

# Brand Book

JOHN D WOOD & CO.

London, Country & International Property

This book belongs to

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Managing Director  
John D Wood & Co.  
UK House  
180 Oxford Street  
London  
W1D 1NN

Dear Sir,

We have just sold our London house using the Kensington Church Street branch of John D Wood & Co. Matthew Harrop was recommended by both of the people I knew in the property world and I can see why. I thought I should pass on how pleased we were to have dealt with him and why.

Correct initial valuation; his instinctive valuation when he first saw the house was exactly what the house sold for. Proactive plan of action that was well implemented. Matthew told us what to expect and then delivered just that. He and his team were prompt at getting it onto the market. Matthew had a list of people that he knew would be interested and he organised viewings with three people immediately. We did not have to wait for people to respond to the advertising, Matthew was approaching them.

Skilful handling of the bidding process which Matthew kept under his control, keeping us well informed and advising us of the merits of each bidder.

Matthew and the team worked for our benefit as opposed to the purchasers or his own. The team kept marketing the property even though they had a bid. They did 90% of the work for 10% of the commission (expression rather than exact figures).

All the team were a pleasure to deal with and we were always warned when viewings had been booked. Matthew also gave us helpful advice on our purchase although there was nothing in it for him.

All in all, we shall be recommending Matthew and his team whenever possible.

Yours Sincerely

*Simon Witheridge*

Simon Witheridge

This letter was received from one of our satisfied clients.  
We aim for all clients and customers to echo these sentiments.

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# Trusted for generations

John D Wood & Co.'s brand is built on our exceptional reputation for providing personal and bespoke advice. We want to celebrate and protect the name of John D Wood & Co. to ensure our brand continues to deliver for generations to come.

Bringing together everything you need to know about us in one place, this Brand Book captures the essence of who we are, what we do, how we do it, and most importantly, why.

This book will give you a comprehensive understanding of the brand we all represent each and every day.

Our brand is more than just a logo. It is relevant to everything we do, from the way we talk to our customers, how they interact with us online, the atmosphere in our branches, the people we employ, to how we promote ourselves and our clients' properties.

This Brand Book identifies what sets us apart from our competitors and is essential reading for every one of us.

# Our history

**John Daniel Wood founded the company in London in 1872 at the age of 23. The first premises of the company were in Mount Street, Mayfair opposite the Connaught Hotel.**

He developed his practice with considerable success and specialised in country houses and estates. He was one of the first advertisers in Country Life magazine, which was established in 1897, and after the First World War the company regularly took instructions on major houses and estates throughout the UK. In 1930, the company moved headquarters across Mayfair to Berkeley Square, where an office remained until the late 1980s. Commercial and development work became a significant part of the company's business in

the 1950s and 1960s, which was followed by an important step in the central London residential market when the Chelsea Green sales office was opened in 1966.

In 1982, the commercial side of the company separated, taking the name 'John D Wood', and in 1987 the Residential & Agricultural arm 'John D Wood & Co.' was floated on the London Stock Exchange. The head office then relocated to Curzon Street, W1. Further growth as a plc, and embracing modern technology to better serve clients and



customers proved attractive to investors and in 1997, John D Wood & Co. was acquired by Countrywide plc, the UK's largest property services group.

