

Brennan Ayre O'Neill

Estate Agents | Surveyors | Property Managers

*"There is **no substitute for experience**"*

Who are Brennan Ayre O'Neill?

Brennan Ayre O'Neill llp are an independent, local estate agency and chartered surveyor practice with strong family connections. Established in 1992, our vision was to set the precedent in estate agency with an outstanding level of personal customer service combining our huge wealth of industry experience with eye-catching marketing. We soon became recognised as the reliable, recommended and local estate agents.

At Brennan Ayre O'Neill llp the following come as standard:

- Award winning agency
- An accurate and full explanation of your market appraisal
- Competitive fees
- Our aim is to achieve the very best price for your home
- Plain speaking terms and conditions
- Staff fully briefed on your property
- Tailored marketing approved by you
- Floorplans and Video tours (optional)
- Traditional & Online approach
- Informative feedback on all viewings
- Continual guidance and marketing updates
- Qualification of your buyer
- An house dedicated sales progression team



"We are proud to stand out from the crowd and in conjunction with our vast experience of well over 100 years, we have kept to our principle belief that success and reputation derives from honesty, integrity and innovation."



Robert O'Neill
Partner

Brennan Ayre O'Neill llp

Brennan Ayre O'Neill

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"There is no substitute for experience"

Brand you can trust

We have been selling properties across Wirral for over 30 years and have built a brand that sellers and buyers both recognise and can rely on – our repeat business is testament to this.

Qualified Honest Advice

The knowledge and experience of our team in the local housing market is the envy of our competitors. Our advice is honest, realistic, and genuine.

The Exposure

It is important your property "stands out from the crowd". This is where our expertise excels. Our tailored marketing includes quality photography, video tours and brochures with floorplan, all of which will enhance your property's profile and maximise its exposure across various platforms.

Expert Teams

Our teams are handpicked by the partnership with a focus on choosing local expertise. Their roles are specialised to ensure every aspect of your home moving experience is covered. We support continued professional development.

Know your Client

Of course, every client, their property and their circumstances can be different, so it is important we tailor our service to suite the individual.

Selling local homes **since 1992**



SALES

Our clients say, “the level of service sets us apart from the competition...”

Where do you start?

The first step for most people is to understand the true value of the property you wish to sell together with the likely timescales a sale will take based on current market conditions. When instructing Brennan Ayre O'Neill llp, you can rest assured you will receive an accurate appraisal from Robert O'Neill or Tom Brennan who have unrivalled local knowledge and expertise.

The next step

Speak to one of our team who will arrange a convenient time for us to revisit the property and prepare your tailored marketing. Bearing in mind the importance of presentation and wanting to stand out above the competition, we will discuss the most appropriate approach on how to present each aspect of your home to capture your property at its very best.

The launch

Tailored sales brochure, videos and marketing have been produced and approved by you. The team will launch the property to the market, utilising online portals, social media and the most important of all: communicating with our database of buyers by phone.

24/7 Visible - We ensure potential buyers can view the property virtually at a time that suits them whilst being able to contact us anytime. Of course there are many ways in which we promote your property to achieve the desired level of exposure with buyer feedback telling us that one of the most traditional, simple and effective marketing tools is the For Sale board.

Pressure off

Viewings can, and often do occur very quickly. There is a huge benefit in our property consultants accompanying viewings this taking the focus off you and onto the property.

Let's talk

Communication is vital and our conscientious sales team will keep you regularly updated of the property's performance, market updates and provide continued guidance. We also promise to provide constructive feedback from potential buyers who have viewed your property.

Get down to business

All offers will be put to you both verbally and in writing. Our experienced property consultants will guide and advise on the best way forward whilst performing appropriate due diligence.

Deal agreed...

Did you know not all agents offer sales progression. Did you also know your sale will be transferred to a different location and team with other agents?

Our own dedicated teams will be with you every step of the way. We pride ourselves on providing a full after sales service, working through the transaction and advising you and your buyers of the relevant steps you need to take and give guidance and advice where appropriate. Did you know, should you buy through another agent we offer RICS valuations and surveys?

What to expect

Your solicitor will provide all the legal paperwork and pass this onto the purchaser's solicitor. The sale at this stage is still subject to contract and you can expect most buyers to have a survey conducted either privately or via their mortgage provider. The purchaser's solicitor will acquire local searches and liaise directly with your solicitor regarding any queries or questions they may have. We keep it together.

