

Selling Your Property

Selling your property can often be a difficult and stressful time but at **The Agency** it is in our inherent nature to make you feel confident and comfortable in our ability to market your property with the professional care and attention it deserves. When it comes to selling your property there are many important factors to be considered, this information pack has been designed to guide you and help you in your decision making.

Whether you instruct **The Agency** as your agents or not we are happy to give you free advice, guidance and a valuation on your property. When you are making an important decision such as selling your property, then it is important that you make the right choice! We would always advise that you speak to several local estate agents before you decide whom 'you can trust with your property.'

The Agency is an independent family run estate agent that prides upon its honesty and integrity. Our family has been associated with and been part of the community of West Hampstead for over 42 years. We have excellent knowledge about the local as well as surrounding areas and we will ensure that your property is marketed at the optimum price.

We believe in open communication and working closely with the vendors, and we will keep you abreast of all developments in the sale of your property as well as give you constructive advice and feedback on your property.

The Agency is a member of the Property Ombudsman Scheme for sales and lettings, and practice under their redress.



Valuing Your Property

Valuations on your property are free and without obligation. We will value your property accurately and promote it at its optimum market value. From day one we establish a realistic marketing strategy which will provide our clients with a fast and successful sale at the maximum price achievable. There are a few important points to remember at this stage:

- ✚ Always have at least two to three valuations on your property.
- ✚ Over-valuation: If your property is over-valued then you may find that it will not sell for weeks or even months. Some estate agents tend to over-value in order to gain your custom, which probably will result in not selling your property in the time frame you require.
- ✚ Under-valuation: Unfortunately this practice is also applied by some estate agents. Properties are under-valued and bought by developers who have usually retained the agents to find them cheap properties so they can develop them and sell them on for higher profits. So beware!
- ✚ It is not always advisable to give your property to the estate agent that gives you the highest valuation, you should look at the entire package being offered and ultimately whether you can trust them to do the job for you?
- ✚ Remember it is your property and if you have a value in mind then you can always instruct any agent to market at the price you want. At the end of the day the value of any property is what the buyer is prepared to pay.

When we present our valuation and marketing proposal to you we will back it up with data on the current market situation and we will give you both an achievable price and a market price.

Selecting the Right Estate Agent

Selecting the right estate agent is a decision which should be carefully considered and here are some points to consider when making your choice:

- Put yourself in the buyer's shoes and could you see yourself buying a property through the agent concerned?
- Does the agent have a good marketing campaign?
- Has the agent provided you with any advice or information on pricing, preparing or selling your property?
- Does the agent operate in a professional manner, instil confidence, and show enthusiasm for your property?
- Has the agent carried out any research on the nearby properties and supplied any data to support this?
- Ultimately you have to ask yourself ***can I trust the agent with my property!***

When instructing an agent you also need to consider whether you will instruct on a sole agency basis or a multiple agency basis. There are pros and cons for both, but we would never discourage you from instructing on a multiple agency basis because you should do what is best for you, however do note that if you give your property to too many agents then it can work adversely and devalue your property. Sole agency commissions are usually less than multiple agencies and we have competitive rates for both, which will not easily be matched by any other agent. We believe in charging a fair price for our services.

Moving isn't easy.
Finding a **great** agent is.

In the heart of West Hampstead come in
and see the people professionals trust.

Preparing Your Property for Viewings

It is important for us that we work closely with you at all times and at the end of the day we are working for you, hence we will give you constructive advice on how to prepare your property for sale. In order to market your property effectively we ask you to prepare your property so that it is ready for viewings and to market. Additionally we would recommend that we have access to your property during working hours as well as during early evenings, so that we can achieve the maximum number of viewings as possible.

All our viewings will be accompanied by one of our staff members and we also have very flexible viewing hours, Mon-Fri 9am-7pm, Saturday 10am-3pm and we are also looking in the near future to carry out Sunday viewings. A dedicated member of our sales team will give you regular updates on all viewings and report interest as well as positive and negative feedback on your property.

Remember the first impression is a lasting impression, so a good presentation of your property will increase the prospect of a sale at the right price!

