

Creating Happy Homes





Get in
Touch

0115 933 8997
info@comfortestates.co.uk

Visit us on
comfortestates.co.uk



A Warm Welcome



from the Comfort team

Our team is here to make your property journey as simple and stress-free as possible, from start to finish.

This brochure is designed to guide you through the first steps, helping you make an informed choice of agent while giving you a clear overview of the sales and lettings processes.

As market leaders in estate agency, we put customer experience at the heart of everything we do. We are committed to delivering a first-class service that blends cutting-edge technology with genuine, personal care.

At Comfort Estates, we showcase properties through impactful, tailored marketing strategies, ensuring every home reaches the right buyer or tenant.

From first step to final handshake, we're here to get you moving with confidence into your new happy home.



Why Choose Comfort



Maximum exposure for your property

Professional photography, compelling marketing and advertising across leading property portals and digital channels.



Achieving the best price

Accurate pricing strategy backed by local market knowledge and expert negotiation.



Selling or letting faster

Targeted marketing, carefully matched buyers and tenants, and proactive management throughout the process.



Staying informed

Regular progress updates, WhatsApp communication and honest, transparent feedback after every viewing.



Reducing stress

Dedicated support from valuation through to completion, with proactive progression every step of the way.



Convenient services that work around you

24/7 client portal, digital paperwork and flexible communication when and how you prefer.



Trust and expertise

An experienced and qualified local team providing honest advice, professional guidance and in-depth knowledge of the Nottingham property market.





A Modern Property Agency

Whether you're selling or letting your property, the process should be straightforward and hassle-free. That's why we use smart technology to streamline every step, making transactions faster, smoother, and completely transparent, so you can move forward with confidence.



See some examples of our marketing & tech in action by scanning the QR code.



Buyer & seller apps

Our vendor and landlord apps provide total transparency and efficiency from the start. We'll provide you with everything you need to make informed decisions in your own time.



WhatsApp integration

Our systems are integrated with WhatsApp, providing free-flowing communication for busy clients.



Instant viewing feedback

Our client app provides you with immediate "first impressions" from your viewings. The next day, we'll schedule a follow-up with a detailed review of each visit. This enables faster decision making with less stress.



24/7 online viewing booking

We never miss a potential buyer with our 24/7 online booking system for viewings. Buyers and tenants can select a convenient viewing time any time day or night.



Best in class property advertising

Comfort Estates innovates traditional property advertising with interactive virtual tours, 4K cinematic and drone videography, ensuring your home stands out in the market.



Targeted social media campaigns

Our social media ads target the right demographic, not just the largest audience. Our marketing team promotes your property to motivated buyers in your area, achieving far-reaching results that other agents can't match.





Selling with Comfort



Expert
Guidance



Professional
Photography



Virtual
Tours



Bespoke
Marketing



Digital
Processes



Pre-sale
DIY



Seller Stories

Helen and David's Story

When Helen and David decided to sell their family home, they were closing a chapter. After 22 years in the same house, raising children and building memories, the decision to move was full of emotion. They wanted the right buyer, the right price, and most importantly, the right support. Helen shared, “We didn’t want to feel pushed or pressured. We needed someone who understood that this was more than a transaction.”

At Comfort Estates, we began with a conversation, not a pitch. Their priorities were:

- A marketing strategy that focused on selling the story of their home
- Honest advice on pricing and presentation
- Regular updates, without overwhelm

With this in mind, we crafted a plan that felt right for them.

1) A marketing campaign that told their home’s story through:

- Professional photography that captured the light and character of each room
- A written listing that focused on lifestyle
- Targeted social media ads aimed at families and downsizers looking for “forever homes”

2) We reviewed recent sales in the area and explained our appraisal thoroughly, including how overpricing had hurt similar listings.

Together, we agreed on a realistic price that reflected market value and the home’s unique appeal. We also suggested light staging. A few simple touches, such as rearranging furniture and decluttering, helped buyers imagine themselves in the space. Our team even helped coordinate a gardener to tidy up the outdoor areas before viewings.

3) We knew Helen and David didn’t want constant calls or pressure. So we set up a weekly update schedule, summarising their viewing feedback, market activity and any next steps and suggestions.

We helped them download our app so they could log in and get feedback on their own terms. They knew they could reach us anytime, but they never felt bombarded. Just gently guided.

Within three weeks, Helen and David received an offer from a young couple who fell in love with the home’s warmth and character.

The sale went through smoothly, and Helen and David were able to move on with peace of mind. David said, “Comfort Estates didn’t just sell our house, they helped us let go, gently. It felt like working with friends who genuinely cared.”





