

SALES AND MARKETING BROCHURE

Trusted Agents

As a property agency, we pride ourselves on offering a bespoke, personal service backed by years of experience and deep local expertise to ensure exceptional results for every client. Dedicated to a modern approach with online bidding and offers, and viewings 7 days a week, we operate as a fully paper-free agency, do not use traditional "For Sale" boards, and are committed to operating in a sustainable manner to reduce our ecological footprint. With years of expertise in the Dublin market with a commitment to integrity, we offer a comprehensive suite of services, tailored to your specific needs. By integrating technology and digital tools, we've streamlined our process to be faster and more efficient, ensuring you stay ahead in a competitive market.

Client Focused

Blacks challenges the traditional estate agency model by seamlessly combining cutting-edge technology with uncompromised human values, utilising an innovative 24/7 selling platform and instant buyer response systems to ensure that no potential lead is ever missed. Because our service is uniquely suited to your needs, it remains deeply rooted in traditional, personal care and complete financial clarity, offering straightforward commission rates, clear upfront marketing costs, and zero hidden fees or unexpected closing charges so that clients can budget with total confidence and ultimately maximize their financial returns.

Environmental Commitment

Our green policy drives every decision, delivering exceptional service while protecting the planet. We operate a strictly paperless environment, using digital contracts, electronic signatures, and online marketing to eliminate waste. By removing traditional "For Sale" boards, we reduce physical pollution and minimize our transport and manufacturing footprint. Our ultimate mission is complete carbon neutrality, constantly auditing our energy use and adopting sustainable practices to ensure your property journey supports a greener future.

Advisory Services

Our advisory team delivers expert guidance tailored to your specific goals across commercial property, new home developments, and specialised block management. We offer strategic support whether you are navigating the intricate acquisitions, optimising investment returns through professional lettings, or ensuring the seamless operation and legal compliance of multi-unit blocks. By combining market intelligence with practical regulatory insights, our advisors ensure your real estate decisions are seamless, legally sound, and financially rewarding.

No Sale – No Charge Policy

When you select us as your agent, you benefit directly from our No Sale – No Charge policy, which provides a risk-free opportunity to test the real estate market. Regardless of the extensive marketing, administrative work, or financial costs we incur on your behalf, you pay absolutely nothing if we do

not successfully secure a sale. This operational model aligns our goals completely with yours, highly motivating our team to work exceptionally hard to achieve your desired results.

Area Guide

We offer premium property services across Dublin's most prestigious locations, from the City Centre and modern Grand Canal Docklands to historic red-brick districts like Ranelagh and Portobello. Our extensive portfolio connects elite southside enclaves—such as Ballsbridge, Donnybrook, Sandymount, Blackrock, and Dalkey, with highly coveted northside neighbourhoods and coastal villages like Clontarf, Malahide, and Howth. Whether you are selling a grand period family home, a scenic shoreline retreat, or a contemporary apartment, our localised expertise ensures an unparalleled real estate experience across the entire greater Dublin region.

Thinking Of Selling?

We offer a comprehensive suite of disposal methods, including private treaty, tender, and auction, each expertly designed to maximise the value of your property. Every journey begins with a professional valuation to uncover your property's unique attributes, allowing us to craft a compelling target-market narrative that attracts serious buyers. To give you complete peace of mind, our transparent fee structure ensures full predictability through a straightforward final sales price commission combined with a tailored marketing package. Furthermore, we manage the administrative burdens of the sales process by seamlessly facilitating Building Compliance Checks and Building Energy Rating Certificates, ensuring your property fully satisfies all legal requirements from day one.

Marketing & Advertising

We provide high-quality photography and detailed 2D/3D floor plans for essential spatial context. Our marketing suite includes 4K drone cinematography, cinematic walkthrough videos, and Matterport virtual reality tours for remote exploration. To maximise visibility, we combine high-impact social media advertising and bespoke email campaigns with listings on major portals like Daft.ie and MyHome.ie, while partnering with other agencies to ensure the widest possible audience.

Enquires & Viewings

Our 24/7 AI assistant acts as a digital agent across our website, WhatsApp, and social media to ensure no lead is missed. It provides real-time updates on pricing, availability, and property features while qualifying prospects based on their budget, mortgage status, and timeline. By escalating only high intent leads to our team, we can focus on hosting private and open viewings, delivering tailored information E-packets that highlight each property's unique benefits.

Updates & Offers

We provide regular marketing updates to keep you informed of key metrics, including total inquiries, scheduled viewings, and offers received. This data-driven approach allows us to monitor your property's performance and adjust our strategy in real-time to remain competitive and maximise visibility. Furthermore, our digital offer system has revolutionized the process, offering greater transparency and speed. Buyers can now submit offers, provide proof of funds, and track bids instantly, replacing the delays of traditional phone and email systems.

Get Market Ready

Start by decluttering, address repairs and apply a fresh coat of paint to ensure the home looks maintained and polished. Finally, boost your curb appeal by tidying the garden and front to create a strong first impression for buyers. We are committed to the highest standards of Anti-Money Laundering, maintaining a zero-tolerance to financial crime in compliance with legislative requirements. To ensure a seamless process, we require essential documentation including a Letter of Engagement, photographic id, proof of address, and solicitor details.

Our Gift To You

To honour the legacy of the property you have built and loved, we are delighted to present you with a complimentary, bespoke "Keepsake Luxury Book" as a signature closing gift. This masterfully curated, premium coffee table book is individually designed to capture the very essence of your home, featuring high-end, professional photography that showcases every room staged to absolute perfection. It stands as a permanent tribute to the craftsmanship, care, and memories woven into your estate over the years, serving as a cherished narrative of your time here and a beautiful centre piece for your next chapter.

TRADITIONAL VALUES. MODERN TECHNOLOGY.

Selling In North County Dublin?

BRANT & CO
Property Consultants



North County Dublin Partners

At Brant & Co, property is personal. We understand that every home holds unique memories and meaning for our clients. As a boutique consultancy in North County Dublin, we offer a tailored, hands-on approach across sales, lettings, and property management. Our deep community roots paired with a fresh brand deliver the perfect balance of heritage and results. Specialising in Malahide, Swords, and Portmarnock—while regularly serving Donabate, Rush, and Lusk—we provide reliable, professional, and efficient support across the entire region.

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