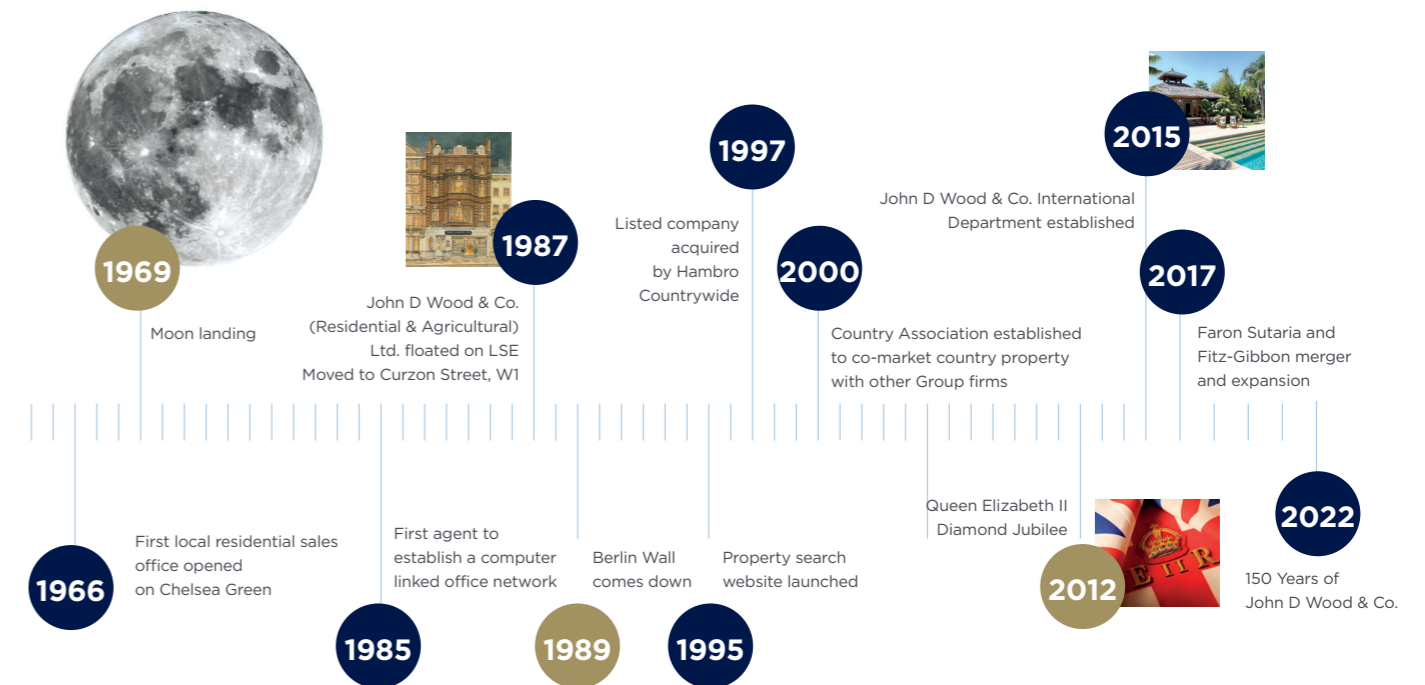
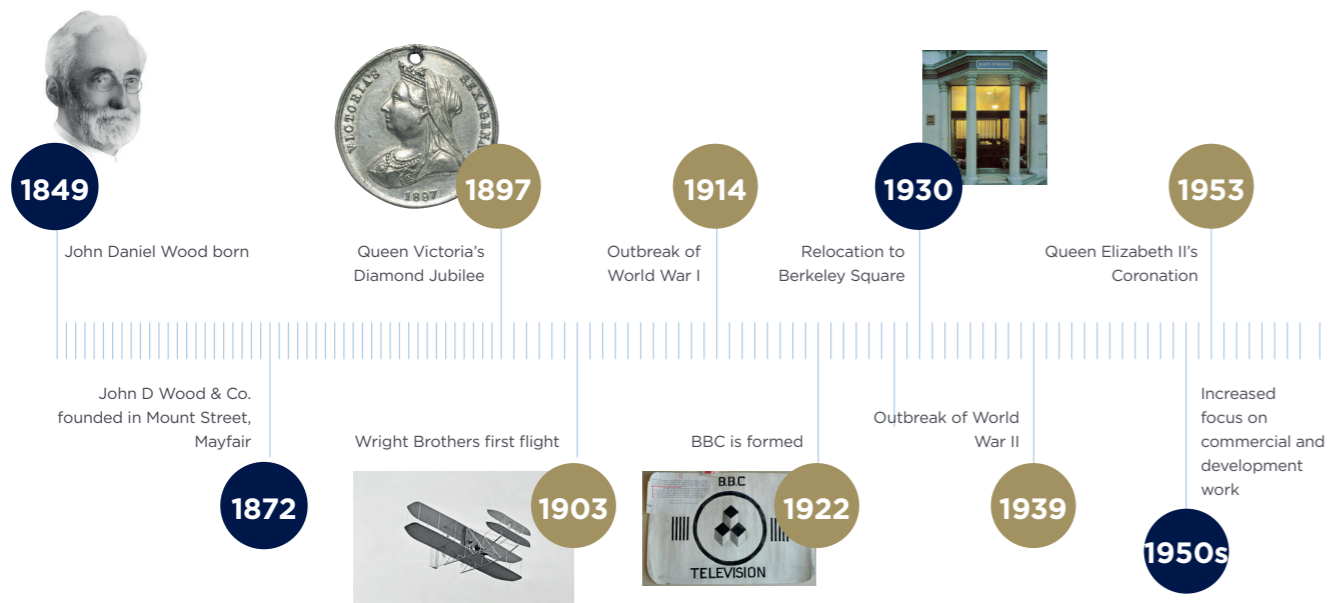
In 2001, the head office relocated to Kensington, followed by new offices opening in South Kensington, Chiswick and Southfields. In 2015 the International department was established to work with overseas partners.

In 2016, the head office relocated to UK House, 180 Oxford Street,

W1 and a programme of expansion began, including incorporating Faron Sutaria, which provided brand presence in eight new locations. In 2018, Fitz-Gibbon was rebranded to John D Wood & Co., giving us further presence in St Margarets.

In 2019, the head office moved to Elizabeth Street in Belgravia and to Standon House in the City.

