

# Personal approach to selling your home

Matt and Luci of Local Estate Agent tell **Adrian Peel** why their company might appeal to buyers and sellers alike.

**L**ocal Estate Agent was established in St Neots in 2010 by Donna Hewitt, who has more than 30 years' agency experience in the Cambridgeshire and London property market.

As a result of increasing demand in Cambridge, the company has opened another independent estate agency, based on High Street in Cherry Hinton, run by husband and wife Matt Davis and Luci Kurc.

As well as the offices in St Neots and now Cambridge, Local Estate Agent has branches in Milton Keynes and Wisbech.

With a good knowledge of the area, Matt and Luci offer the same personal yet cost-effective approach to selling property as the other Local Estate Agent offices, which have more than 40 years of combined industry experience.

They started the Cambridge branch in May.

Luci said: "We offer flexible, no sale-no fee contracts and don't expect vendors to sign up for long, exclusive tie-in periods. We're confident that our customers will be pleased so we see no reason to tie them in; it's important the home seller has control over this. We work together with our clients to help them move for less."

Matt added: "In particular, we hope that anyone considering using an online agent will see the value in our services.

"We provide a full agency

package but with a price more in line with the online agents.

"We use Rightmove as our shop window and our portable business model allows us to work face to face with our clients on a one-to-one basis. The saving which comes with low overheads allows us to offer a competitive price at 0.5 per cent for sole agency."

**“You will know us and we will know you, your property and your potential buyers... we can deliver the results our customers desire**

**Luci Kurc**  
Local Estate Agent

Luci said: "We've both grown up in Cambridge and love our city; we think our local knowledge is a real benefit.

"We'll handle everything from instruction to completion so you will know us and we will know you, your property and your potential buyers. This allows us to ensure the process is as stress-free as possible and we can deliver the results our customers desire.

"It's because of our own personal experience with selling property that we're aiming to put the seller back in control. We understand that property is usually the biggest asset

someone has and we strongly believe that the relationship a home seller has with their agent should be two-way. We will listen, understand and work for the vendor."

Matt and Luci chose to join the Local Estate Agent network specifically because of their own experience with a high street agent.

"When we sold our property in Cottenham we often felt out of control in the process; feeling pushed to make quick decisions which weren't to our benefit," said Luci. "We wished that the agents had listened to our preferences and worked in our favour. We also had to carry out our own viewings in the evenings and weekends. It was such a negative experience with a huge fee that we felt we had to do something about it."

The couple are clearly passionate about what they do and feel there is a gap in the market.

Matt concluded: "With our professional service, your dedicated agent will know you and your property in order to make it the best possible experience from instruction to completion.

"We're available when most other agents are not: seven days a week, from 9am to 10pm."

■ The new Local Estate Agent office is at 212 High Street, Cherry Hinton CB1 9HJ. Call 01223 967998 to speak to Matt or Luci or visit the website [local-estateagent.co.uk](http://local-estateagent.co.uk).



Above, Matt Davis and Luci Kurc. Left and below, two of the properties they have sold



**“The saving which comes with low overheads allows us to offer our clients a competitive price at 0.5 per cent**

**Matt Davis**  
Local Estate Agent



## We are your new Local Estate Agent

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[www.local-estateagent.co.uk](http://www.local-estateagent.co.uk)



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