

*Honesty.
Results. Trust.*

hrt
herbert r thomas

CELEBRATING 100 YEARS

100
1926-2026

*A century of trusted property expertise
throughout South Wales*

Residential Sales & Lettings

Agricultural

Commercial

Auctions

Land Management

Development

Planning

Utilities

Renewables





Wherever you are on the property ladder, we guide you forward with clarity, confidence and complete assurance.

Our role is to guide you through your property transaction with judgement, discretion, and care – so your next step feels considered, secure, and absolutely right.



Sit back & relax.

You're in safe hands

We want moving home to be a positive and rewarding experience.

Our team of dedicated property professionals provides a level of service and experience you can trust.

From the moment you instruct us, we take the weight off your shoulders. You'll receive honest guidance and calm support from a team who understands the pressure of moving.

We are committed to providing the best advice at every stage and always acting in your best interests.

Why choose us?

Years of experience

Established in 1926, Herbert R Thomas is a leading independent firm of property professionals, offering expert advice across all aspects of property throughout South Wales. Our reputation has been built on providing honest, independent guidance.

Service

We provide a professional, personal and proactive service. As a fully independent firm, we are not constrained by corporate bureaucracy. We understand that clients need an agent they can trust and we strive to make every transaction as smooth and stress-free as possible. A significant proportion of our business comes from returning clients and personal recommendations.

Unlike many agents, we have complete confidence in the service we provide and do not tie you into a fixed contract.

Communication

For us, communication is key. From preparing sales details and listing your home, to providing regular updates, arranging viewings, and sharing feedback, through to negotiating offers, agreeing a sale, and progressing the sale through to completion, we keep you informed every step of the way.

Marketing strategy

Being independent, we take pride in delivering a bespoke marketing strategy tailored to the unique qualities of your home.

Online marketing

We maximise exposure through our established office network and targeted communication, with our extensive database of registered, qualified applicants. Your property will be featured across the leading property portals – Rightmove, OnTheMarket, and Zoopla – ensuring exceptional, national visibility.

In addition, we harness the power of carefully curated social media campaigns across Facebook and Instagram, presenting your home to an engaged audience.

As proud members of The Guild of Property Professionals, we are part of an exclusive network of over 600 independent agents across the UK. This affiliation also provides access to a prestigious showroom in Mayfair, London.

Viewings

Prospective purchasers are accompanied by our experienced and highly trained team members, who negotiate on your behalf to achieve the best possible price.

We are diligent in obtaining proof of funding and confirming chain details prior to reporting a sale, ensuring confidence in your purchaser's ability to proceed.

Sales progression

Each office has a dedicated sales progressor who works to ensure the conveyancing process runs smoothly from start to finish.

