



CECCHINI PROPERTY

Cecchini is a well-known name in Ayrshire. It's a name which inspires trust when it comes to business and for Sandrina Cecchini, owner of Cecchini Property, cultivating that trust and reputation is vital. As a consequence, the majority of her business is word of mouth; a testament to the familial integrity behind the name.

Launched in January 2020, Cecchini Property is an estate agency which prides itself on disrupting the status quo. Unlike many mainstream competitors in the industry, Sandrina knows the value of providing exceptional customer service with a human touch beginning to end: at no point in the journey of selling or buying are her clients abandoned to the

next professional in the chain or to the overly technical and bureaucratic processes favoured by bigger firms which can be so stressful. Honesty, kindness and attention to detail are the hallmarks of the Cecchini experience as evidenced in the reviews which show just how Sandrina and her team have set a sector-leading tone.

It's no surprise that someone with Sandrina's background brings exceptional marketing skills and attention to detail to the property business. Back in 2000 she studied interior design, going on to start her own business staging show homes for developers. It was a role which showed her that selling a home was less about the bricks and mortar and more about the aspirational lifestyle it offered. Her finely tuned design skills were central to enabling potential buyers to realise that aspiration. By the time the market crashed in 2008,

Sandrina had started building her own property portfolio in the background and had developed a sound understanding of the property game which allowed her to weather the market storms of that time with confidence, coming out the other side even stronger and with a professional profile which was a perfect marriage of design skills, property knowledge and business acumen.

In 2012 Sandrina used her skills to manage the conversion of an old townhouse in Park Gardens, Glasgow, a project which saw her working closely with the developer to oversee complex renovations matched with high-end interior design. In the end she was given the opportunity to take on the selling of the development which comprised several properties, successfully selling the first two-bed apartment for £550,000. From then on, she was hooked. In 2014 she joined McEwan and Fraser where she trained as a valuer, specialising in properties which were proving hard to sell. Once again she excelled, proving that with the right mindset, attention to detail and understanding of clients' needs she could successfully and quickly move seemingly unmoveable properties. In the following years she gained as much experience as possible in the property market developing a strong understanding of what she did and did not like about the industry until finally, in 2020, she decided to launch her own business, Cecchini Property.

From the outset, Sandrina knew that she wanted to grow a values-based business built on relationships. Despite the challenges of launching in lockdown she loved every minute of those early days which gave her time to focus on developing and growing her vision for property in Ayrshire. With complete autonomy she was able to shape her approach based on all the valuable experience and insights gained since those early days as an interior designer. Her eye-catching approach to marketing which uses professional photography, virtual staging and physical staging was immediately recognised, even by competitors, as innovative and it remains a source of great pride to this day: it's a competitive edge which helps her stand out from the crowd.

With the full control of decision making and creativity which comes with being your own boss Sandrina has established an open, honest approach to business which focuses on building long-term, sustainable relationships. Her non-pushy approach allows clients to take their time, building trust and confidence every step of the way. It's an approach which takes the stress out of buying and selling property and which results in sellers getting the best prices for their properties and buyers seeing the true value of their new home and the lifestyle it offers.

It's not surprising that for Sandrina home, family and wellbeing is everything. When keys are handed over to buyers Sandrina knows that she is giving them the keys to their haven; the place where they and their families can grow and thrive. Having been diagnosed with MS seven years ago, Sandrina knows only too well the importance of embracing a lifestyle which prioritises wellbeing and the role a safe home has in providing a place to feel nurtured. Her personal journey which has seen her navigate single parenthood, relentless professional development, career changes and health challenges has been consistently underpinned by resilience, determination and a passion for the things that matter most to her. It's these same qualities that Sandrina brings to Cecchini Property and which are unarguably the reason why this small independent estate agency in Ayrshire goes from strength to strength with every passing year.

