



FRANCIS LOUIS  
Residential

Welcome to Francis Louis,  
experts in property sales.

[www.francislouis.co.uk](http://www.francislouis.co.uk)

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## About Us

Selling your home is a big decision, and at Francis Louis, we're here to make it simple, personal, and successful.

Francis Louis was established in 2018 with a clear vision: to create a modern, highly driven estate agency that delivers exceptional marketing, honest advice, and outstanding results for clients. From starting as a small, founder-led agency, we have grown into a team of over 16 experienced professionals across sales, lettings, property management, maintenance and cleaning, all working together to provide a seamless, full-service property solution.

Our aim is simple: to market homes to the highest possible standard, attract the right buyers, and achieve the strongest possible price.

We believe that great marketing, proactive communication and expert local knowledge are the foundations of a successful sale, and we apply this approach to every property we represent, regardless of value.

As a family-run business, we pride ourselves on being approachable, responsive and genuinely invested in our clients' success. At the same time, we operate with the structure, systems and expertise of a much larger agency, ensuring every client benefits from skilled professionals, proven processes and strategic guidance throughout the sales journey.

At Francis Louis, we're not just selling property. Our goal is to build long-term relationships, protect your asset, and deliver the best possible outcome for you.

# Meet the Team



ADAM FRIEND

Director

- **Experience:** 23+ years specialising in residential property sales in Exeter.
- **Expertise:** Proven in premium marketing, negotiation, and buyer engagement..
- **Approach:** Discreet, professional, and clear, results-driven advice.
- **Achievements:** Regularly secures strong sale prices and market-leading results.



TOM BIDEN

Senior Negotiator

- **Experience:** Residential sales negotiator at Francis Louis.
- **Expertise:** Buyer engagement and negotiation.
- **Approach:** Proactive, approachable, and communication-led.
- **Achievements:** Focused on securing strong results and smooth sales.



CHINA MILLER

Senior Negotiator

- **Experience:** Full-time Sales Negotiator at Francis Louis..
- **Expertise:** Focuses on targeted campaigns for premium properties.
- **Approach:** Pairs creativity with detail to achieve strong results.
- **Achievements:** Known for generating outstanding buyer engagement.



Great outcomes are built on strong relationships. We bring together expertise, communication, and care to deliver exceptional results.



# Our Strategy

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## Tailored Approach

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Every client and property is unique. We design a strategy around your goals, preferences, and market conditions — reviewing and refining throughout to ensure the best possible outcome.



## Presentation Matters

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Whether preparing a home for market or guiding buyers through viewings, we focus on presentation that inspires confidence, ensuring that every single detail is managed with care.



## Strategic Positioning

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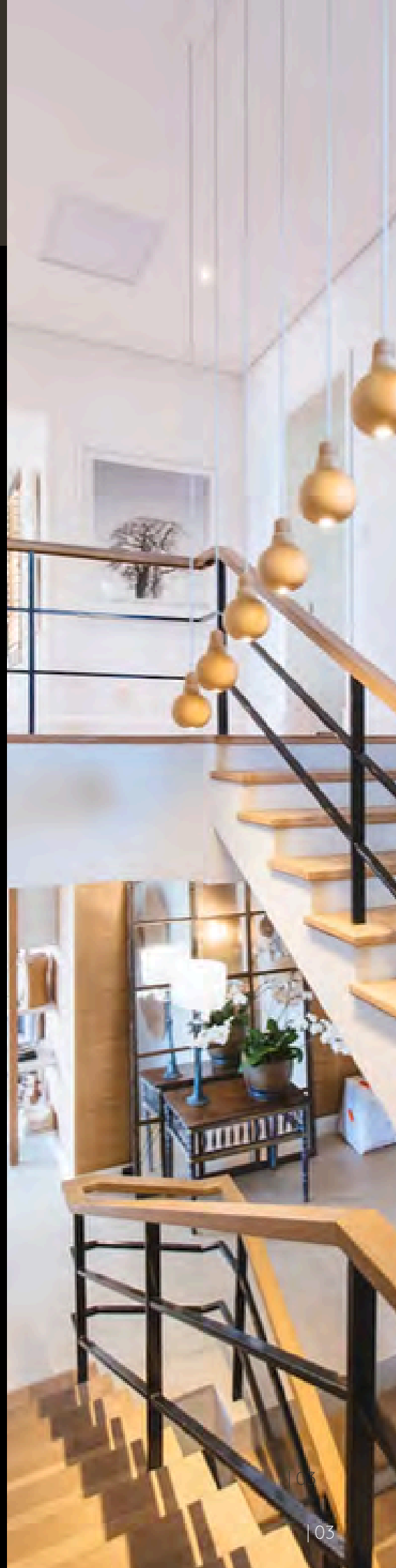
We identify the right audience and craft messaging that resonates, showcasing listings to qualified buyers and guiding purchasers toward smart, informed decisions.



