



**U**

**UMEGA**  
ESTATE AGENTS

**YOUR HOME  
OUR PASSION**





# YOUR BESPOKE MARKETING STRATEGY



We recognise that every home is distinctive, with its own unique charm and appeal to a specific buyer. That's why we are committed to crafting a truly bespoke marketing strategy for each and every property we represent. Understanding the individual characteristics and strengths of your home, we tailor our approach to make sure it resonates with the right audience. Whether it's the panoramic views captured in drone shoots, the intricate details showcased in professional-quality photography, or the compelling narratives brought to life in stylish promotional videos, we believe that every home deserves a strategy as unique as itself. We go way further than the generic, offering a tailored marketing experience that maximises the potential of your property.

**PREPARATION FOR MARKETING**



**PROPERTY STAGING**



**PROFESSIONAL PHOTOGRAPHY**



**STYLISH PROMOTIONAL VIDEO**



**LOCAL AREA SHOTS**



**DRONE PHOTO & VIDEO**





# YOUR MARKETING TEAM



In a market congested with solicitor-led estate agents, Umega stands out. We believe in a different approach to selling your home; one that integrates the expertise of our combined in-house creative and estate agency team. We think of ourselves as a marketing-led agency and unlike traditional solicitor-led agencies, our focus is not just on legalities but also on telling the compelling story for each home. Our in-house creative team adds a distinct flair to the process, working hand-in-hand with our estate agency negotiators to ensure your property stands out in a crowded market and to make sure we capture the essence of each unique property.