Exchange of Contracts & Completion

Once the buyers have a mortgage offer and/or their funds available, their solicitor is happy with the title, searches and legal paperwork, an exchange of contracts will take place. At this point the transaction becomes legally binding and completion will follow.



“Our clients satisfaction is our motivation. As an independent family-owned business, we are fully responsible and accountable. Our reputation depends on the quality of service we provide and our ability to succeed.”



Tom Brennan

Associate Partner

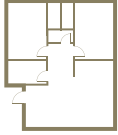
Brennan Ayre O'Neill llp

Why choose **Brennan Ayre O'Neill**



Professional Photography

The web is full of useful advice on how to and when to take the best shots. A quality wide angled lens camera, an operator with the experience we hold together with a whole wealth of practical knowledge and a heapful of TLC when it comes to the right 'shot', makes for a photo slideshow of your home to attract.



Floor Plans

Probably the second most important aspect of your marketing, so say the buying public. 'Does the property look appealing, what's the price and what does the accommodation have to offer?' We don't just supply a basic floor plan as many agents do. With a BAO floor plan there'll be gross floor area, individual room measurements, orientation together with an outdoor garden plan.



Video Tours

So the debate goes on. Video tours are liked by many and never watched by others. Some of our clients prefer not to have such detail on show recognising the viewer should be able to discover and engage in certain aspects of your home. Others believe the full exposure approach is the best. The client gets what the client wants – your choice. The video tour appears on Rightmove and You Tube.



Website Presence

Whilst Rightmove remains king of the property portals, our own interactive and engaging BAO website generates considerable interest. As a partnership we continue to invest time in appraising alternative property web sites that spring up regularly. We believe in the very best on line presence. We also believe a face to face and phone to phone contact combination is key to our success. Our presence over the web allows us to compete with the biggest of corporate estate agencies – we're the local Wirral agency who is 'big enough to matter, small enough to care'.



Rightmove

We invest in a menu of alternative packages allowing for first class exposure on this hugely popular medium. 'Feature property' works best for generating the best level of interest both as a new instruction to market and, should you take the decision to amend the price, for new priced property too. This method allows literally double the exposure for a set period of time.



Social Media

We outsource our social media to a young, innovative company who keep us up to speed with what's what in terms of maximising the BAO brand. This in turn encourages greater views of your home we promote on your behalf. Check out our Facebook and Instagram pages.



SURVEY & VALUATIONS

Why do you need an RICS Home Survey? Simply because forewarned is forearmed. Choosing the right survey will help highlight any serious problems and advise you of the specific risks before you commit to the process of buying a property.

RICS has three different levels of survey (outlined overlay). These can only be conducted by an RICS qualified surveyor.

Reliable and cost effective, these reports carry the full weight of the Royal Institution of Chartered Surveyors – the industry's most respected authority on surveying.

Buying a home

It's important to remember that your mortgage lender's valuation report is not a survey.

It merely tells your lender whether or not the property is reasonable security for your loan. A RICS survey will tell you the actual condition of the property. That's vital information that can be invaluable during price negotiations, and will also help you avoid expensive surprises after you've moved in. There is an option for you to invest in a RICS Home Survey - Level 2 (with valuation) which, as the name suggests, also includes a valuation with the report for your own purposes.

Our services Include

Valuation Reports including:

- Private Valuations
- Court Compliant Valuation Reports in connection with legal proceedings for matters such as: Divorce, Alleged Surveyors Negligence, Proceeds of Crime Act etc.
- Expert Witness Reports (Party Expert or Single Joint Expert)
- Help to Buy Valuations
- Bank/Building Society Mortgage Valuations
- Valuations for Probate, Capital Gains and Inheritance Tax purposes
- Development Consultation & Land Valuations

The RICS Home Survey - Level 2 (survey only) - Formally Known as the Homebuyer Report

Choose this report for more extensive information on your purchase of conventional house, flat or bungalow, built from common building materials and in a reasonable condition.

The focus of the report is on assessing the general condition of the main elements of a property. This intermediate level of service includes a more extensive visual inspection of the building, its services and grounds.

Concealed areas normally opened or used by the occupiers are inspected if it is safe to do so (typical examples include roof spaces, basements and cellars). The report objectively describes the condition of the different elements and provides an assessment of the relative importance of the defects/problems.