## Negotiation and results

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Negotiations are led by experienced senior agents with a calm, strategic approach. We represent your interests with clarity, honesty, and complete professionalism.





# Marketing Approach

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We deliver bespoke marketing strategies tailored to each client’s objectives, combining data-driven insight, design-led presentation, and precise execution. From premium photography and compelling copy to targeted digital campaigns and buyer outreach, we position every property to attract the right buyers and maximise its value.

At Francis Louis, we don’t just list your property—we showcase it, ensuring it stands out in the market and achieves the strongest possible result.



## VISUAL EXCELLENCE

We showcase your home with high-end photography, video, and creative that captures attention and elevates value perception.



## DIGITAL STRATEGY

Our targeted online campaigns and market insights connect properties with qualified buyers and uncover opportunities for home buyers.



## PRINT & EDITORIAL

Premium brochures, signage, and advertorial placements ensure your home has impact both offline and in select publications.



## CAMPAIGN DELIVERY

We monitor performance daily and adjust strategy as needed, keeping you updated at every step for full clarity and control.

# Sold Properties

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Wheatcroft Farm



Powderham Crescent



Maryfield Avenue



The Town House



## Wheatcroft Farm, Plymtree

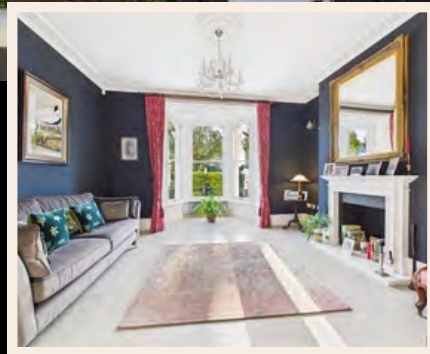
🏠 | 6 🚿 | 4 🚗 | 6 📏 | 4,600 sq ft

The Willows is a sophisticated contemporary eco home within the exclusive gated Wheatcroft Farm development, designed to maximise light, space and countryside living.

Open-plan living connects seamlessly to the gardens for elegant indoor-outdoor entertaining, with six double bedrooms including a luxurious principal suite. Set within landscaped grounds and a paddock, the home combines privacy, design-led architecture and sustainable living with air-source heating and solar panels.

### Sale Highlights

|                  |            |
|------------------|------------|
| Sold Price:      | £1,400,000 |
| List Price:      | £1,400,000 |
| Sale-to-List:    | 100%       |
| Days on Market:  | 12         |
| Offers Received: | 3          |



## Powderham Crescent, Exeter

🏠 | 5 | 🚗 | 5 | 🚗 | 2 | 📏 | 3,700 sq ft

An impressive Victorian townhouse in the heart of Exeter, beautifully renovated to blend original architecture with refined contemporary design.

Open-plan living and a formal reception room overlook the residents' communal green, with five generous bedrooms including a luxurious principal suite. A detached coach house with garage and versatile accommodation above adds exceptional flexibility.

A rare opportunity to acquire a substantial, high-specification period home in a prime central location.

### Sale Highlights

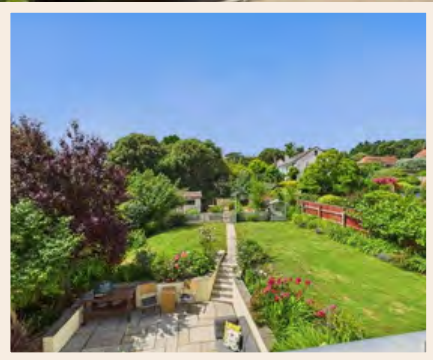
Sold Price: £1,250,000

List Price: £1,300,000

Sale-to-List: 96%

Days on Market: 24

Offers Received: 4



## Maryfield Avenue, Exeter

🏠 | 5   🚗 | 5   🚗 | 4   📏 | 2,100 sq ft

An exceptional five-bedroom detached family home on one of Exeter's most desirable residential streets, offering generous living space and a high-quality contemporary finish throughout.