How to Prepare for Your Sale

- Arrange your market appraisal from three estate agents and remember to ask for evidence of prices they suggest.
- Speak to a mortgage advisor or bank to understand your capabilities and set your budget for your onward purchase.
- Prepare your property for marketing and viewings following the tips and advice we'll give you once we've seen your property.
- Declutter before you list! Most people are surprised by how many items they don't want to move. Reducing clutter not only makes packing easier, it helps buyers focus on your home's space rather than your belongings.
- Check your EPC is up to date. (They have a 10-year expiry date).
- Instruct a reputable solicitor for your conveyancing.
- Get your documentation ready (e.g. warranties, planning permissions, boiler service history). This will save time later down the line and ensure there are no nasty surprises.
- Think about pets and children on viewing days and plan where they will go to make things as smooth as possible.
- Compare quotes for removals (again, get at least 3) to give you an idea of how much to set aside for this.
- Instruct your trusted agent, sign terms of business and provide them with your Property Information Questionnaire.

Hear What our Clients Say

Jordan. C

The way that Comfort Estates work compared to other estate agents is refreshing and we would ask anyone reading this who is looking at estate agents to sell their house to consider Comfort Estates. Reading these reviews helped us come to a decision in choosing them so we hope it helps you too.



Jatinder. S

Jordan and Charlotte at Comfort Estates sold my house in Beeston for full asking price within 7 days. The service provided was exceptional and I cannot recommend them enough! Brilliant communication throughout and a great marketing package. They really know their stuff and their advice was always honest and helpful. Thank you again!



Hannah and Tom

We couldn't be happier with the service we received. The team were professional, knowledgeable, and genuinely committed to achieving the best outcome for our sale. Their communication was excellent throughout the process, keeping us updated every step of the way and making everything as stress-free as possible. If you're looking to sell your house you definitely want Comfort on your team!





What Happens Once You **Instruct Us?**

1 Property Information & Compliance

We'll send you a detailed Property Information Questionnaire to complete. This is an important step. It allows us to:

- Ensure your listing is accurate and legally compliant
- Pre-empt buyer questions
- Avoid delays later in the conveyancing process
- Position your property correctly from day one

At the same time, we'll carry out the required identity checks in line with UK regulations.

2 Marketing

Presentation is key. We'll arrange professional photography, detailed floorplans, video tours and engaging social media content (where appropriate).

Our aim is to create marketing that stands out, attracts serious buyers and drives high-quality enquiries. We carefully craft your property listing, not just describing the features, but highlighting what makes your home genuinely appealing. Before anything goes live, we send the full listing to you via our app for approval. You remain in control, with complete visibility.

3 On the Market

Once approved, we launch your property on Rightmove, OnTheMarket and our own website, ensuring maximum exposure to active buyers searching in your area.

We manage and conduct all viewings professionally. After each viewing, you'll receive immediate "first thoughts" feedback via the app, followed by a more detailed feedback call the next day once we've had a chance to check back with the viewer. This gives you real insight into buyer reactions and helps us refine strategy if needed.

4 Offers & Negotiation

When offers come in, we take charge of the process- qualifying buyers thoroughly and negotiating firmly on your behalf.

Our role is to:

- Protect your position
- Maximise your sale price
- Ensure the buyer is financially secure

You'll receive clear advice, but the final decision is always yours.

5 Sale Progression to Completion

Once a sale is agreed, we don't step back. We proactively manage the process between buyers, solicitors and other agents in the chain to keep everything moving and resolve issues quickly. Our focus is simple: get you to completion as smoothly and efficiently as possible.



Chain Management and Fall-Through Prevention

Agreeing a sale is only the beginning. The real challenge is keeping everything on track through to completion.

Property chains can be complex, and delays or poor communication can put even the strongest sale at risk. That's why we take a proactive approach from day one.

We carefully qualify every buyer, verify their financial position, and ensure they are in the best possible position to proceed. Throughout the transaction, we maintain regular contact with buyers, solicitors, mortgage advisers and other estate agents within the chain, identifying potential issues early and working quickly to resolve them before they become obstacles.

By actively managing every stage of the transaction, we maximise the chances of a successful completion and give you confidence that your sale is being looked after long after an offer has been accepted. Because getting the best offer only matters if you get to completion.

Seller FAQs

What is the first step in the selling process?

Invite several agents to give you a market appraisal. A good appraisal gives you a clear picture of your home's value, current demand, and any preparation that will help you achieve the best price. It lets you understand the strategy different agents will use, the likely timeline, and the costs involved.