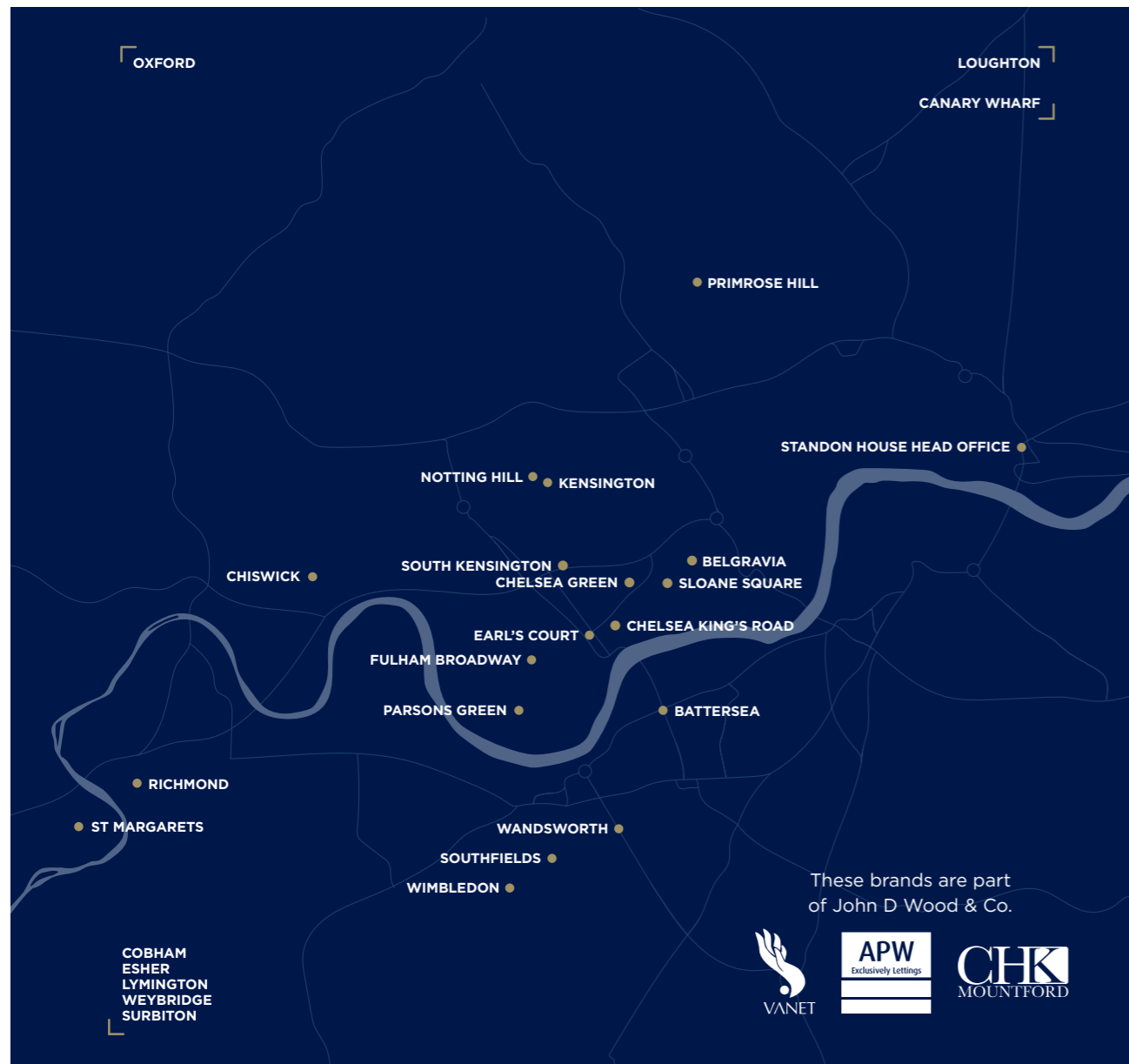
-  Significant world events
-  John D Wood & Co. events



