



Thorgills

MARKET LEADING AGENCY

www.thorgills.com



Welcome to Thorgills

Thorgills are one of West London's true success stories of the last decade. We are a leading independent property specialist, an organisation built on traditional values by our long standing and committed team.

We strive to give back to the community we serve, only recruiting our talented team members locally, we believe through hard work and determination we provide an unrivalled service to local residents.

In an era of fast paced communication, where time is the only commodity we are no longer able to gain, we employ only the most modern methods available to better service our clients. Our five impressive branches located across West London are both client friendly and tech savvy, helping to ensure that when you work with Thorgills, the service is of an exceptional calibre.

We get excited about property, but what we care about is people. Thorgills was built on the personal touch we offer our clients, we may have specialist system and knowledge that would give us the

appearance of a larger corporate agency, but we know it is the interaction each client receives that makes the difference.

We believe in regular and constructive communication mixed with absolute honesty, this combination ensures that when working with Thorgills you are getting the service you deserve.





Our History

Thorgills opened their doors to the public in the summer of 2008, a matter of months before the worst financial crises since the great depression hit the UK.

Opening during the toughest property market ever reported meant two things; firstly we knew we had to build a brand that was able to adapt to market conditions and client demands, and secondly our service levels needed to be superior to every competitor currently operating in our market place. We had no history, no reputation and no client base, what we had was the desire to do things differently, making this an industry about people not just property and prices.

Fast forward to 2017 and Thorgills are a true West London success story. Through our dynamic approach to an ever changing market and the belief that the client experience is a journey and not a simple transaction, we are proud to have won multiple awards and operate from five branches across the West London area.



We've got West London covered!

Thorgills are a prominent and proud member of the West London community. We opened our doors in the heart of West London, on Chiswick High Road and have spread our wings to include branches in Ealing, Isleworth, Brentford and Hammersmith.

In 2010 we relocated our Chiswick team to a larger, more client friendly location on Stile Hall Parade, minutes from excellent transport links, the Chiswick roundabout and Chiswick High Road. In 2013 we made the move from a small branch in Ealing to a larger, highly visible location on the St Marys Road, offering clients a fantastic position from which to market their property to local residents.

Early in 2014 we opened our third branch, located in Isleworth, marking our first official move in to the Middlesex area. This decision was made to service existing clients with multiple properties that were located outside of our current reach and not receiving the Thorgills level of service locally.

In the summer of 2015 we were able to open our largest branch to date, located in Brentford at the core of our current coverage. As the established market leader for the town we felt opening the branch could only improve client interaction and

service levels, with a prominent point of focus. 2017 marked the opening of Thorgills Hammersmith branch, after a successful two year satellite operation in which it was clear that the market was receptive to our approach, it made sense to open a market leading branch.

Thorgills' five highly prominent branches operate in a network capacity, cross referring applicants enquiring in any one area and ensuring that client's properties get the full Thorgills exposure they deserve.





Multi-Award Winning Property Specialists

In 2013 Thorgills made the decision to enter the ESTAS (Estate & Letting Agent Awards), we saw it as a chance to compete with some of the best agents in the country, with the hope of identifying ourselves as an agent of real quality.

Both our Chiswick and Ealing branches were shortlisted in the London category and Thorgills were shortlisted in the national category. Chiswick's branch manager and now Thorgills business development manager, Daniel Madden, picked up an award for outstanding individual contribution to customer service.

Following our success in 2013, we entered 2014 with the belief that we could improve our service offering and the client journey, with the best judge of this being another round of award entries. This time we were crowned best agent in the London (North) category and best small chain in the national category, all voted for by our existing clients, something we are very proud of.

By 2015 we had caught the awards bug and saw entering as a new way for us to focus our efforts on improving our standards. We picked up three further ESTAS and also made the decision to enter the prestigious 'Times and Sunday Times' awards to test ourselves in areas beyond customer service. In our debut year we picked up two awards for our Marketing and Training & Development.

2016 saw our best ever success; at the ESTAS we won in three categories: best in county (Middlesex), gold (London West) and gold national (local agency group). At the Times and Sunday times we again won awards in three categories: customer service, training & development and London lettings agency.





Comprehensive, extensive and outrageous marketing techniques

At Thorgills we think of ourselves as marketers, we are specialists when it comes to promoting your property. Our marketing department was recognised in 2015 as being the third most impressive in the country, at the Times and Sunday Times awards, something that took an entire organisations contributions, not just a single department.