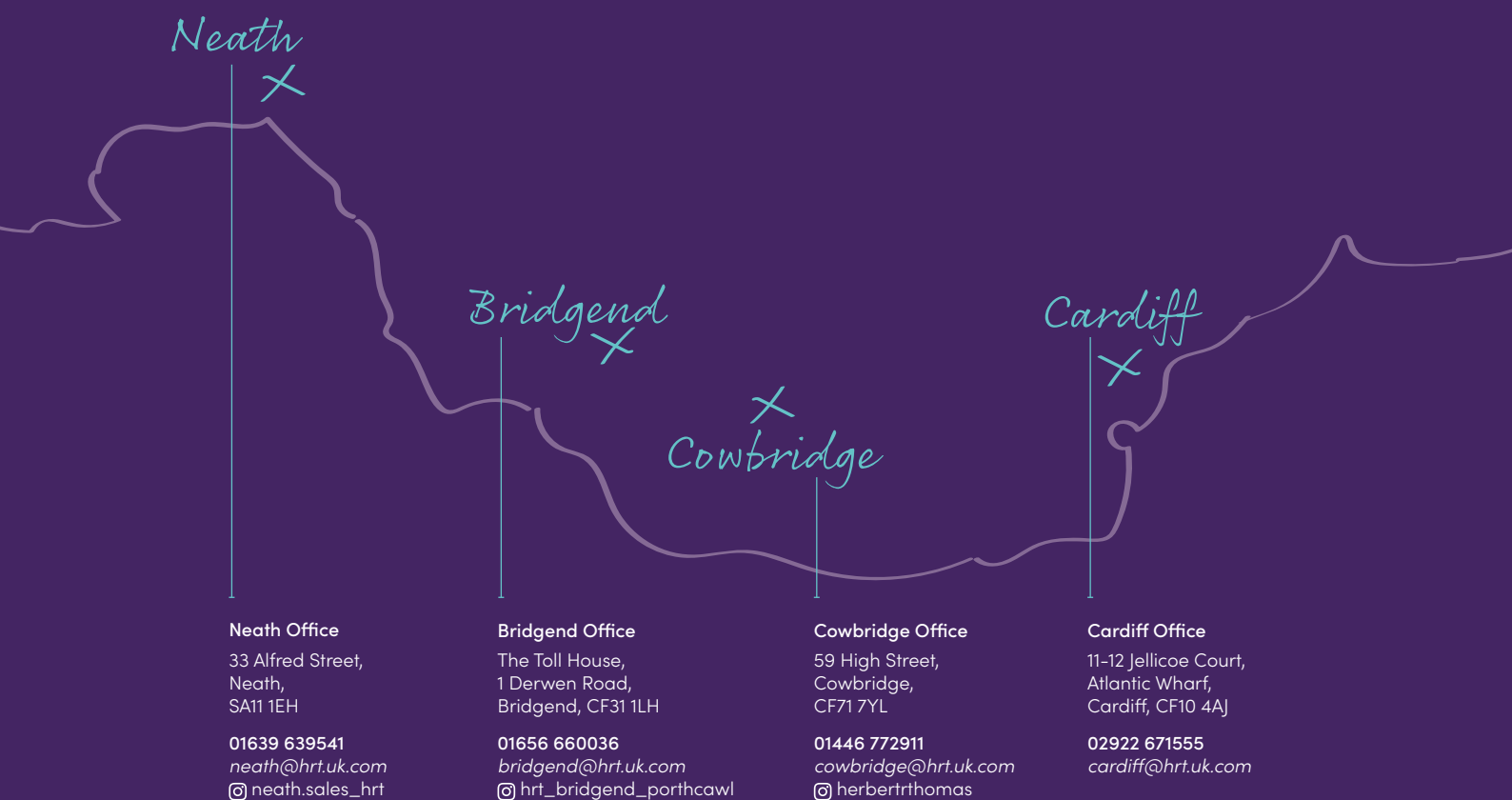


Four offices across South Wales

Multi-disciplined property experts

With multi-disciplined offices across South Wales, Herbert R Thomas is well placed to guide you through your property journey in the months ahead.

Our strategically located branches in Cardiff, Cowbridge, Bridgend and Neath serve the whole of South Wales. We cover areas from Monmouthshire in the east to Pembrokeshire in the west, and from the beautiful Vale of Glamorgan coastline to the rolling hills and mountains of the Bannau Brycheiniog National Park.



Our focus is on selling your home at
the best possible price for you

We know how to get you moving



Years of industry experience

Our team of highly trained and experienced professionals ensures we have the expertise to represent your property at its very best. All of our staff are incentivised to work collaboratively, helping to achieve the best possible price.



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We get you the best price

At Herbert R Thomas our priority is simple; to achieve the optimum price for your property while ensuring a seamless, timely sale. We combine market insight with exceptional service to deliver results that exceed expectations.

Expertise you can rely on

Our experienced valuers provide thoughtful, professional advice designed to generate maximum interest from the outset. With unrivalled local knowledge and deep industry insight, we position your property to attract serious buyers.

To further enhance our service, we have recently transitioned to Street, a property technology platform that enables us to deliver an even more efficient, transparent, and streamlined experience for our clients. This advanced system enhances our appraisal process by providing access to accurate, real-time market intelligence, allowing us to deliver well-informed and precise property valuations.