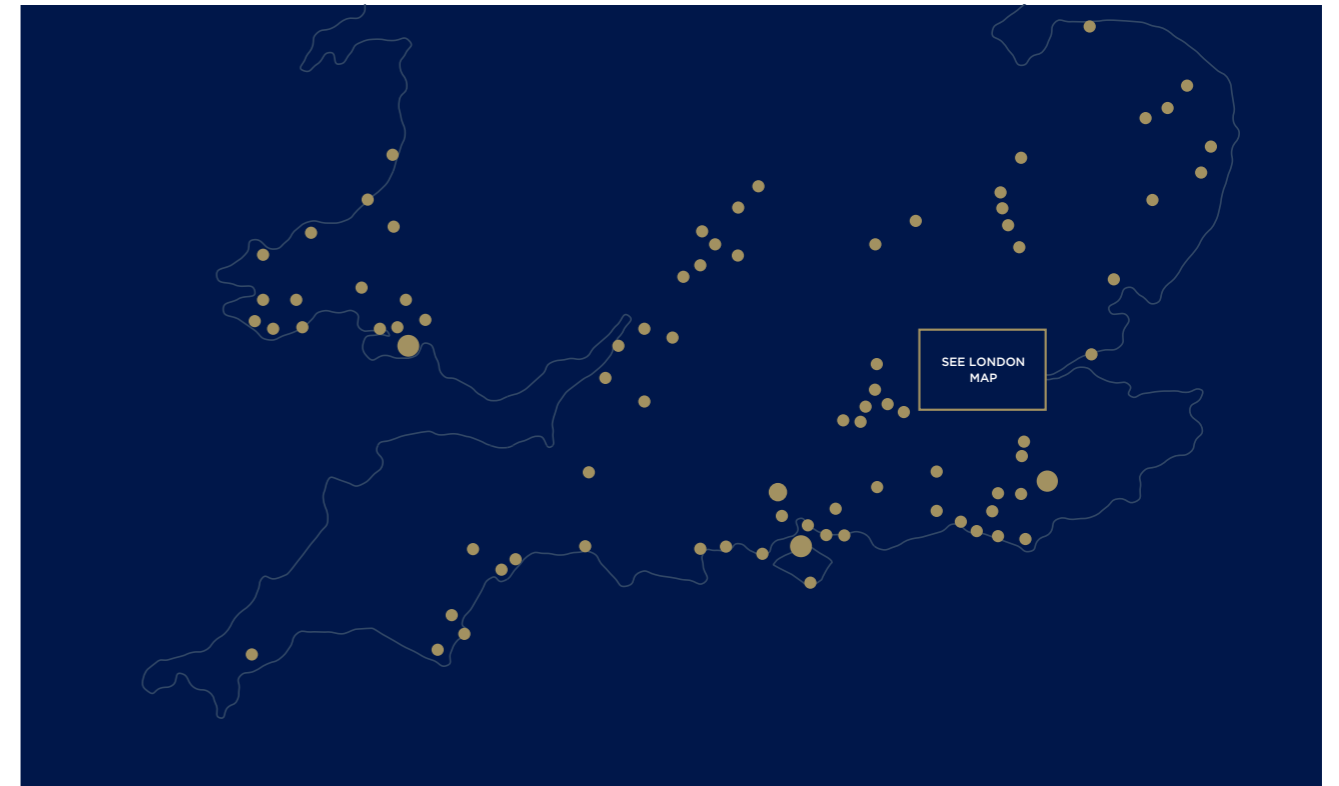
# Our locations

Through our exclusive association with APW Property, CHK Mountford and Vanet, John D Wood & Co. has a network of 30 offices. In addition, we work closely with more than 100 offices across the South of England and 7,000 affiliate partners abroad.

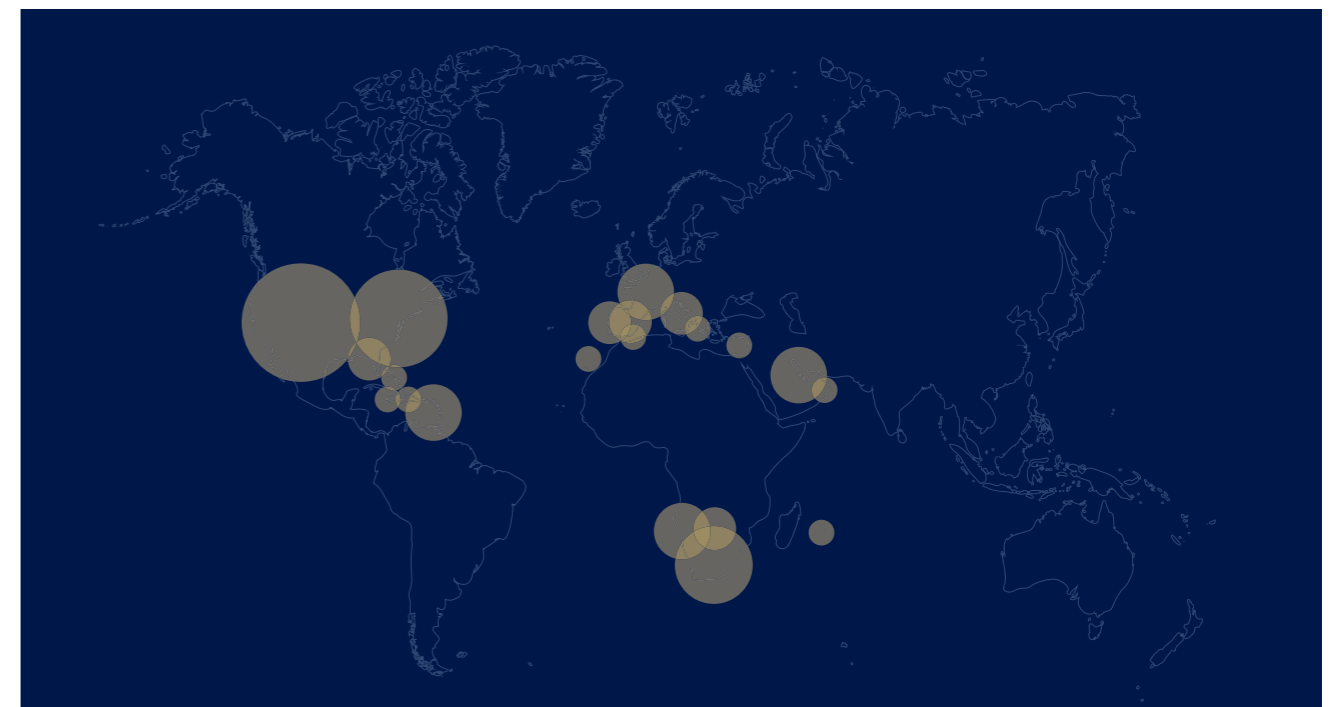
## Our branch network



## Our London Country Association



## International affiliate partners



# Our purpose

**John D Wood & Co. brings discerning people and property together, something we have been doing for more than 145 years.**

Whatever our customers require, we are trusted professionals and we have the expertise to assist. We know that property can have complexities, so that's why we are here - to help our customers make informed decisions, enabling them to turn their property plans into reality, effortlessly.