MARKETING-LED APPROACH



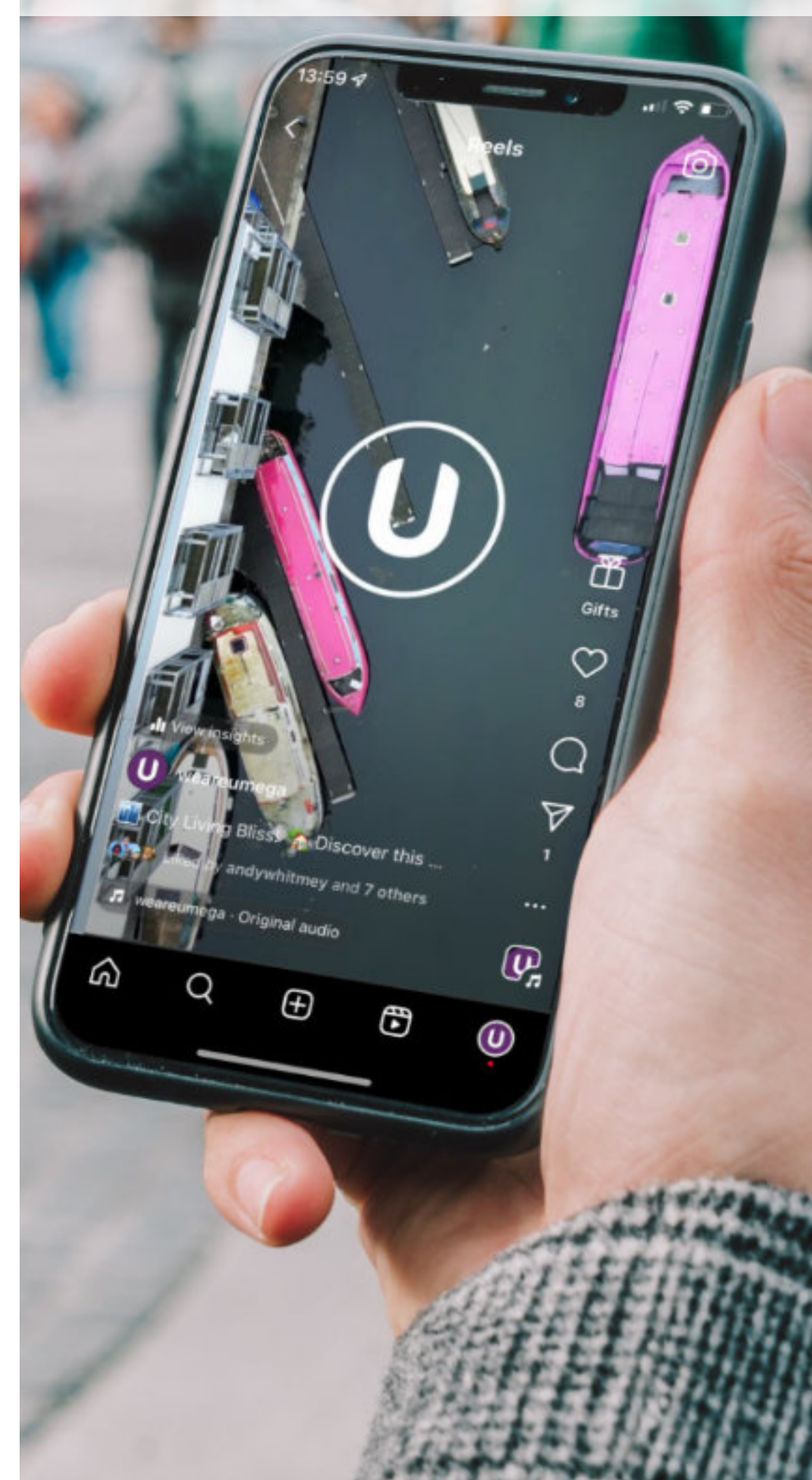
IN-HOUSE CONTENT CREATION



SELLING THE LIFESTYLE



SOCIAL MEDIA PROMOTION







**PROPERTY  
NEVER LOOKED  
SO GOOD**





# REAL ESTATE AGENTS

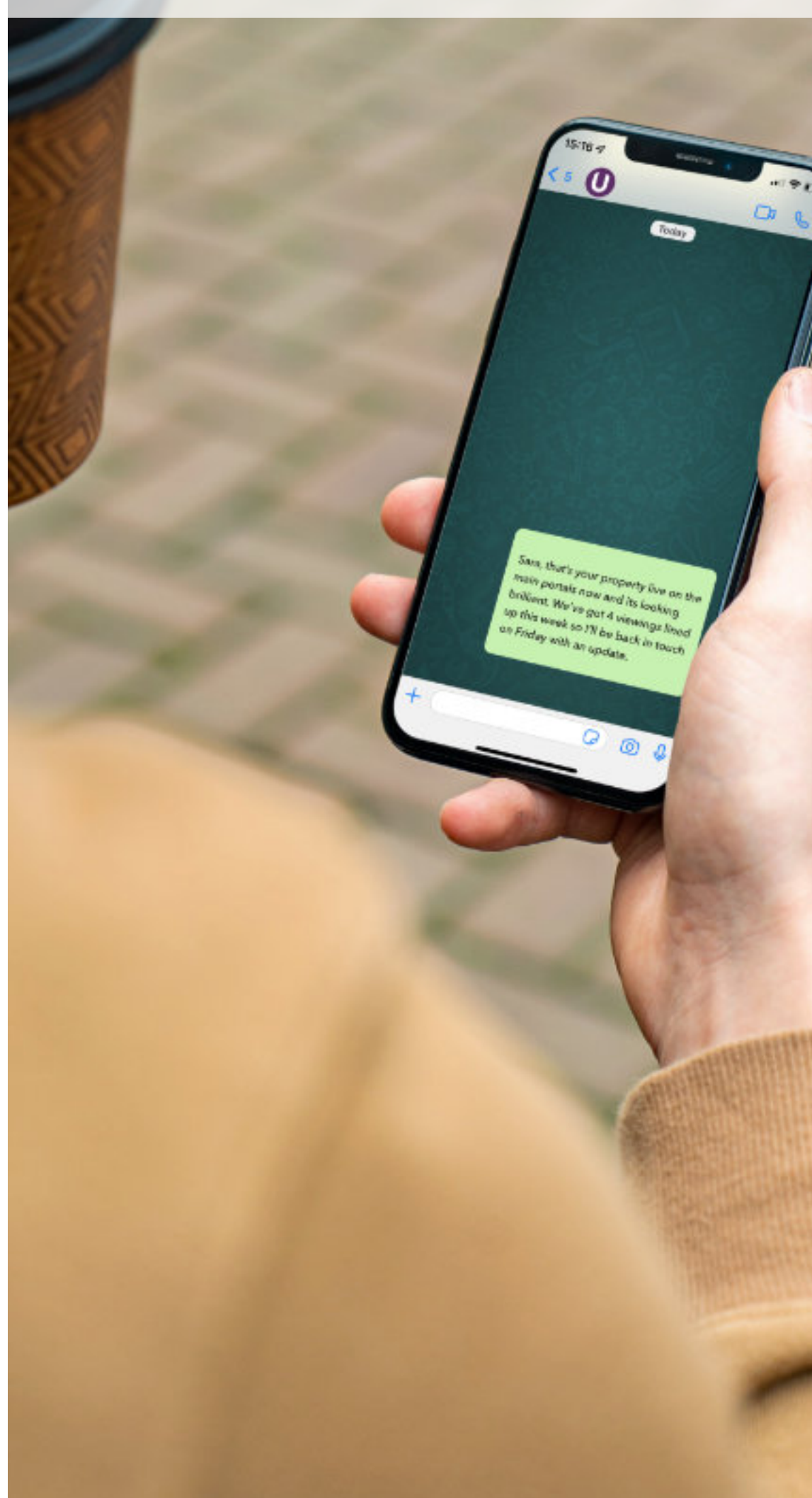


It's clear to us that traditional Edinburgh estate agents often fall short when it comes to putting in the care and attention required to sell homes. Our team breaks away from this stereotype. We are proactive and committed to driving the best offers for each home we're trusted to sell. We keep on things to make sure we respond quickly and decisively during what can be a frantic period when a home is on the market, and going through conveyancing. We're not afraid to have direct conversations with buyers to drive the best outcome for our clients.

