

Property Market - The Customer Is King...

A customer is the most important visitor on our premises. He is not dependent on us. We are dependent on him. He is not an interruption of our work.

He is the purpose of it. He is not an outsider in our business. He is part of it. We are not doing him a favour by serving him. He is doing us a favour by giving us an opportunity to do so.' So said Mahatma Gandhi in 1890. More recently, Jeff Bezos, founder, chairman, CEO and president of Amazon said 'If you do build a great experience, customers tell each other about it. Word of mouth is very powerful.'

Both these quotes are from hugely influential visionaries, and even though they were spoken in different centuries and on different continents, they remain true to this day. On the day we started Goodfellows, in July 2015 in a small, cold office, down a lane close to the Airport, I said 'If we do the best for our clients, the business will follow'. And it has. Today, great customer service remains at the very heart of what we do. In 2017 Goodfellows sold more properties in the NE20 (Ponteland) area than any other estate agent and we did the same in 2018*. Our office in Ponteland is now a somewhat more comfortable affair, but the



customer remains king. Every idea we have and decision we make is for the benefit of our clients. And that is why we are so very proud of our standing on ViewAgents.com as one of the top three 5* Rated estate agents within 30 miles of Newcastle. Customer reviews feed automatically to the home page of our own website, goodfellowsstateagents.com where they can be seen, warts and all, by everyone.

And whilst our fees are great and our marketing clear, concise and innovative, it is our service that has led us to become Ponteland's top selling agent for 2 years running. Goodfellows are now proud to have an office hub in Gosforth, occupying a fabulous and convenient location, by the car park on the corner of the

High Street and Salters Road, offering the same exceptional levels of service, from the moment you first contact us till the day you move. So, if you are selling in 2019, or have a property to let, contact us for a free, no obligation market appraisal. You can call us on **0191 9172232**, email me at chris@goodfellowsstateagents.com find us via our website or Facebook, or even call into the office for a chat and a cup of coffee. ☺



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