Extended to provide multiple reception areas, three en-suite bedrooms and seamless indoor-outdoor living to the landscaped garden, this impressive home delivers space, flexibility and lifestyle appeal in a prime location.

### Sale Highlights

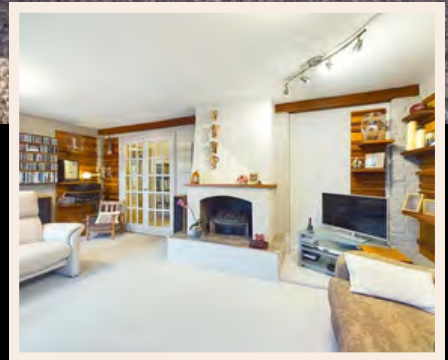
Sold Price:    £1,000,000

List Price:     £985,000

Sale-to-List:    98.5%

Days on Market:    7

Offers Received:



# The Town House, Exeter

🛏 | 4   🚿 | 2   🚗 | 2   📏 | 1,670 sq ft

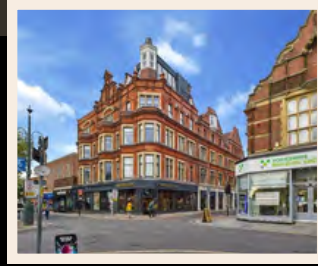
AA unique four-bedroom coach house in the sought-after Pennsylvania area of Exeter, combining rich heritage with refined contemporary design.

Original period features, including stained glass windows, sit alongside high-quality modern finishes, creating a characterful yet comfortable home. A rare opportunity to acquire a distinctive property with historic charm in a prime residential location.

## Sale Highlights

|                  |          |
|------------------|----------|
| Sold Price:      | £700,000 |
| List Price:      | £700,000 |
| Sale-to-List:    | 100%     |
| Days on Market:  | 10       |
| Offers Received: |          |

# Investment & Development Opportunities in Exeter



Exeter continues to be one of the strongest-performing regional property markets in the UK, driven by a growing university population, a resilient local economy, and sustained demand for high-quality rental accommodation. Francis Louis has built a specialist track record in advising developers, landowners and investors across the full lifecycle of development and investment assets within the city.

Please see a selection of recent development and investment projects we have successfully sold. These range from purpose-built schemes delivered ready for occupation, to value-add opportunities where purchasers have acquired shell buildings and undertaken full internal fit-out and repositioning to maximise rental performance and capital value.

## Proven Track Record in Development Sales

We are highly active in the Exeter development market and regularly transact on:

- Purpose-built student accommodation and HMOs
- Residential apartment schemes
- Mixed-use city centre buildings
- Commercial to residential conversions
- Value-add refurbishment and repositioning opportunities

Through our established relationships with private investors, developers and funds, we consistently match opportunities with buyers—often on an off-market basis—allowing vendors to achieve strong pricing, discreet sales and certainty of completion.

## Oven-Ready Investment Assets

A key differentiator in our approach is our ability to deliver oven-ready investment opportunities. Through our in-house lettings and property management teams, we frequently sell schemes that are:

- Fully let
- Professionally managed
- Stabilised to maximum achievable rental income

This enables investors to acquire assets with immediate income, clear yield metrics and reduced operational risk, often supporting stronger sales pricing and sharper investor demand.

Integrated Lettings, Management and Sales

Our vertically integrated model—combining sales, lettings, property management and maintenance—means we can advise on:

- Rental tone and tenant demand
- HMO and licensing strategy
- Pre-letting and forward marketing
- Exit pricing and yield positioning
- Investor presentation and data packs

This joined-up approach ensures developments are designed, positioned and marketed with the end investor firmly in mind, helping maximise both rental income and capital value.

## Off-Market Investment Opportunities

We work closely with a network of developers, landlords and landowners to source off-market development and investment opportunities for our clients. Many of our investors prefer discreet acquisitions, and we regularly broker private transactions that never reach the open market.

Our active buyer database includes UK and international investors seeking both income-producing assets and development opportunities, allowing us to move quickly and efficiently when suitable sites become available.