With a proud heritage of over 100 years, Herbert R. Thomas has long been a name associated with integrity, trust and proven results

A thorough, considered valuation

Our valuers consider a comprehensive range of factors when providing their opinion on your property's current market value. This includes comparable evidence from recent local sales, alongside a detailed evaluation of your property's condition and presentation.

Beyond the property itself, we take into account the nuances that shape value within the local market – from planning developments and transport connectivity to prestigious school catchments and evolving market trends. Equally, we recognise that every client's circumstances are unique, and your motivation remains central to our tailored advice.

The first six weeks of marketing are crucial, as this is when your property will attract the greatest level of attention and make its most lasting impression. For this reason, an accurate and carefully considered valuation is essential from the outset, ensuring your property is positioned correctly within the market and set on the path to a successful outcome from day one.



Local coverage across South Wales

We are locals working for you, and we love where you live.

Offices and locations

Each of our four town and city centre offices in Cardiff, Cowbridge, Bridgend, and Neath has an experienced team of hardworking individuals who strive to provide our clients with the highest level of professional and personal service. We are always on hand to assist.

Local knowledge

Our team members either live locally or have extensive experience of selling properties in your area. Their knowledge of popular neighbourhoods and the people who want to live in them helps us find your ideal buyer more quickly.



We keep you looking good

In today's market, presenting your property at its very best is essential if it is to rise above the rest.

Initial advice

During your market appraisal, our expert valuers will guide you through thoughtfully selected enhancements designed to elevate both the appeal and value of your home. We provide tailored, professional advice to ensure your property is presented impeccably, inside and out.

Photography

Our photography showcases your property at its very best, using high-quality imagery that highlights space, light, and key features. The result is a compelling first impression that helps generate more interest and viewings.

Drone footage

Our drone and aerial photography offer a unique perspective, capturing your property and its surroundings from above. This striking imagery highlights scale, setting, and location, helping your listing stand out and giving buyers a fuller sense of the home and its environment.

Video tours

Our internal video tours bring your property to life, offering a seamless, walkthrough experience that allows buyers to fully appreciate the flow and feel of each space, wherever they are. It's an engaging way to showcase key features and encourage more confident enquiries.

Social media

Our social media promotion ensures your property reaches a wider audience, using eye-catching visuals and targeted posts to generate interest and drive engagement. By sharing your listing across key platforms, we maximise exposure and attract potential buyers swiftly.

Floorplans

Our clear, accurate floorplans provide an easy-to-understand layout of your property and its potential, helping buyers to visualise the space and flow at a glance. They add valuable detail to your listing.

Sales progression

Each office has a dedicated sales progressor who will ensure the conveyancing process runs smoothly.

Online marketing

In 2026, our centenary year, we will unveil a completely redesigned website featuring advanced technology and enhanced marketing tools to showcase your property to an even wider audience.

To ensure exceptional reach, we market your home at the highest tier across all major property platforms, ensuring it stands above standard listings rather than being lost beneath them.



The process

Step by step

Property valuation

We begin with an accurate appraisal, providing expert advice on pricing and positioning your property to achieve the best possible results.

Preparing your home

We offer tailored guidance on presentation and any recommended improvements to ensure your property looks its very best for marketing.

Take-on appointment

At a time convenient for you, we visit your property to capture all marketing materials, including photography, video and floorplans.

Draft details review

You'll receive a draft of your property details to review, amend, and approve before going live to the market.

Compliance & paperwork

We complete all necessary anti-money laundering ID checks and ask that you review and sign our Terms of Business.

Launch to market

Once everything is in place, your property is launched across our premium online platforms, ready to attract serious buyers.

Viewings & feedback

We arrange and accompany all viewings. Communication will be via phone and email, with the option to use the Street client app for real-time updates, viewing schedules and detailed feedback, ensuring you stay fully informed throughout the process.

From offer to completion

Our dedicated sales progressors work alongside you and your solicitor, managing the transaction and keeping everything on track.