Everything we do is personal and bespoke.

Our goal is to be market leader  
in **every area** we operate in

Our values  
and behaviours

# We are passionate about property

**Property is our business. Our clients require us to go above and beyond what is expected to ensure their complete satisfaction.**

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We work hard to delight our clients and customers. We are aware of the importance of what we do for them. We constantly adapt to market conditions so we can be confident in the advice we provide.



## Tea for two

We don't just talk about passion, we live it. A fine example of this was demonstrated when Sophie, an integral member of our Battersea team, received a call from Victoria, a potential buyer who also had a property to sell.

In describing her desires and requirements, Victoria highlighted how important it was that her agent knew 'how' she lived, saying, 'if you could see my flat in South Kensington, you'd understand instantly'.

We recognise each and every one of our customers has bespoke requirements and on hearing this, Sophie offered to call round on her way home after work. She and Victoria shared a pot of tea, and had an in-depth conversation.

As a result of this very personal approach, Victoria sold her property via our South Kensington office and Sophie found her the perfect home in Battersea. Six years later, they are still in touch and meet every year for a catch up.

# Property is a people business

**Relationships are at the heart of everything we do. We care deeply about our clients and customers, and about each other. Whether as an individual, or as part of a team, we all share a common purpose – to bring people and property together, across generations.**

.....

We enjoy helping people.  
We are personable and professional at all times.  
Our shoes are always polished.

## Personal appearance

The way you dress matters and is also a reflection of our company. As a professional organisation, smart business attire is expected at all times.

## Body language

Use body language to project confidence, interest, and a friendly manner. Make eye contact, be enthusiastic and smile.



### Picture perfect

It's more than the personal touch, it's true empathy and understanding that ensures our customers recommend us time and again.

In 2015, Robert in our Chelsea branch was invited to sell a beautiful property in order to fund its elderly owner's move into a care home.

As with all our properties, professional photographs were taken and the property sold quickly, 5% above the guide price. During one of the viewings, Robert enquired about a portrait hanging over our client's mantelpiece. It transpired that it was of her late

mother and our client had hoped to take it with her but discovered that it would not fit in her new care home room.

Robert immediately recognised his client's sadness and an innovative idea sprung to mind. He decided to have the interior photograph of the reception room, which prominently featured the portrait, blown up and framed.

Upon completion Robert presented this to our client. She was able to take with her not only a picture of the flat she loved for 15 years, but see the portrait she had cherished for many more.

# We take our responsibilities seriously

**Our clients' ambitions are important and we take our role in them seriously. Our approach ensures that we always do the right thing, provide clear and bespoke advice, taking responsibility at every stage.**

.....

We invest in great people and give them the tools to succeed.  
We tell the truth, even if it's not good news.  
We are part of and support our local community.



## **Warming interactions**

In 2018, David had a market appraisal on a beautiful house in Primrose Hill. The vendor was a lady in her late eighties, and the house was ice-cold during the incredibly frosty winter months. She was wrapped up in blankets in a small room to keep herself warm.

David felt really sympathetic for this lady, and knew he had to help.

He visited our client at her home and cleaned the flue as best he could. He then reset the boiler and waited until the heating system started working again. To ensure everything is definitely fixed, he also arranged a heating engineer to come around and check the system for her.

Fixing the heating and warming up her home again took the best part of his morning, but it was the right thing to do.

# We take a straightforward approach

**We provide clarity for our clients by managing the complexities involved with property transactions. We communicate clearly and take a pragmatic and personal approach to problem solving.**

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Our clients trust us because we take property seriously.  
We treat people equally and with respect.  
We give our clients what they require.



## **Short let for the long haul**

Tom in our Kensington branch received a call late on a Friday afternoon from a buying agent in need of urgent help. He had a request for an immediate short term rental for one week for a prestigious client starting on the following Monday. Tom first checked with the lettings teams for a fully furnished and immediately available short term let. But there was nothing available.

Tom put on his thinking hat. He knew one of our vendors was going away the following week and he thought he would try and approach him. The vendor's house

was a beautiful newly modernised house with swimming pool and cinema room and on the market for over £7million pounds! Our client initially said no, but after a night's sleep, he agreed to rent out his house for a week. The lettings team, our Sales Service Team and Tom swung into action and over the weekend everything was put into place. A very busy weekend for all.

On Monday morning the removal men appeared and the tenants moved in that afternoon paying £35,000 for the week. Our client and his family departed on their holidays and everyone was happy!

