

## Going To Town with Property

Phillips & Stubbs recently hosted another highly successful East Sussex & West Kent specialist marketing day at Mayfair Office in London's West End.

"So many of our buyers in Rye the surrounding areas are moving out from London," says Liz Dowling. "We find these days spent in London are invaluable to introduce our clients' properties to buyers from outside our own immediate area."

"There is no doubt that today the internet, among other innovations, has had a significant impact on the way people look for their next home or property investment, and our strategy in this respect is highly sophisticated and effective," adds Liz. "Yet there is still no substitute for face-to-face meetings with buyers. Choosing a home is such a personal decision that helping buyers to make the right choice is a key part of our comprehensive service to our clients."

"Phillips and Stubbs may be well attuned to the new marketing techniques of the twenty-first century but personal contact is still the number one way to sell property, and until that changes we will go out of our way to interact directly with purchasers."

Throughout the day Liz Dowling was assisted by their Mayfair Office's key marketing personnel. Over the years this property team has become recognised as one of the most skilled and knowledgeable in the capital. Their expertise in media marketing and their experience in helping people move from London to new locations around the UK, and Rye in particular, has proved, time and time again to be a vitally important ingredient in the successful sale of many properties

Phillips and Stubbs regularly hold London marketing days. For further information please call 01797 227338/ 253323