In respect of this we ask you to consider the following:

- Buyers can be put off before they walk in through the front door: make sure the outside of your property looks at its best, with the front door well maintained and clean, and the front garden, pathways or driveways clean and clear.
- No clutter. A tidy property suggests that storage is not a problem, so unnecessary clothes, magazines, toys, etc. should be cleared away and rooms should be kept tidy and uncluttered.
- Home improvements: You may like the way your home looks but remember it may not be to everyone's taste. Consider some redecoration, e.g. repaint bright/dark walls into neutral light colours.
- Make sure all sockets and light switches work and the house is well lit even during the day.
- Keep the windows clean inside and out to maximise the impression of light.
- Replace any discoloured grouting in the kitchen or bathrooms.
- The garden should be clean and the lawn should be cut. Remember your garden is an additional 'living space' and a selling point.
- Clean, repair and repaint exterior surfaces if conditions have deteriorated.
- Clean and repair interior surfaces, replace broken tiles and recoat dirty or scratched paintwork.

Marketing Your Property

Once we have received a signed confirmation of your instructions and acceptance of our agency terms we will begin to market your property. We undertake a comprehensive marketing campaign for your property which includes:

- **Brochures:** Printed property details remain an extremely important form of advertising your property and we will work with you to produce full colour brochure/details including internal photos which we will mail out to potential purchasers and clients on our database.
- **Full On-line Details:** The internet is now one of the most powerful advertising tools. Not only will we advertise your property on our website, but we also advertise on many of the popular property portals to ensure maximum exposure of your property.
- **Window Displays:** Your property will be given a prominent position in our window display, which means exposure to the thousands of people which pass through our high street every week.
- **Local Press Advertising:** We regularly advertise properties in the local newspapers as this remains a popular medium for advertising properties as well as an important part of a successful marketing campaign.
- **For Sale Signs:** Many people under-estimate the importance of displaying a 'For Sale' sign outside their property. We always recommend the placement of a sign outside your home.....because it works!
- **Email Property Details:** E-mail is now the most popular form of communication in the world and it enables us to send your property details quickly and efficiently to matching potential buyers within minutes of your property going on the market.
- **SMS Texting:** We can exploit this fast growing communication medium to text details of your property instantly to potential buyers. Speed and instant access can often be crucial to finding the right buyer for your home.

At **The Agency** we will implement a marketing campaign which will give maximum exposure of your property and achieve the best price in a timeframe which will meet your requirements. We will arrange to take photographs and prepare details of your property immediately and subject to your approval we will begin circulating the particulars to our extensive database of prospective purchasers.

Appointing a Solicitor

You are required to appoint a solicitor to deal with the legal formalities involved in transferring the ownership of the property and exchanging of contracts. We do have an extensive database of solicitors with whom we have worked with in the past and we would be happy to make a recommendation. It can prove to be an advantage to use a solicitor who has a good working relationship with your estate agent.

Receiving an Offer

All offers we receive on your property will be confirmed verbally and in writing together with any recommendations. Any offer received will be subject to contract and is not legally binding on you or the prospective purchaser.

In the event you have multiple offers or you need advice on the offers you have received we are always available to help you reach a satisfactory conclusion.

Sale Agreed

Once an acceptable offer has been received and the price agreed we will draw up a memorandum of sale, which will be issued to both parties and their respective solicitors. The said memorandum will include details of the sale and any terms and conditions that may have been agreed between the parties.

Note although this stage is known as sale agreed, the terms are not legally binding until contracts have been signed and exchanged.

Preparation of a Draft Contract

Once a sale is agreed your solicitor will prepare and send to the purchaser's solicitor a Draft Contract of Sale and a copy of the title deeds (or a copy of your lease if appropriate) along with any other relevant documentation. The purchaser's solicitor will verify the documents and information provided and will carry out relevant searches and checks on your property.

Exchange of Contracts

Once all the formalities are completed the contract is signed by the purchaser and vendor and the respective solicitors will exchange contracts, with the buyer's solicitor remitting by bank transfer the initial deposit (this is usually 10% of the total purchase price) to your solicitor's client account. Thereafter exchange of contracts has deemed to have taken place, which makes the sale legally binding on both parties.

Completion

Completion will normally take place 2 to 4 weeks after the exchange of contracts. All balance sums due will need to be paid on the mutually agreed day of completion by the purchaser. Your solicitor will inform you once completion has taken place and they will also instruct us, as your selling agents to hand over the keys of the property to the purchaser or his nominated agent.

Feel at Home....



With  THE AGENCY