Offer accepted

Once your offer is accepted and your buyer is qualified, both you and your buyer instruct a solicitor. Your property is then marked as Sold Subject to Contract and the legal process begins.

Key documentation

You will be asked to complete key forms by your solicitor, providing essential details for your buyer. A contract pack is then issued, enquiries may be raised, and the buyer will likely require a survey to finalise their mortgage.

Final steps

Once both sides are ready, we work with you and your buyer to agree on a convenient completion date. You will then be asked to sign the contract in readiness for exchange.

Exchange and completion

Contracts are formally exchanged, and the sale becomes legally binding. On completion day, funds are transferred and ownership passes to your buyer. We release the keys, allowing you to hand over your property with confidence.



Results that *move you*

They say there is no better recommendation than personal experience.
We agree:

“ A brilliant sale with HRT. They worked very hard for me as a seller and I'm very happy with the result. They got me a good price, were knowledgeable, reliable and professional undertaking all of my viewings. Good communication back and forth too, no long waiting times on the phone. Well worth the fee and I can highly recommend them as 100% and 5 stars. Definitely a good choice.

Ter

“ Great Sales Progressor. I purchased my current property through HRT Cowbridge. The sales progressor Michelle, was fantastic at keeping us informed of what was happening even though as the purchaser we weren't strictly their client.

Michelle filled in the knowledge gaps that we didn't have through our own agents sales progressor. Definitely took away some of the stress that we were feeling and we are very grateful for Michelle's efforts.

Gareth Adams

“ We moved to HRT after a terrible experience with our previous selling agent. We had viewed a property, that we wanted to purchase, with them and were impressed with their professionalism.

They did everything they could to secure a sale on our property. We received feedback quickly after viewings and communication was always a strong point. The sale of our property was not a straightforward one, with a lengthy chain, and delays in solicitors responding. Michele was instrumental in getting us to completion, communicating with solicitors and agents throughout the chain. We were persistent with our chasing for updates and she never became fed up with us, remaining professional throughout the process with a personal manner. We wouldn't hesitate to recommend HRT Cowbridge to anyone thinking of selling their property or buying a property through them. A special thank you to Michele, Ian and Morganne for their help throughout the process.

Charlotte Kate

“ Highly recommend HRT if you're looking to purchase a property! I used HRT for a recent house purchase and the team were fantastic - from being really responsive when it came to putting in an offer to helping us with any queries or questions. Michele especially was really attentive and helped us get the sale through as easily and quickly as possible. 100% recommend HRT if you're thinking of buying a property! Thank you all.

Jude Coad

“ Professional, friendly and supportive. We recently completed a sale and purchase with HRT and we can't fault the service we received. They were extremely professional, friendly and honest throughout. Our purchase process was very stressful, emotional and drawn out due to circumstances beyond anyone's control, but Gavin and Deborah were really supportive and helpful, and we are thankful that we eventually got to live in the house we love! We wouldn't hesitate to recommend HRT.

A Spence

“ These guys are just brilliant, honest, responsive, and very reliable. Special respect has to go to Sian Jones, head of rentals - an absolute pleasure to work with. I would strongly recommend them.

Alex Turner

“ A caring, holistic estate agency. We used this Estate Agent not because they were cheapest, or flashiest, or gave us an inflated estimate for our house. Matthew seemed to understand our needs, supported the presentation of our house for marketing, and gave counselling support when things weren't so easy. When we were able to accept an offer, David was able to help our decision making by giving explanation of a legal concept that our solicitor had been unable or unwilling to give. The communication support in discussing issues between buyers and ourselves, and liaising regarding our inward sale, was exemplary and Kim was humane and understanding throughout. The whole team was great and we wouldn't hesitate to recommend the Bridgend branch.

Mazzabread

Going above and beyond

We pride ourselves on a proactive approach and are passionate about exceeding expectations through our helpful and friendly team.

Should you require any further information or guidance not included in this brochure, please do not hesitate to get in touch using the details overleaf. We will be happy to answer any questions and provide honest, professional, and impartial advice.



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