We continuously strive  
to deliver **exceptional**  
**financial performance**

**Our customers  
and their journey**

# Client profiles

Understanding our clients is important. It ensures that we deliver a service that is in tune with their lifestyles, aspirations and expectations. While we never forget our clients are individuals, with individual needs and aspirations, we use the best of technology to assist us in identifying and meeting their particular needs.

Our clients are affluent, intelligent, time poor and demanding individuals who expect a first class service.

Recognising these traits will ultimately help us communicate with them in a way that matches their world.

The following pages offer a taste of our key client segments, and incorporates Experian Mosaic methodology.



**Mosaic**



## City Prosperity

Working as a banker in the City, Clare enjoys success. She is a well-educated and ambitious individual who lives life to the full and enjoys spending her sizeable salary on the finer things in life.

Clare is a sociable individual who considers it vital to live within easy reach of all the Capital has to offer. She often invites old university friends to her high-tech Notting Hill apartment for pre-dinner drinks.

Clare expects high standards of herself and those around her. She is an avid

traveller and an early adopter of the latest technology. She has a zest for life and a taste for risk.

### Key features of people in this group

- Most likely to earn over £150,000 per year
- 33% don't own a vehicle but 70% do own a residential parking permit
- Use the Underground more than any other group
- Most likely to buy broadsheet papers
- Most likely to shop at Waitrose or M&S
- 83% use the internet several times a day



## Prestige Positions

Philippa and Donald live in Esher in a large detached property. Having been married for more than 20 years they are enjoying the freedom of having grown up children.

Donald is well established in a successful managerial career in IT and Philippa is a freelance consultant, a member of an orchestra and both are key figures in their local community.

### Key features of people in this group

- 55% own two or more vehicles
- Likely to be 56-75 years old
- 44% have an income of more than £70,000
- Likely to live in detached homes that they own outright



## Country Living

Livery yard owners Felicity and Miles own and run Plum Park equine and boarding stables, within the historic town of Woodstock, Oxfordshire.

A former professional show jumper, Felicity and her husband offer a boarding facility and training school from their country home. Surrounded by 40 acres of pasture land, views of the river Glyme and the Blenheim estate, their home and lifestyle is the quintessence of country living.

### Key features of people in this group

- 68% own a pet
- 18% are self-employed
- Most likely to live in rural towns and villages
- Reside in character properties
- Most likely to work in the agricultural, forestry and fishing industries
- Live in detached homes that are owned outright.



## Domestic Success

James, Laura and their twin sons live within the affluent, commuter friendly Borough of Wandsworth.

Attracted to the area due to its superb schools and close proximity to the City, they can enjoy the benefits of family living whilst juggling their careers in the City.

### Key features of people in this group

- Most likely to be married
- Likely to have two children
- Enjoy frequent visits to the cinema
- Likely to be earning over twice the national average salary
- 35% work part time or are home workers
- Most likely to have a mortgage



## Rental Hubs

Degree educated, Alex and Iain privately rent a two-bedroom deluxe apartment within East London's Canary Wharf.

Currently building up a career within the financial sector Alex has aspirations to start up his own trading firm within the next 10 years, ideally in his home city of Oxford.

Both Alex and Iain are gadget fanatics and run their daily lives using the latest technology. From online banking and food shopping to iWatches and workout apps, they have technology constantly at their fingertips.

### Key features of people in this group

- 39% aspire to set up their own business
- One of the youngest groups in the categories
- Most likely to be under the age of 35
- Living in rented accommodation whilst they work to build a career or studying at university
- Manage their accounts online
- Ambitious to get to the top of their profession

# The life of a John D Wood & Co. customer

**BORN**

I won a place at Bath university and rented a room in a student house. Here began the property journey of my lifetime.



**18 years**

**25 years**



I had climbed the career ladder and needed more space. It was now time to rent somewhere with a little more luxury and a few less house guests - a 2 bed apartment in Battersea.

**42 years**



Looking after our two daughters' future is now a priority. We bought another property to let, this time in Richmond, growing our small portfolio of property investment assets.

**56 years**

Freedom is finally here! Both girls have flown the nest and left for university, renting their first rooms and getting a real taste of independent living.

**61 years**



After many long and happy years in our established family home, thoughts turned to making the most of life while we still had the chance. Early retirement beckoned and downsizing to a smaller property in Chiswick offered the opportunity of a welcome cash injection.

I landed my first job and began my career in financial event management. I re-located my life to London and my first pad was a rented flat in Southfields.



**22 years**

My girlfriend and I were planning on becoming husband and wife - it was time to take the plunge, pull together a hard-earned deposit, a significant mortgage and a sizeable donation from the Bank of Mum and Dad to purchase a home of our own. We purchased a Victorian terraced house in Fulham. With a great location, an extra bedroom, oodles of character and even a small outside terrace, the first property we could really call our own was everything we dreamt of and more.



**31 years**

With the proverbial clock ticking our thoughts turned to starting a family and the desire for close proximity to parents, good schools and a larger garden led us to take the next step on the property ladder. With the help of an inheritance we upsized to a larger 4 bed property in Chiswick, the perfect place to raise our family, whilst keeping the Fulham house as a rental investment.



