



Guide to Selling your home

An easy step by step guide to selling your home.

Your home is probably your largest financial asset, this guide will help you to successfully sell your property for the best possible price.

There are many reasons for considering selling, however once you have decided that selling and moving home is potentially the right way forward for you, there are a number of things to consider.



How much is my property worth?

How much will it cost me to move?

How much will I need to borrow to buy my new home?

What type of property will I look to move too?

Where do I want to live?

How do I choose which Estate Agent to use?

Let's begin

Get the timing right

Establish the best time to place your property on the market, for example spring is always thought to be better than December, however supply and demand is one of the biggest influences, interest rates, elections, planning applications and many other factors help you to determine the best time to sell.

If you feel you need to sell quickly for personal reasons again it is important to get good advice to ensure you maximise the opportunity to obtain the best possible price.



Preparing to sell



Many sellers make a fundamental mistake and do not prepare their home for a valuation or sale.

Firstly ensure the property has Kerb appeal, tidy gardens, clear driveways, good external decoration. First impressions really count.

Carry out any niggling repairs that need doing.

Ensure the property is clean and tidy, pay particular attention to kitchens and bathrooms.

Consider any required decoration that will benefit the property's appearance.

De-clutter the property, you want to give an impression of space and comfort.

Remember a potential buyer wants to see how their family would live in the property.

An agent really likes to sell benefits to clients.

Obtaining an accurate valuation

Your aim is to sell your existing property for the best possible price, to do this you need to establish an accurate valuation. The agent should provide you with comparable evidence of recently sold properties, they should be able to demonstrate how they will achieve the best possible price for your home.

Remember the highest valuation is not always the best advice, you need honest accurate guidance.



Choosing an estate agent

There are many factors to consider when choosing an Estate Agent, but below is a list for guidance.

- Local reputation, knowledge and profile.
- Their marketing methods, locally, regionally and nationally, remember reaching the widest possible market will help to find you the best buyer for your home.
- Do they have prominent offices?
- What area does their offices cover?
- What are their opening hours?
- What services do they offer, remember not all estate agents offer the same service?
- Visit the offices as a potential buyer and see what service you receive.
- Are they proactive at achieving sales at the best possible price?
- Do they provide a comprehensive service, such as accompanied viewings.
- Is there any upfront costs or hidden costs, what are the fees payable?
- Are they Industry accredited?
- Do they come recommended or do they have any testimonials about their service?
- Do they offer regular feedback or online tracking to keep you advised of progress.

Choosing the right agent is very important, instruct the company that you feel will provide you with the best service and results.

Finally an agent that offers other skill sets such as Auctions, Financial Services, Conveyancing, Surveys, Relocation and Lettings to mention a few may offer more flexibility in making the moving process easier and less stressful.

Putting your property on the market

Once you have decided on your Estate Agent, arrange for your marketing to begin.

- Organise an Energy Performance Certificate, all properties are required to provide one.
- Agree your brochure, photos and floorplan.
- Review your marketing strategy with your chosen agent.
- Agree terms and conditions, make sure you fully understand what you are signing.
- Are you happy that both you and the property are fully prepared for marketing?



Other Services to consider at this stage

- An appointment with a financial advisor to discuss any new mortgage requirements for your onward purchase and confirm your overall moving costs will ensure you are well prepared for any offers on your property.
- Register with Agents or set up property search alerts to receive notification of any suitable properties for your onward move.
- We would recommend you obtain conveyancing costings and have a solicitor organised ready to act on your behalf once a purchaser is found.



Getting the most out of viewings

- You should have already prepared your property for marketing, but ensure you prepare the property for each viewing, most agents work on either appointment only or accompanied viewings so you should get plenty of notice.
- Allow 30 minutes on average for a viewing, but be prepared times can vary considerably.
- It's a good idea to take any dogs for a walk, not everyone likes pets, and the house is also more appealing if it is calm.
- Your agent should have fully qualified your viewers' motivation and ability to buy a property.
- Be careful not to get involved in negotiations, your agent is best placed to achieve the best possible price for you.
- After the viewing your Agent will obtain the viewer's feedback and discuss with you.

Negotiating an offer

As soon as an offer is received your agent will notify you, including details of any specific conditions of the offer.

- An agent should have qualified the financial ability of your prospective buyer.
- They should have negotiated the best possible price for you.
- It is important to check the potential buyer's chain if one exists.
- Potential timescales should be considered at this time.

Remember you want the best buyer, the one who is most likely to complete the transaction.

Confirming a sale/conveyancing

Once a sale is agreed your chosen solicitor or conveyancer will take you through the legal process, the sooner you commence the process will speed up the time it takes to complete the move.

- Your solicitor will obtain the title deeds from your lender or yourself.
- You will be asked to provide details about your property, including any planning permissions, guarantees, fixtures and fittings that are included in the sale and lease details if applicable.
- A draft contract will be produced and sent to your buyers solicitor.
- Once all the details are agreed contracts can be exchanged and a completion/moving date can be confirmed.

Remember you will normally have agreed the same date to move out of your previous property and move into your new one, so arranging to hand over your old keys and collect the keys to your home will need organising.

Tips for moving as soon as you can

- Plan your actual moving date and book your removal company.
- Contact gas, electric, water, telephone and any other service providers.
- Notify your local authorities re council tax.
- Organise any post to be re directed.
- Book a removal company.
- Organise to pack your contents, it takes a lot longer than you think.
- Leave as much information for your buyers as possible.
- Confirm where your keys will be for all properties.