Firstly, Thorgills advertise in all the 'usual' places, the difference between us and the majority of agents is that they will tell you this as though it is the only marketing requirement a property needs, we will not! We advertise on the two largest property portals in the country, Rightmove.co.uk and Zoopla.co.uk. If an agent discusses onthemarket.com (an agent owned portal that offer very little traffic) with you, it means they are not advertising on one of the 'big two' and should be avoided for lack of exposure.

Secondly, we don't think of the 'usual' marketing as the reason we are successful in selling and letting property, we see our commitment to online marketing as the key driver. We ensure both your property and Thorgills are highly visible in all the places applicants now begin their property search.

We have built our marketing and brand awareness campaigns based around attracting more buyers and tenants to Thorgills, ensuring we are able to act swiftly and effectively when presenting your property.

Remember, you can only make a first impression once, this rule applies to your property, so it's very important that you don't ruin your properties online reputation by going to market without the right preparation and presentation, and that's where Thorgills come in!





Sales

Communication, communication, communication! We can't stress enough the importance of good quality, regular communication with our clients and how important it is for all parties involved in a transaction.

Selling your home can be a life changing decision, as your trusted advisors we will do our utmost to ensure you achieve the best price for your property, within the required timeframe and we'll be on hand to help progress the sale for the entire journey.

Thorgills sales department was built on honesty, integrity and regular feedback, this approach has meant our existing clients have scored us better than a 9/10 based on service levels (at time of print Jan 2016). We have achieved a number of record prices within the West London area, including price per square foot and overall prices for roads and developments.

Every member of our sales department undergoes rigorous training and regular coaching & development. Our training and development policy also requires every member of the team to work towards and complete their QFC level 3 exams, ensuring that we are absolutely compliant at all times and working within correct legislative and moral requirements.



Lettings

The private rented sector is currently undergoing a complete overhaul, including a multitude of legislative and compliance updates, as well as major changes to tax rules & allowances.

At Thorgills we pride ourselves on ensuring the security of our clients is our top priority, helping generate a maximum return on investment whilst remaining completely compliant at all times.

Another huge benefit to working with Thorgills lettings department is that we were solely a lettings specialist for the first six years of our existence, helping us build relationships with a huge selection of corporate relocation agencies operating at the very top end of the sector.

These relationships have grown from strength to strength over the years, as we have continued to help source properties for celebrities, top athletes and company directors.

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New Homes and Corporate Services

Thorgills new home and corporate division specialises in high specification, modern properties specifically built or refurbished within the last ten years. We currently work closely with a number of large scale home builders and are able to provide in depth knowledge of the new build market within the West London area.

Over a period of time, we have developed our service offering to encompass the specific needs of large scale landlords, which require an agent capable of exceeding expectations in a pressured environment, whilst dealing with multiple units simultaneously.

Thorgills corporate services team works across the entire brand, servicing clients throughout West London, often relocating to the capital for employment or placement purposes.

Our impressive lettings history means we have an exceptional selection of properties suitable for a range of tenancy options, including:

- **Short term lettings**
- **Temporary accommodation**
- **Premium leases**
- **Insurance claims**
- **Company tenancies**



Thorgills Prime

Thorgills Prime is a revolutionary service that allows clients complete piece of mind. In its most basic format, the Prime service allows Thorgills to enter into a tenancy as the tenant, guaranteeing the rent for the duration of the agreement.

We then become the sub landlord for the property and are able to utilise the property within our corporate and relocation department, covering a selection of different offerings; including short let tenancies, serviced apartments and individual tenancies.

The West London lettings market is rapidly evolving, as a business hub for much of the world we must be able to provide accommodation that caters for everyone. With the introduction of the Thorgills Prime service it ensures that our landlord clients are able to maximise their return with the security of Thorgills as a tenant. The Thorgills Prime service is limited to properties that meet our strict criteria and the standards that corporate and short term tenants demand.





Property Management and Client Services

Property management is said to be the most important service an agent can provide, given that we are responsible for your property as an agent of authority in your absence, you must feel sure you and your property are in safe hands.

Thorgills entire property management team undergo regular legislation and compliance training, guaranteeing our clients are up to date on any changes that may affect them.

All property managers must continue to develop during their time with Thorgills, firstly completing their NFoPP level three qualifications before moving on to the level four. Another important aspect of property management is access to our legal support team, helping to prevent any difficult situations from arising.

Other key benefits to working with the Thorgills property management department are the reduced void periods and increased tenancy lengths when managed professionally. Thorgills note an increased average tenancy length of 38% when managed in house and significantly reduced void periods.



Client Support Centre

Thorgills client support centre was created to ensure each department within the Thorgills family of services were able to thrive and focus on their particular strengths.

