



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 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



STYLISH PROMOTIONAL VIDEO



PROPERTY STAGING



LOCAL AREA SHOTS



PROFESSIONAL PHOTOGRAPHY



DRONE PHOTO & VIDEO



YOUR IN-HOUSE 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.

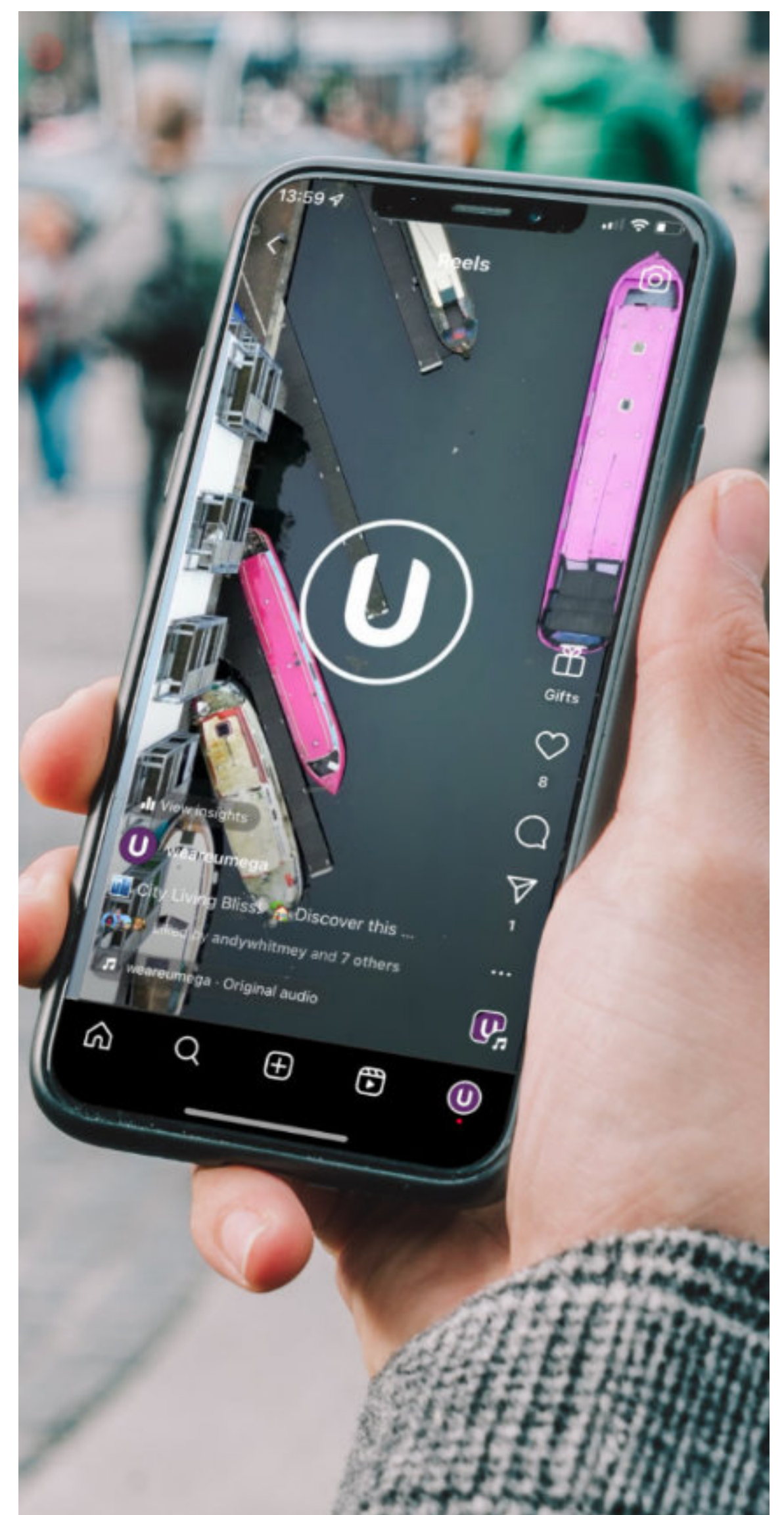


MARKETING-LED APPROACH

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 top of things to make sure we respond quickly and decisively during what can be a frantic period when a home is on the market. 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

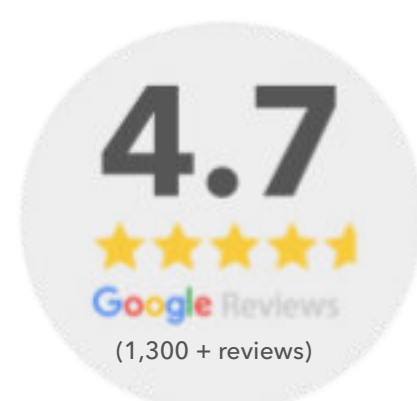


LOOKING AFTER BUYERS



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 - APRIL 2024

"Umega's approach to selling my property was great from start to finish. They 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 - APRIL 2024



"I would highly recommend Umega! We let out our property via this great agency from 2020 and eventually sold it this year. The transition from renting to selling within the same company was super easy and actually quite stress free given our circumstances. Super helpful at every stage and very attentive to our needs and requests. Very responsive and communicative - couldn't have asked for a better experience! Their marketing is fantastic too!"

LISA - NOVEMBER 2024

"From start to finish, the sales team at Umega was amazing. They made the sale process as stress-free as possible, providing first-class service every step of the way. The marketing materials were of high quality, including a virtual tour and stunning photos. My dedicated sales team kept me informed with regular metrics and market updates and provided excellent advice on the advertised offer price."

SARAH - NOVEMBER 2024

U



UMEGA.CO.UK | @WEAREUMEGA

SALES@UMEGA.CO.UK | 0131 221 8289

94-96 BRINSWICK STREET, EDINBURGH, EH7 5HU

THE NORTH QUARTER, 496 FERRY ROAD, EDINBURGH, EH3 9GL