Ask your surveyor for a detailed 'Description of the RICS Home Survey Level 2' (survey only) document.

The RICS Home Survey - Level 2 (survey and valuation)

As the RICS Home Survey - Level 2 above but includes:

- The surveyor's professional opinion on the 'market value' of the property
- An insurance reinstatement figure for the property
- A list of problems that the surveyor considers may affect the value of the property.

Ask your surveyor for a detailed 'Description of the RICS Home Survey Level 2' (survey and valuation) document.



"Commissioning a survey is the most important thing you can do to protect yourself from unforeseen problems and expense. Our high quality professional services are completely independent so clients can be confident in the integrity of the advice they receive"



John Williams **FRICS, MEWI**
Partner & Chartered Surveyor
Brennan Ayre O'Neill LLP

LETTINGS & MANAGEMENT

Brennan Ayre O'Neill Management offer a comprehensive range of Lettings & Property Management services to all types of Landlords. Whether you have a single property or a portfolio of properties rest assured your property is being marketed and managed to the very highest of standards.

The Appraisal

Our market appraisals are available to every Landlord completely free of charge. This includes a review of local market conditions, rental guide and compliance advice together with the **best** strategy to achieve the **best** rent within the **best** time frame.

Presenting the property

One of the most important aspects when it comes to marketing your property is ensuring the use of both traditional and modern techniques. All our properties receive their own bespoke marketing, so they stand out against the competition. Professional photography, video tours and floorplans all come as standard. Rest assured the team are on hand every step of the way providing continued guidance.

Choosing the right Tenant

The team will conduct thorough reference checks to ensure tenants meet the specific criteria. We will then present those findings and discuss with you the next steps in creating a Tenancy Agreement. A high-quality, in-depth inventory will be produced prior to a tenant moving in.

Rent Collection – If you are an experienced Landlord with a full knowledge of legislative requirements for property management, you may wish for us to handle only the financial side of the tenancy. This includes rent collection, arrears management, and eviction notice as required.

Fully Managed

The ultimate stress-free service whereby we will deal with all elements of property management including rent collection, rent reviews, organising property repairs, ongoing safety compliance and more. If you choose our fully managed service you can relax knowing your property is in safe hands.

Rent Guarantee

For peace of mind, if your tenant passes referencing, we can offer 12 months rent guarantee insurance for as little as £300!

"I am proud to say we are "award winners". This is due to the team's focus and dedication in providing the best level of service. Our proactive, forward thinking property management comes from a desire to be very the best."

ESTATES & BLOCK MANAGEMENT

We are proud to have an expanding portfolio of apartment blocks and we would be delighted to advise and manage yours too. If you are a freeholder or part of a residents' management company, we have the experience required to professionally manage the asset.

Communication

We pride ourselves on having proactive relationships with our clients. Our team are dedicated, professional and approachable. We will always communicate in a clear and concise manner.

Accounting

Via our block management software, our experienced team are able to create annual budgets, issue service charge demands, chase arrears and pay contractors whilst providing personal statements, expenditure reports and much more.

Maintenance

Gardeners, cleaners, electricians, plumbers... you name it we have the right person for the job. Some of our contractors have been on board for 30 years, and some have joined more recently. One thing they all share is a high standard of work. All contractors joining our panel agree to adhere to our code of conduct.

Our Promise

Our reputation sets us apart. Our promise is simple, to be honest, fair, and transparent whilst providing a timely and professional service with skill, care, and diligence, without discrimination.



Daniel Green
Manager Lettings & Management
Brennan Ayre O'Neill Management



Brennan Ayre O'Neill Management is a separate trading company to Brennan Ayre O'Neill LLP

Brennan Ayre O'Neill

Estate Agents | Surveyors | Property Managers

Brennan Ayre O'Neill LLP

Prenton Office

☎ 0151 608 8586

✉ prenton@b-a-o.com

📍 377 Woodchurch Rd,
Prenton, Wirral
CH42 8PE

Bromborough Office

☎ 0151 343 9060

✉ bromborough@b-a-o.com

📍 12 High Street,
Bromborough, Wirral
CH62 7HA

Brennan Ayre O'Neill Management

Lettings & Management

☎ 0151 334 2933

✉ enquiries@b-a-o.com

📍 12 High Street,
Bromborough, Wirral
CH62 7HA

Find us on:    

 www.b-a-o.com