By stream lining every aspect of the client journey we have made more time to focus on achieving the result we set out to, primarily selling and letting properties in the quickest time possible, whilst achieving a maximum return.

The introduction of the support centre means there is always a team member available to help, with both a specialist knowledge of your specific property and the process required to ensure a swift completion.

The team ensure maximum efficiency when dealing with all properties and are able to resolve most potential issues before they even arise.

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Commercial Property

Thorgills commercial property department was initially created to fill a gap in the West London Commercial property market, a gap that required an agent of quality who knew client service levels could be improved.

Having interacted with many agents, we knew there was a huge gulf in service levels between residential and commercial agents, something we thought we could help improve.

The department has grown rapidly, based on our proactive marketing approach and client service policies, that ensure strong communication levels with both client and perspective buyers and tenants.

We also use a multitude of advertising mediums in the commercial sector that are often only applied by residential agents, this is just one of the many reasons we have been successful for so many of our clients.

A humble department covering the entire West London commercial market, we can assist with the sale of commercial leasehold or freehold properties, lease assignments or commercial lettings.



Testimonials

“We have been more than impressed with the outstanding service that Thorgills have provided. They have guided us every step of the way and having experience of other estate agents, I can say that they went far beyond my expectations and were more proactive than both solicitors. Thank you for being exceptional, I would happily recommend Thorgills to all my friends and family.”

Ms Karen Louth, Happy seller in Brentford

“As an expanding property business it is vital for us to choose the right people to help us in our commitment to achieving a high end residential portfolio with few voids. Thorgills originally worked with us as one of many agents we have used in the SW London area. However, within a very short time they proved to us that we no longer had to look elsewhere to attain our goals. They are now our sole agents, looking after all of our residential stock in South West London, this has been the case for the last four years. They are a very professional agent and understand to the letter how we as a Landlord need to address the ever changing property market.”

Ms Trisha French, Managing Director at The Street Group of Companies

“I liaised with Thorgills for my purchase after having looked on the market for the last year or so. Out of all the estate agents within the area, they were the most honest, professional, and to the point, especially given they are working for the buyer they did not compromise either relationship. We were all in a chain and thanks to their persistence we completed in two months post offer accepted. I could not have done this without them. The next time I’m on the market, I will be going with Thorgills, and I have already started to recommend them to my family and friends.”

Mr Raj Jathol, Happy buyer in Isleworth





Local Community and Charity

Traditional values sit at the core of Thorgills company ethos and for us this means giving back to the community and doing anything we can to help those less fortunate than ourselves.

We try to recruit only within the areas we operate, helping to build a closer bond with the local community as they become valued team members. We also regularly reach out to local schools, sports academies and charities to engage and support them in any way we can.

Over the last couple of years we have completed a host events, including the Thorgills pride of West London campaign, rewarding key local residents each month for outstanding contributions to their community. We've also completed a varied

selection of charity events; including sky dives, bungee jumps, fun runs, delivering food parcels to the homeless and providing Christmas presents to unwell children at local hospitals over the festive period.

If you have a local cause that you think we would be able to assist with then we would love to hear from you. We cannot guarantee our help unconditionally or the success of any task we are able to take on, but anything is possible and we will certainly do our best.

Referral Incentive

Thorgills rapid growth since 2008 can be attributed to three key reasons:

- Firstly, our policy of recruiting based on personality over experience and providing industry leading training and development. We have focussed our energy on creating the best team in the industry and this in turn has meant exceptional engagement levels and commitment to helping Thorgills grow.
- Secondly, our competitive and highly diligent approach to the property market and client interaction. We know West London and we know how the market functions at its best, we also know that our clients expect exceptional service and we are only happy when we are exceeding those expectations.
- Thirdly, repeat business and referrals are absolutely the lifeblood of an organisation like Thorgills. Some 73% of our current clients have either come back to Thorgills after previously working together successfully, or via a referral from an existing client.

We reward all successful client referrals with a John Lewis gift voucher worth £100, get in touch today to claim yours*.

*Terms and conditions apply.





Thorgills

MARKET LEADING AGENCY

Brentford

44 High Street, Brentford,
Middlesex, TW8 0BB

T. 020 8560 9555

Chiswick

1 Stile Hall Parade,
Chiswick High Road,
London, W4 3AG

T. 020 8994 9886

Ealing

27 St Marys Road, Ealing,
London, W5 5PR

T. 020 8567 6757

Isleworth

31 St Johns Road, Isleworth,
Middlesex, TW7 6NY

T. 020 8568 8500

Hammersmith

88-90 Fulham Palace Road
Hammersmith, W6 9PL

T. 020 8741 2200

Property Management

T. 020 8758 2888