**35 years**

Life is peachy. With my career soaring from strength to strength and our property investments performing well. We extended our home in Chiswick and decided to treat ourselves to a dream bolt-hole home by the sea in Devon, the perfect get-away for relaxing weekends with children, friends and our beloved dogs.



**53 years**

Our health isn't what it was and we want to spend as much time as possible with our grandchildren. Now's the time to move a little closer to our family, trade in our holiday cottage and purchase a rather luxurious retirement apartment we've had our eyes on for some time in Wimbledon.



**79 years**

My two daughters have just become home owners! Purchasing a smart apartment in Putney with a sensible mortgage, this time it was the turn of my wife and I to become the Bank of Mum and Dad. By helping with the deposit, my girls were able to take their first steps on the property ladder.



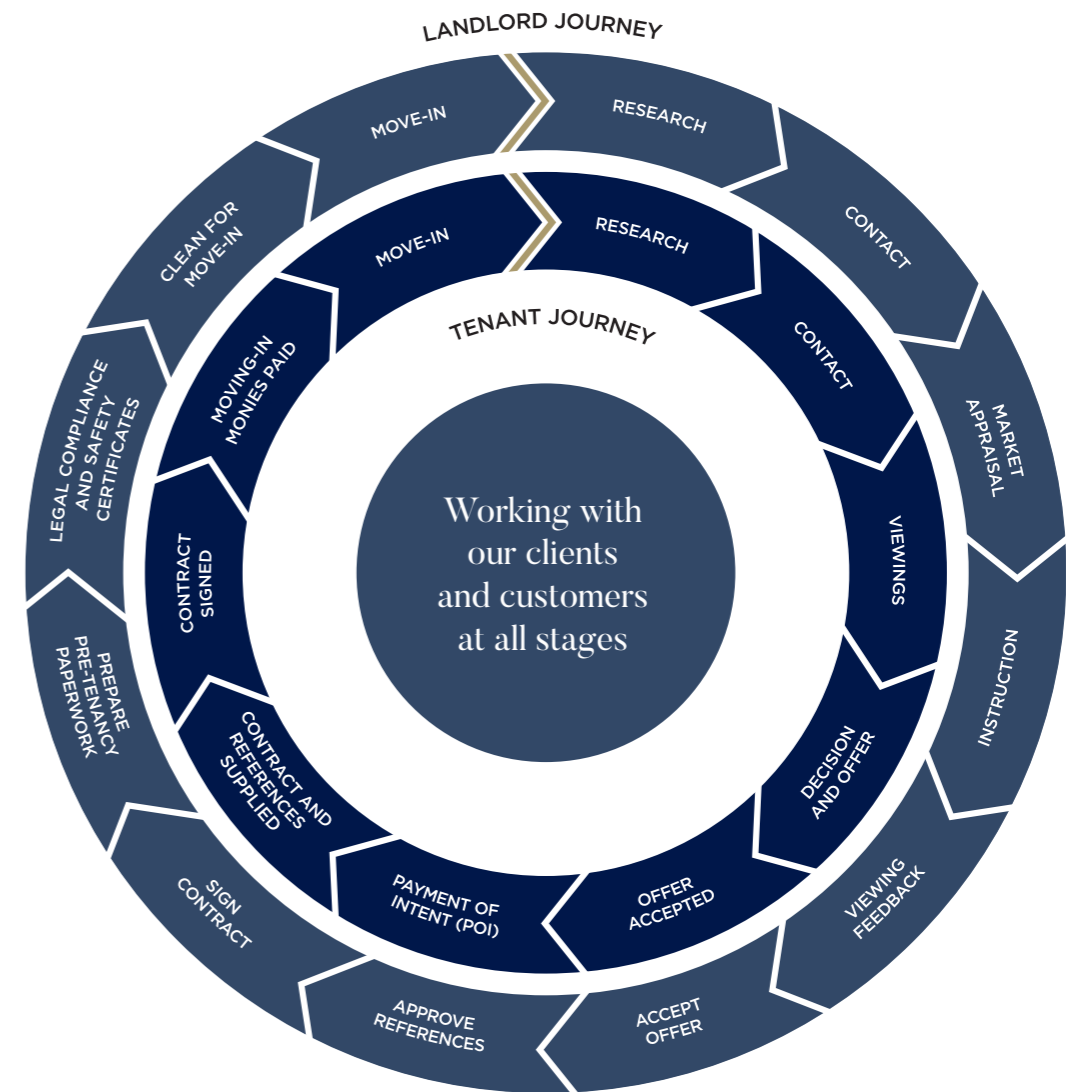
**67 years**

# The customer journey

Our customer journeys tell the story of our clients and customers' experience. From initial research and first contact, through to the process of engagement and establishing a long-term relationship.



Each stage of the journey is a moment of truth, where we strive to deliver on our promise and increase trust and confidence in us. The journey is circular rather than linear. Our role is to ensure our first-time customers come back to us over and over again throughout their lifetime.



# Our people

# Our people journey

**The difference between 'ordinary' and 'extraordinary' is that little bit 'extra'.**

Your attitude and willingness to learn are more important to us than your experience.