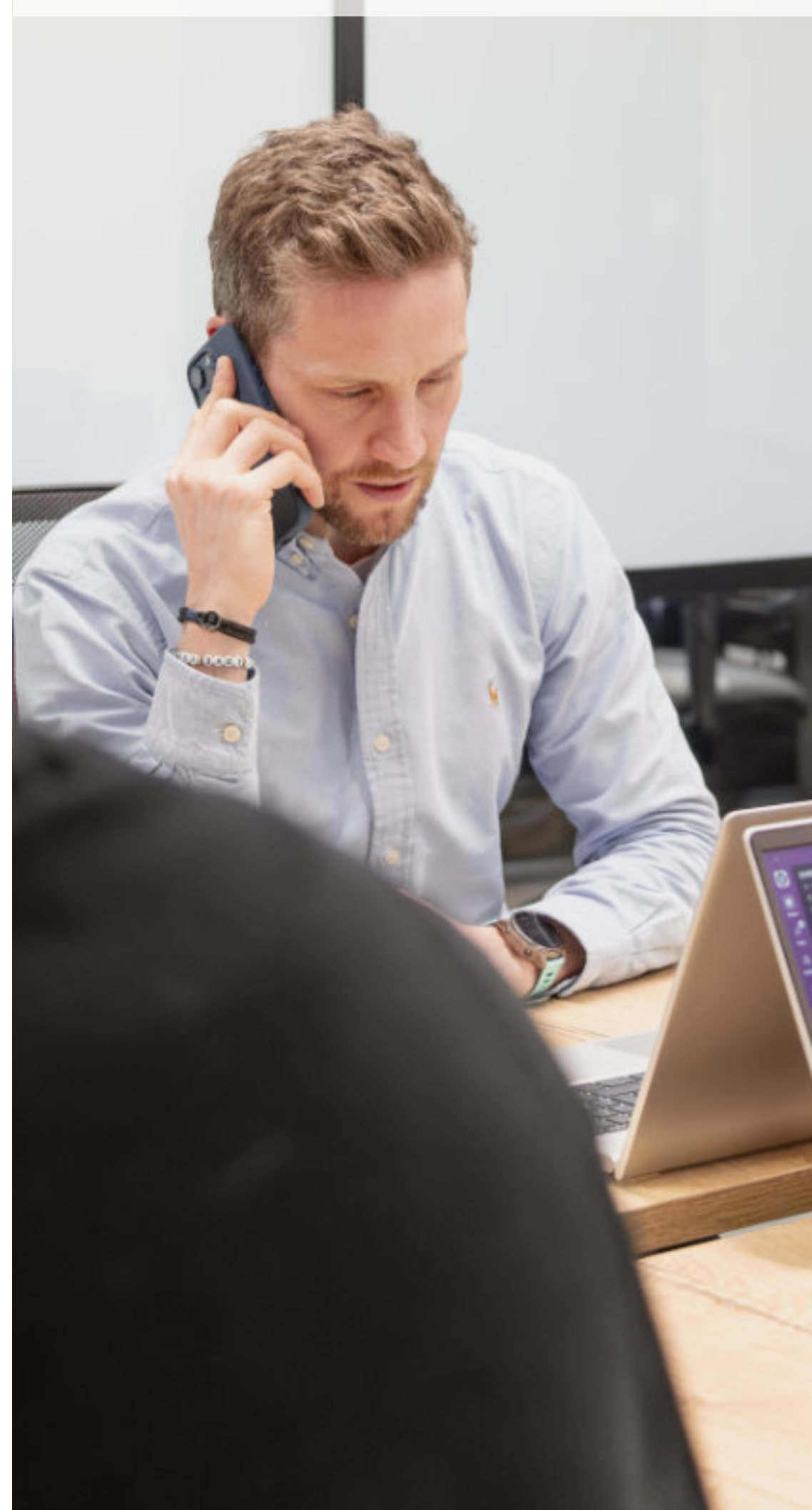
**DEDICATED POINT OF CONTACT**



**REGULAR COMMUNICATION**



**NEGOTIATING THE BEST PRICE**



**LOOKING AFTER BUYERS**

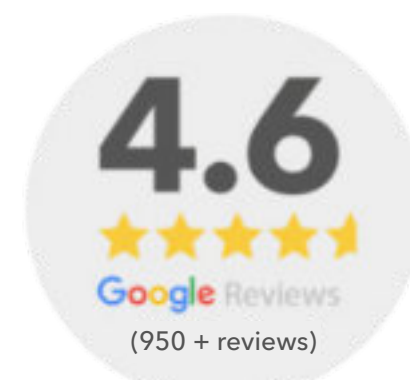




# EDINBURGH'S TRUSTED & AWARD WINNING AGENT



Welcome to Umega Estate Agents - Edinburgh's Trusted & Award-Winning Agent. Proud recipients of the prestigious Scottish Agency of the Year award at the 2023 Negotiator Awards, our commitment to excellence sets us apart in the industry. We take immense pride in what we do and don't take the trust customers put in us to sell their home, lightly. Don't just take our word for it - take a look at our market-leading Google reviews to see why our clients consistently choose us.



## SEE WHAT OUR CUSTOMERS THINK

"I'm a first time seller and the experience with Umega has been really pleasant. The communication was timely and clear and I was always informed with the progress and all key decisions were discussed with me prior to action. In the end, the property was sold quickly and smoothly. If I have a second property for sale, I would not hesitate to go back to Umega and again."

**JIANG**

"Umega's approach to selling my property was great from start to finish. Natasha created a tailored marketing pack and remained responsive and approachable throughout the process. The team took care to coordinate all the steps from the lettings and surveyor through to sales and legal. I would not hesitate to recommend Umega for your property management needs."

**JENNIFER**

"We would give Umega estate agents a 10 out of 10 for their handling of the sale of our flat in Edinburgh recently. Umega had handled the premises as letting agents for us and subsequently as selling agents. The marketing was very professional and we were kept well informed throughout the sale and would recommend Umega to any potential property seller."

**NEIL**

"The team at Umega did an excellent job in first renting out and then selling a property for me in Edinburgh during a difficult time in the markets. The team were thorough and penned a beautiful description of the property and continued to work diligently in securing a sale. It was a pleasure to work with the team and I thoroughly recommend them."

**ELAINE**



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