How is my property's value determined?

Your property's value is determined by a combination of recent comparable sales, the current competition on the market, and the condition and presentation of your home. We assess location factors such as schools, amenities and transport, along with wider market conditions. Bringing these elements together gives a clear, realistic valuation based on data and local insight.

Do I need to make improvements before selling?

Not always, but small improvements can make a big difference. Simple tasks like decluttering, fixing minor repairs, and enhancing kerb appeal often help your home stand out. During the market appraisal, we'll advise you on any changes that will give the best return for your property, so you can focus on improvements that really matter.

What happens if my buyer pulls out?

If a buyer pulls out, it can be frustrating, but it's not the end of the process. We'll relist the property, reach out to other interested parties, and continue marketing to attract new buyers. We'll guide you through your options to minimise delays and secure a successful sale as quickly as possible.

What happens if I receive multiple offers?

If you receive multiple offers, it's a positive sign that your property is in demand. We'll review each offer with you, considering not just the price but also terms like move-in dates, mortgage status, and any conditions attached. Our goal is to help you choose the strongest overall offer, balancing price and certainty to achieve the best outcome for your sale.

What marketing do you offer?

We offer a comprehensive marketing package designed to get your property seen by the right people. This includes:

- Professional photography, videography and virtual tours to showcase your home at its best.
- Listings on all major property portals.
- Targeted social-media promotion to tap into active local buyers.
- Buyer matching from our existing client database to connect quickly with motivated buyers.
- Bespoke guidance on presentation and timing to help your property stand out.

How long will it take to sell my home?

The time it takes to sell depends on price, presentation, location, and market demand. Well-priced and well-presented properties often attract strong interest within the first 2–3 weeks. After that, the speed of sale depends on how competitive the market is and how appealing your property is to buyers. During the market appraisal, we'll give a realistic estimate based on your individual circumstances and local market trends, so you know what to expect.

What makes Comfort different?

Comfort Estates stands out by combining local market expertise, innovative processes, and a personalised, hands-on approach. We focus on understanding your individual circumstances to provide tailored advice on pricing, presentation, and strategy. Our proactive marketing, professional photography, and wide buyer network ensure maximum exposure, while our team guides you through every step of the process, keeping communication clear and honest. The result is a smoother, more transparent sale designed to achieve the best possible outcome.



Letting with Comfort



Award Winning
Service



Dedicated
Property Manager



Expert
Marketing



Propertymark
Members



In-house
Maintenance



Landlord
App



Teal Wharf, NG7 1GW- TO LET

- Two bedrooms
- Recently refurbished
- Private parking
- Communal gardens
- Great location
- Close to transport
- Call for details

Call for details: 0115 951 1111



Clarendon Street, NG1 5DJ- TO LET

- Two bedrooms
- Recently refurbished
- Private parking
- Communal gardens
- Great location
- Close to transport
- Call for details

Call for details: 0115 951 1111



The Convent, NG1 5AU- TO LET

- Three bedrooms
- Recently refurbished
- Private parking
- Communal gardens
- Great location
- Close to transport
- Call for details

Call for details: 0115 951 1111

Landlord Service Options

Full Management

Our comprehensive Full Management service provides landlords with complete peace of mind.

You'll be assigned a dedicated Property Manager who will take the time to understand you, your property, and your tenants. This personal approach ensures informed decision-making tailored to your needs.

With Full Management, we handle:

- Helping you prepare your property for letting
- Finding and moving in your ideal tenants
- Ensuring compliance with regulations
- Ongoing care for your property and tenants
- Protecting and enhancing your investment with advice on dilapidations.

At every stage, we provide expert support and advice, and you'll have full access to our landlord app for complete transparency and convenience.

Let Only

Our Let-Only service is designed for landlords who want to secure reliable tenants, without ongoing management. We take the stress out of finding tenants by marketing your property across multiple platforms to ensure maximum exposure. Our comprehensive tenant vetting process includes thorough background checks, credit assessments, and references to ensure you get the right fit for your property. We manage all aspects of the tenant search, from property viewings to negotiating terms and preparing a legally binding tenancy agreement.





Landlord Stories

Sarah's Story

When Sarah inherited a rental property, she saw an opportunity, but also a challenge. She had never been a landlord before and was unsure where to begin. With a full-time job and a young family, she didn't have the time to navigate legal requirements, organise viewings, or deal with the uncertainty of finding the right tenant. Sarah explained, "I wanted the property to be looked after, and I wanted to know everything was being done properly. I just needed someone I could trust."