## Active Buyer Network

We maintain a strong pipeline of buyers, including:

- Private landlords and portfolio investors
- Student investment specialists
- High-net-worth individuals and family offices
- Development partners and syndicates

This depth of demand means we often have buyers ready before a property is formally marketed, enabling rapid, targeted sales strategies.

# FAQS

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## HOW DO YOU DETERMINE THE BEST STRATEGY FOR ME?

We take a tailored approach based on your goals, property type, and market conditions. Whether you're preparing to sell or buy, we assess timing, demand, and trends to define the most effective path. Our recommendations align with your desired outcome, ensuring strong visibility and engagement. The result is a strategy built for clarity, confidence, and minimal stress.

## WHAT DOES YOUR MARKETING AND SEARCH PROCESS INCLUDE?

Our marketing and acquisition strategies are fully customized for each client. For sellers, this includes premium photography, virtual tours, advertising, signage, and editorial exposure. For buyers, it involves proactive outreach through agent networks, off-market opportunities, and data-driven insights. Every element is designed to elevate presentation, expand reach, and uncover the right home or buyer efficiently.

## HOW DO YOU ENSURE THE RIGHT BUYER OR PROPERTY IS FOUND?

We begin by defining your ideal outcome and buyer or property profile. From there, we tailor the campaign, messaging, and presentation to attract qualified interest. Our communication, pricing strategy, and negotiation style are built to create urgency and secure strong offers. For buyers, we leverage networks and market insights to identify the best opportunities quickly.

## WHAT LEVEL OF INVOLVEMENT WILL I HAVE THROUGHOUT THE PROCESS?

You'll be kept informed at every stage with updates, feedback, and direct communication from your lead agent. While we manage logistics and day-to-day activity, your preferences guide decisions. The process is collaborative and transparent, designed to give you confidence from first meeting to settlement, and ensure you always feel supported.

# Exeter & Beyond: Our Community and Charity work

## Francis Louis Global Community Programme

Our journey in Ghana began with a simple ambition: to grow the game of cricket and transform young lives through sport. What started as a grassroots project has since developed into a long-term commitment to education, opportunity, and community support.

Initially, Francis Louis donated 21 bags of cricket equipment, clothing, and toys to local schools and orphanages, alongside delivering mass coaching sessions for hundreds of children and training local teachers and coaches to ensure the programme could continue independently. We also funded a professional artificial wicket and batting net facility, providing the school with its first dedicated cricket infrastructure.

Building on this, we organised Ghana's first youth cricket festival,

welcoming more than 200 children from 12 schools, and facilitated the donation of £100,000 worth of hardball cricket equipment to ensure every participating school had the tools to develop structured cricket programmes.

Our impact has since expanded beyond sport. We now sponsor individual children, support education initiatives, and regularly collect and ship donations for local orphanages and families in the surrounding community.

Francis Louis is committed to returning year after year, continuing to invest in facilities, coaching, education, and community support—using sport as a powerful vehicle to inspire confidence, create opportunities, and change lives.



# Exeter & Beyond: Our Community and Charity work

## Young People into Sport – Cost-Free Access and Opportunity

Francis Louis is committed to removing financial and social barriers that prevent young people from accessing sport. At a local level, the company fully sponsors youth team kits, removes match fees, and funds annual tours to major UK cities such as London and Manchester. These tours provide young players and their families with unique opportunities, including visits to major sports stadiums—often their first ever—creating memorable experiences and broadening horizons far beyond the cricket field.

Alongside this, Francis Louis has played a pivotal role in transforming the local cricket community through sustained investment in Cullompton Cricket Club's youth programme. Over the past six years, the youth section

has grown from a single team of 12 boys to a thriving programme supporting over 150 young players, with structured development pathways and equal opportunities for both boys and girls.

This investment has helped establish Cullompton as one of the leading grassroots cricket clubs in the region, delivering high-quality coaching, inclusive participation, and a strong community focus for families across Mid Devon. By removing cost barriers and creating access to elite experiences, Francis Louis is helping young people build confidence, develop life skills, and enjoy the benefits of sport in a supportive and inclusive environment.





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Thank you



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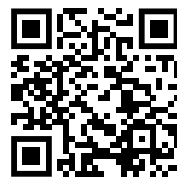
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