



# When the time comes to sell We'll still be there by your side

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**We know that for many people considering a move to a retirement living community, one of the biggest questions, particularly for family members, is “What happens when we come to sell the apartment?”**

At Adlington Retirement Living, we take the long-term outcomes for our homeowners and their families seriously. That’s why, in 2023, we created Adlington Estates, a dedicated in-house resales service, to provide expert support when the time comes to move on.

## **Simon Crewe, managing director, said:**

**“The benefits of retirement living extend well beyond just the apartment, and that’s why it’s important for us to provide a full-service approach for our homeowners and their families.**

“As experts in the retirement living sector, our teams are empathetic and understanding. They know that the thought of moving can be stressful for home buyers and their families, so they take the time to listen and help them every step of the way, which also helps the sales process to run smoothly, both when first moving in and when selling the property on.”



## Tailored support, not a transaction

Reselling a retirement apartment is not the same as selling a traditional property and families often need more than just an estate agent, so that's why Adlington Estates provides a specialist service tailored to this unique market. We work closely with families, legal representatives, and local contacts to ensure that the process is clear, supported, and sensitive.

Tim Crichton, Adlington Estates resales manager, said: "At the heart of everything we do is the desire to make the process better for our homeowners, for their families, and for our new customers purchasing the apartments."

Adlington Estates homeowners have their properties marketed on the Adlington Retirement Living website, as well as general property portals such as Rightmove. Viewings are managed by the dedicated team, who fully understand life at an Adlington community and are best placed to introduce potential buyers to retirement living.



## A model that works for today and tomorrow

Adlington's model continues to deliver successful resales, even in the face of wider market challenges.

"Buying and selling property is known to be difficult but using Adlington Estates made the process smooth and stress free. Due to their market knowledge and customer base, they secured us an asking price sale with no chain at premarket stage. We couldn't have asked for more.

"They were extremely responsive to any queries during the sale, and went above and beyond liaising with solicitors and the community management company, ensuring all queries were addressed promptly. We couldn't be happier with the service offered."

An Adlington Estates customer who sold an apartment at Adlington House in Otley, West Yorkshire.



"Tim and his colleagues were pivotal in achieving a sale for our retirement apartment. Their understanding of the market, and of the developments made the difference for us. Throughout the process we were kept up to date with potential viewings, and the difference in effort between Adlington and our previous agent was night and day. I would not hesitate to recommend their services for those in a similar position to us."

An Adlington Estates customer who sold an apartment at The Sailings in Southport.



## How our resales support works

Our structured approach includes:

1. Personalised consultation and market appraisal
2. Professional marketing and photography
3. Managed viewings by our specialist team
4. Offer negotiation and progression support
5. Liaison with solicitors and completion management

Our dedicated resales service means that when the time comes to move on, you and your family can access specialist guidance and clear, professional support.

# Important factors to consider

Every apartment contributes towards the running costs of their dedicated on-site team, general maintenance, and all of the socialising spaces homeowners enjoy, wrapped up in one, transparent Service and Well-being Charge. This charge is applied whether or not the apartment is occupied, to help maintain consistent standards.

When selling an apartment, some families choose to market the apartment more competitively to achieve a faster sale, which helps offset the continuing Service & Well-being Charge.

Other families choose a lower selling price based on the value of the Benefactor's Estate, considering Inheritance Tax implications.

When moving to a retirement community it's important to appreciate that you are investing in your well-being, over a traditional property investment, and the benefits that come with living within a safe and supported environment, which homeowners often value the most.

As homeowner David, a retired Accountant, explained "I said to my daughter Helen, 'I've thought and thought about it, and at the end of the day, I'm at an age that if I can move to somewhere where I'd really like to live, then I can accept that.' So that was what I did".

Whatever your priorities, our experts will be there to support you every step of the way.

**"From the very start, we found them to be very knowledgeable, professional, and conscientious. They provided great advice about how to market the apartment, including all the unique features and services available at The Cottons.**

**"They kept us fully updated as the sale progressed and made themselves available whenever we had questions. They were ideally placed to navigate the buyers, ourselves, the management team at The Cottons, and the various solicitors.**

**"As members of the Adlington team, they have an insider's insight into the experience of living at The Cottons and promoting all its positive aspects for older adults. We also found them to be sympathetic to the situation we found ourselves in after the sudden passing of our father.**

**"We thoroughly recommend using this service."**

**An Adlington Estates customer who sold their late father's apartment at The Cottons in Ramsbottom**



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