At Comfort Estates, we started by understanding what mattered most to Sarah, not just the property itself. Her priorities were:

- Finding reliable tenants who would care for the property
- Achieving the best possible rental income without unnecessary void periods
- Having confidence that everything was compliant and professionally managed

With this in mind, we created a plan that gave her complete peace of mind.

1) We positioned the property to attract the right tenants. Professional photography showcased the property's space and lifestyle, while a compelling property description highlighted the home's key features and local amenities. Targeted marketing across the major property portals and social media meant the property was quick to reach quality applicants.

2) We carefully matched tenants, not just applications. Every applicant was thoroughly referenced, with employment, affordability and previous landlord checks completed before any tenancy was agreed. We also advised Sarah on achieving the strongest rental value by reviewing comparable properties in the area and recommending a few simple improvements before marketing. A small amount of maintenance made a noticeable difference, helping secure a higher rent and stronger interest.

3) We handled every detail, so Sarah didn't have to. From arranging viewings and negotiating offers to preparing tenancy agreements, protecting the deposit and ensuring all legal compliance was in place, we managed the entire process. Once the tenancy began, Sarah had regular updates through our management service and access to our app, giving her complete visibility whenever she wanted it. She knew her dedicated property manager was only a phone call away, but never felt overwhelmed by the day-to-day management.

Looking back, Sarah said, "Comfort Estates made becoming a landlord feel simple. They took care of everything and gave me complete confidence from day one. I know my property is in safe hands, and that's invaluable."



The Letting Process

Valuation

A thorough valuation is key to maximising your investment. With decades of experience, our team will provide a professional valuation and learn about your goals, ensuring tailored advice for a successful partnership.



01

02

Preparing your property

We provide genuine support and solid advice to help you make the best decisions for the long-term. With years of industry experience, we're equipped to answer all questions- whether on furnishing, tax, safety, or legislation- ensuring profitable and sustainable guidance.



Marketing

An effective marketing strategy ensures a fast, successful let. We'll use professional images, floor plans, and staging if needed, plus market on Rightmove, OnTheMarket, and social media to reach the widest audience possible.



03

04

Viewings

Each viewing is conducted by an experienced, in-house Accompanied Viewer who presents your property and begins vetting potential tenants to ensure the best fit. Unlike many agents who use temporary staff, we rely on our team, as choosing the right tenant is key to success.



References & completion

We take potential tenants through a thorough referencing process with our specialist providers. Checks include CCJs, credit rating, affordability, and references from landlords and employers, alongside behaviour and time-keeping assessments to secure the most suitable tenant.



05



Renting HMOs

Whether you're an experienced HMO investor or purchasing your first shared property, managing a House of Multiple Occupation requires specialist knowledge. From licensing and compliance to tenant management and maximising occupancy, our experienced team helps you protect your investment while achieving strong, sustainable returns.

We help you with:

Licensing & Compliance

We guide you through HMO licensing requirements, safety regulations and ongoing compliance, helping you stay ahead of changing legislation and avoid costly mistakes.

Finding the Right Tenants

Our thorough targeted student and room let marketing helps attract reliable tenants who are the right fit for shared living, reducing void periods and creating more stable tenancies.

Proactive Property Management

From maintenance coordination and regular inspections to tenant communication and dilapidation management, we manage the day-to-day running of your HMO so you don't have to.

Maximising Your Investment

We'll advise on rental values, room pricing, presentation and occupancy strategies to help you achieve the strongest possible return while maintaining high standards.

Lettings FAQs

What is the first step in the letting process?

The first step is a property appraisal. This allows us to assess your home, advise on achievable rent, and discuss current demand in your area. During the visit, we'll also talk through your goals, explain the letting process, and outline the services available. You'll receive clear guidance on pricing, presentation and any legal requirements, so you can move forward with confidence and a clear plan in place.

How is my property's value determined?

We assess recent comparable lettings in your area, current competition, seasonal demand and your property's overall condition and presentation. Local market trends, tenant demand and property type all influence achievable rent. We provide clear, evidence-based advice so you can feel confident that the rent is both competitive and positioned to attract high-quality tenants quickly.

How do you find and reference tenants?

We carefully qualify applicants before viewings and assess suitability based on their circumstances and affordability. Once an offer is agreed, we carry out comprehensive referencing including credit checks, employment verification, income assessment and previous landlord references where applicable. Right-to-rent checks are also completed in line with legislation. Our structured process is designed to reduce risk and place reliable, financially secure tenants who are more likely to maintain the property and pay rent on time.

