

Seta joined our Sales Team in Finchley Central in early 2022. Seta specialises in our Land and New Homes division.



Marcus Georgiou
Mortgage Adviser

Marcus joined our Sales Team in 2015 and is on hand to deal with all financial service matters and will be on hand to offer independent advice.

OUR SERVICE



PRE MARKET APPRAISAL



MARKETING



FINDING BUYERS

The background image shows a modern office space. On the left, a large wall is covered with a detailed map of London, featuring various street names and landmarks like 'Adams Hayes', 'Muswell Hill', and 'Queen's Wood'. A large, circular, illuminated light fixture hangs from the ceiling. In the foreground, a person with dark, curly hair is seen from the back, sitting in a black office chair at a desk. The desk has a computer monitor, keyboard, and other office equipment. A bright green chair is visible on the left side of the frame.

BEING AVAILABLE

We realise that living in London can be very demanding and appreciate that a large number of our applicants work during the day making it difficult to view properties during this time, therefore losing potential opportunities. It is for this reason that we can arrange viewings 7 days a week and our team are prepared to do late night viewings when necessary.

We pride ourselves on maintaining relationships with our clients which we have successfully nurtured over the past decade. All our calls are answered within two rings and our phone lines are open 24/7, 365 days a year.

The background of the entire page is a photograph of a modern interior. On the left, there is a large green plant with broad leaves. Next to it is a stack of firewood. In the upper right, a black pendant lamp hangs from the ceiling. The floor is made of light-colored marble tiles.

PRE INSPECTION

Our valuers will research the market and find comparable evidence of similar properties that are being marketed and that have recently sold. We will also assess Risk ratings for elements such as environmental and market risks.

ACCURATE VALUATION

An accurate valuation is the ideal starting point. By overpricing the property, you will likely find that buyers hold no interest in your home. Under-pricing the property can help you to sell the property quickly but you will lose out on money and this may hamper your ability to purchase your next home.

ADVICE & SUGGESTIONS

Our team will be on hand to provide tips and suggestions on how best to market your property. Our honest advice will often be the difference between you selling for one price and another.

PROACTIVE APPROACH

As soon as we are instructed to sell your property, our marketing will begin and our experienced negotiators will start contacting our large database of prequalified buyers and viewings will be arranged immediately.

CODES OF PRACTICE

With more unregulated agencies popping up and going bust there has been a growing number of stories from buyers and sellers failing victim to 'scams'. It has never been more important to ensure you use a professional, regulated and established estate agency.

Adam Hayes are regulated by The Property Ombudsman and follow a strict code of conduct approved by the Office of Fair Trading, providing landlords and tenants with an assurance that they will receive the highest level of customer service.

It is imperative whether you are letting, selling, buying or renting a property to engage with a professional, regulated and established estate agency as this can make all the difference in ensuring you have a smooth process.

The list of legal requirements for sellers can sometimes seem endless, making it a challenge for sellers to understand and navigate through. As trained professionals, we advise our clients on various matters and ensure all tenancies are set up according to current standards.



MARKETING

When you market your home with Adam Hayes you can be assured that it will be advertised extensively and your property will automatically benefit from our comprehensive marketing package.

We cut no corners when it comes to marketing, we invest heavily in marketing to ensure your property gains maximum exposure, we advertise on our own website and on all the UK's largest and most popular property portals.

We understand the importance of using Videos in our marketing campaigns. Our buyers are deeply familiar with Videos, giving them the ability to view your home directly from their smartphones.

They are the next best thing to a real-life viewing and complement our 360 degree virtual tours and existing photos to help build engagement and interest amongst web visitors. Providing a video avoids unnecessary viewings and is the perfect aid for attracting buyers from further afield and foreign investors



PROFESSIONAL PHOTOGRAPHY

We have invested in the latest professional photography equipment and training which enables us to take exceptional photos of your property providing consistency across our brand while fulfilling our marketing potential for our clients.