Being able to listen and hear what our clients and customers have to say, to put their needs first and treating each and every one as an individual is what really counts. Whether a maintenance contractor, a tenant, a landlord, a buyer or a seller, they should all receive the polite, professional service for which John D Wood & Co. is renowned.

Each individual in our organisation is responsible for creating this culture. All it takes is to be consistently a little above average and a little better than expected.

Always be on the lookout for what appear to be ordinary interactions and turn them into something extraordinary.

Creative, engaged, empowered and motivated people with a strong sense of purpose are the vital ingredient in helping us achieve our vision.

We can only build market share because our people decide to do so. We will look after our people; we value your work and without you, we could not achieve what we are setting out to do. We will help you and give you the tools to become outstanding property professionals.

## How do we do this?

We provide ongoing training and coaching. You will receive genuine feedback on your results and performance to help your continuous professional development.

### Some of the courses available to you are:



Sales Skills



Winning More Business



Property Matters



Negotiation Workshops



Time Management



Managing Clients



Essential Management Series



Advanced Sales Service

# Customer Service

**Seek first to understand, then to be understood.**

## **The art of effective selling, is to never be 'selling'.**

Effective selling is about understanding your customer as an individual and engaging them in an authentic dialogue to discover their wants and needs. Unless you understand the customer's core desire or trigger for buying, selling, letting or renting, you cannot tailor what we do. For our expertise to add genuine value, to be personal and bespoke, we need to understand our customer.

Most landlords and sellers know what they want: the fastest transaction, with the highest quality tenant/buyer at the highest possible price.

Most buyers and tenants don't know what they want, but have some vague property attributes in mind. They also want a fast transaction, a high quality property at the lowest possible price.

Our job is to help bring people and property together. As we engage with our clients we need to understand their level of knowledge around property, the key driver for their transaction and what a successful outcome would look like for them. We can then tailor everything we do to suit them.

## **Telephone manner**

Always answer with an upbeat tone, within three rings with: "Good morning/afternoon, John D Wood and Company, xxx speaking, how can I help?"

"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."

**Maya Angelou, American poet and civil rights activist.**





# Our environments

Word of mouth recommendation is our most powerful marketing tool and we work hard to ensure that every contact with a customer delivers an unparalleled experience that stays with them.

The environments in which our customers engage with us must always make them feel comfortable and relaxed and not excluded or facing unnecessary complications.

## Branches

Our branches are modern, welcoming and calm. We stand to greet our customers and engage them with a warm smile and handshake.

With comfortable seating and a relaxed yet professional atmosphere, we make it our job to really listen, so we truly understand how we can assist.



## Online

Although all estate agents have websites, we are dedicated to ensuring our customers enjoy a superior online experience.

Content is king and our website reflects the clarity of our branches in offering a crisp, clean presentation with relevant content and intuitive search and information options. Together with helpful videos, area guides, interactive mapping and additional property information.

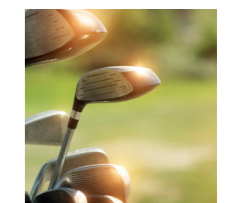
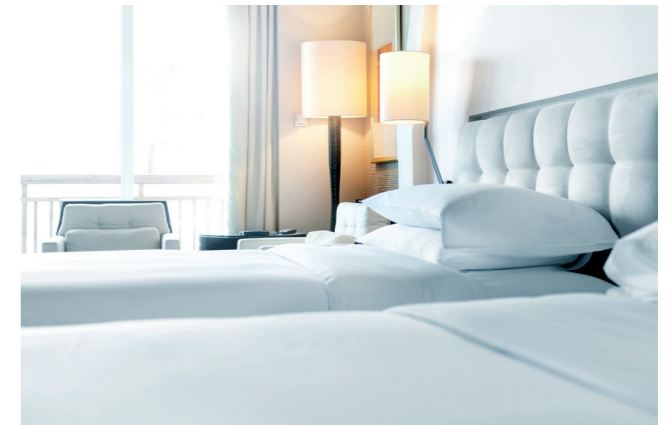
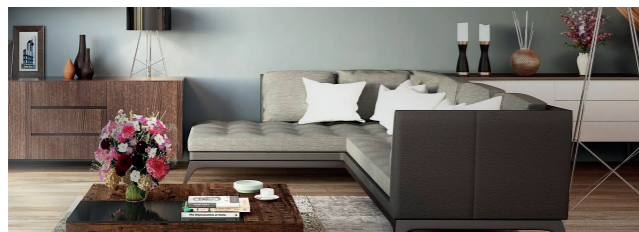
## At home

Good manners make people feel comfortable and nowhere is this more important than in our customers' own homes. As such, we always offer to take off our shoes, treat the property with respect and wait to be invited to view each room.

What's more, we never refer to our customers' homes as stock or a unit. Our presentation materials again reflect the simplicity and clarity of our branches and our website.



# ...A few of our favourite things





**Dedicated to Nick Taylor**

1957 - 2019

**JOHN D WOOD & CO.**

London, Country & International Property