What legal responsibilities do I have as a landlord?

Landlords must comply with a range of safety and legal obligations, including but not limited to valid gas and electrical certification, an Energy Performance Certificate, smoke and carbon monoxide alarms, and deposit protection. Regulations frequently change, and non-compliance can lead to significant penalties. We guide you through each requirement, ensuring documentation is in place before a tenancy begins and remains valid throughout. Our role is to protect both your investment and your legal position.

Do I need to make improvements before letting?

Improvements aren't always necessary, but condition directly impacts both rental value and tenant quality. Essential repairs and safety compliance must be addressed before letting. Beyond that, modern kitchens, bathrooms and neutral décor can increase appeal and reduce vacancy periods. We provide practical guidance on where investment will generate a return. The goal is to balance cost with long-term income stability, property value and tenant satisfaction.

What marketing do you offer?

We promote your property across major online portals, our website, and targeted social media channels to maximise exposure. Professional photography, 3D tours and compelling descriptions ensure your home is presented accurately and attractively. Our approach is proactive rather than passive, ensuring your property reaches the widest relevant audience and generates strong, qualified interest from the outset.

How does Comfort deal with maintenance?

We proactively manage maintenance for fully managed properties, handling tenant-reported issues through our trusted contractor network. Emergency repairs are dealt with quickly, while non-urgent works are managed in line with agreed approval limits. We keep you informed throughout, ensuring complete transparency and cost control.

Can I switch from another agent?

Yes, and the process is often simpler than landlords expect. We review your current agreement to understand notice periods and obligations. Once timings are confirmed, we coordinate the transfer of documentation, tenant information and compliance records. Our team manages communication to ensure a seamless transition for both you and the tenant.

What makes Comfort different?

At Comfort Estates, we take a proactive approach to property management, focusing on clear communication, compliance, and local expertise. From finding quality tenants to maintaining your property and protecting your interests, we provide a transparent, reliable service that gives landlords complete peace of mind.

Propertymark Assurance



Entrusting your property to a Propertymark accredited agent means peace of mind that you are working with the best of the best. It offers you:

- Professional reassurance – We follow a strict code of practice and meet higher industry standards than the legal minimum.
- Expert knowledge – All our team are qualified to level 3 in a relevant Propertymark recognised qualification, or are actively working towards this.
- Your money is protected – Client money, including rent, deposits and sales proceeds, is safeguarded through regulated protection schemes.
- Accountability you can trust – If issues arise, you have the backing of a recognised professional body.
- Confidence in results – With recognised credentials in both sales and lettings, you know your property is in safe hands.

Choosing a Propertymark agent isn't just about compliance, it's about working with professionals who are committed to protecting your best interests at every step.



Meet the Comfort Team



Jordan Evans
Sales Valuer



Charlotte Turton
Senior Sales
Negotiator



Mary McKenny
Lettings Manager



Gabriella Hirst
Senior Lettings
Negotiator & Valuer



Lindsay Hull
Valuer



Andy Hayton
Co-head of Property
Management



Sophie Evans
Co-head of Property
Management



Hus Mahfooz
Marketing Manager



Tom Kite
Partner



Phil Ashford
Partner



Hannah Leigh
Partner



Sophie Cashmore
Partner

Get in touch!

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Our Work in the Community

We believe not only in the value we create for our clients, but also in the positive impact we make by giving back to our local community. Our commitment goes beyond business; we aim to support and enhance the community we serve, creating lasting value for everyone involved.

13

Good causes

£16,600

Money raised

100's

Hours volunteered





Our Values

Customer-centric

At Comfort Estates, everything we do starts with you. We take the time to understand your goals, whether selling your home or finding the right buyer, and tailor our service to fit your needs. By putting our customers at the heart of every decision, we deliver a smoother, more personal experience that achieves the best results.

Innovation

We embrace new ideas and smart technology to make the moving process simpler and more effective. From advanced marketing tools to streamlined communication, our focus on innovation helps your property stand out and ensures faster, smoother property services.

Expertise

We believe in doing things well, which means having the very best people. With years of local market knowledge and a proven track record, our team offers clear guidance at every step. We combine professional insight with practical advice to help you make confident decisions and achieve the best outcome for your property.

Community engagement

As an independent, local business, we're proud to be part of the community we serve in Nottingham. By supporting neighbourhood events and building strong relationships, we connect people with more than just homes; we connect them with a thriving community.

Ready to Take the **Next Step?**

Instruct us



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Creating Happy Homes



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