360 DEGREE VIRTUAL TOURS & VIDEO TOURS

Each of our properties benefit from a high quality virtual tour, which our buyers love. Virtual tours make it easy for buyers to view from anywhere in the world and because they have a good idea of the property before they physically visit, it helps eliminate the timewasters.

COLOUR FLOORPLANS

From providing information about the size of the rooms to the general layout of the property, a floor plan allows prospective buyers to understand how the space flows as well as the relationship or proximity of one room to another.

GLOSSY BROCHURES

Our glossy brochures include a wide range of eye catching photos, coloured floorplans and a well written description to get buyers engaged.

NEWSLETTERS

We produce 40,000 glossy newsletters every quarter which are hand delivered to local homes in the area showcasing our properties and giving readers tips on moving.

PROPERTY PORTALS

Ensuring your property is a on all the main property portals as a Featured Property or Premium Listing on Rightmove we get your property noticed.

OUR WEBSITE

With over 2000 visits to our website a month your property is bound to get the right exposure. Our mobile and tablet friendly site allows users to navigate with ease.

SOCIAL MEDIA

With over 8000 followers on Twitter, Facebook TikTok and Instagram we will get people talking. Our followers will also see your property highlighted as 'Property of the Week'

MULTI AWARD WINNING

Adam Hayes are Multi Award Winning Estate Agent – having over a dozen awards since 2016. Acknowledgement from industry awards independently validate the strength of our people, our service and the quality of our brand marketing. Since we entered our first estate agency awards in 2016, we've just kept on winning.

However, being recognised as the best in the business has not gone to our heads. To quote some of the judges, it ensures we continue to demonstrate our "excellent initiatives and strong community activity" and our "energy, enthusiasm and commitment" in matching people and property.

In fact, everything the judges say about us, we couldn't say better ourselves. We're proud of the award-winning results we get for our clients.





PERFORMANCE

Adam Hayes specialise in the 1 to 5 bedroom property market and are the **Number 1 Selling Estate Agent** in the area, agreeing more sales than any other local Estate Agent.*

*Based on Rightmove

Intel statistics, Number 1 for selling 1- 5 bedroom properties between 27/1/22 – 10/01/23 for the following Postcodes N12 0, N12 7, N12 8, N12 9.



In the Last 2
Years Adam
Hayes have
Achieved 97.8%
of our seller's
Asking Prices

*Sales Agreed between March 1st 2021 - March 1st
2023

A photograph of a man and a woman. The man, on the left, has brown hair, a beard, and blue eyes, and is smiling. He is wearing a blue and white checkered button-down shirt. The woman, on the right, has brown hair tied back and is also smiling. She is wearing a light-colored, possibly white, top. The background is a plain, light color.

"PLEASURE IN THE JOB
PUTS PERFECTION IN
THE WORK"

ARISTOTLE

"Mina at Adam Hayes was super efficient, helpful and friendly. I was juggling several things and moving a distance away so very stressed, but Mina made the process very smooth and easygoing. Other staff at the branch are also very proactive and keep on top of communications they are great at keeping me informed. Definitely recommend Adam Hayes"

S Chatto
Kingsway, North Finchley, N12

"After a bad experience with another Estate Agent nearby (who shall remain nameless) Adam Hayes were a breath of fresh air. They were friendly and very efficient. Yasser assisted by Seta, managed to get me a good price, despite the current market and we completed today. Top Marks !"

S Harding,
Dollis Road, Finchley, N3

"Best Estate Agents in London. I have both bought and rented my property through these guys. They are utterly professional, always available and all staff are just fantastic at ensuring smooth transactions for all. No push service here. Just perfectly seamless."

B Nikoopour,
Beresford Road, East Finchley N2

"Adam Hayes Estate Agents - by far the best estate agents in North London. I have been using them since 2008 and I cannot recommend them highly enough. They are extremely professional and thorough and patient in everything they do. If you are busy working professional like myself you must use Adam Hayes. You seriously will not regret it."

Dr K Patel,
Waverley Grove, Finchley, N3



HUNDREDS OF VERIFIED GOOGLE
REVIEWS



NORTH FINCHLEY OFFICE

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