

13 Point Guide to Selling Your Property



Why am I selling?

What should I do first?

Preparing for your valuation

Your valuation appointment

Service that suits me

The agent's fee

Staging your property

Selecting your agent

Your photo-shoot

Your viewings

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Moving Day!



- Introduction -

Making that big move can be a massive decision, particularly if you are selling a property for the first time. There seems to be so much help and advice out there for first-time buyers, but what about us, the first-time sellers?

At CPS Homes, we're committed to sharing our expert knowledge with you so that you can make an informed decision about your property journey.

Whether it's your first-time selling or your twenty-first time, my 'Thirteen Point Guide to Selling Your Home' aims to take you on the journey of selling your property, to ensure you make the decisions that are best for you.

I hope you like it! 😊

Nathan Walker

Sales and Marketing Director, CPS Homes

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Why am I selling?

The reasons for this are varied, but consider the most important reason for your move.

Whether it's to upsize, downsize or relocate, have a rough plan from the start; even if it's just shortlisting the areas you'd like to move to. It's more than likely to change as you go along, but having a plan in place from the start will help!

In addition, if you need to sell your property before you can purchase on, it's always best to get your property on the market before you start. It can be heart-breaking to find the property of your dreams and not be able to purchase it because you haven't got a buyer for your own.



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What should I do first?

In order to see what your options are and decide how much you have to spend on your next property, you need to know how much money your home is worth. So be sure to get a current valuation of your property.

Who to call? This needs to be completely your choice as different agents offer different services and appeal to different people. However, a local agent who has sold properties in your area recently is always a good start. This shows they're aware of and are appealing to the right buyers for you. Before you commit yourself, check out their reviews on Google and Facebook in order to get an idea of what others in a similar situation to you have experienced.

It's always a good idea to get a range of opinions. Three is a really good number as it won't bombard you, but will provide you with enough comparison to make your decision.

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Preparing for your valuation

Give yourself time to prepare. It's always a good idea to have a thorough clean and declutter before the valuation. This will allow the agent to see your home's full potential and, in turn, provide you with the most accurate valuation. Whilst a layer of dust doesn't directly influence the valuation of your property, it will affect its saleability, i.e. what someone will be prepared to pay for it.

It's always a good idea to do a little bit of homework yourself before the agent arrives, just so you can be confident they really know the area and what's selling. My top tip for this is to check out recent sold prices in your area via Rightmove or Nethouseprices.



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Your valuation appointment

This is your opportunity to show off your assets to the estate agents! During the tour of your property, make sure you point out things like the age and position of the boiler (and any guarantees or warranties that come with it), the age of the double glazing and any improvements you've made since you purchased.

After inspection, the agent will undoubtedly sit down with you to run through their thoughts on the proposed asking price. If the figure is higher or lower than what you were expecting, it's really worthwhile asking "would you mind explaining what your valuation is based on?" Whilst I understand that you want to get the highest possible price for your property, some agents will play on this and provide you with an overly-inflated valuation just to gain your business.

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Service that suits me

It's a very common misconception that all estate agents do the same thing, but this couldn't be further from the truth.

At your valuation appointment, make sure you ask the agent what is included within the fee they have quoted you. If you have a busy schedule or you simply don't feel comfortable being hands-on with the selling process, you're best off ensuring that the below are included as standard;

- Quality photography
- Floor plans
- Detailed descriptions
- Accompanied viewings
- Open-house events
- Online exposure
- Good high street presence
- Waiting buyers
- Professional negotiation
- Service and guidance right up to the completion of your sale

Also, ask how long you're tied to the agent for. 16 weeks is four months! I would recommend signing for a maximum of 6 weeks, but there are agents who offer zero week agreements, which allows you to keep control at all times.



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The agent's fee

Being armed with the fee you'll end up paying to sell your home allows you to plan as you can factor this in with your moving costs. Agents fees can vary enormously, but make sure you know what your fee includes. The last thing you want to do is sign up to the cheapest agent, only to find out later that they will charge you an additional £400 for accompanied viewings or 'professional photographs'.

Another big consideration is when the fee becomes payable. If the fee is upfront and the agent fails to sell the property, at what point does that fee become refundable? Not only that, but if you have paid everything upfront, are they likely to be as motivated to sell your property as an agent who gets paid upon the completion of your sale?

My opinion is that paying upon completion gives you the most control.

An upfront cost that you will have to pay is for an 'Energy Performance Certificate'; EPC for short. These are legally required if you're selling or renting your home, and you need to have one within seven days of putting your home on the market. There's an absolute deadline of 21 days, and if you don't have one within that time you can be fined. The certificate is valid for ten years and gives your property an energy rating from A (most efficient) to G (least efficient).

An EPC is carried out by a registered Domestic Energy Assessor, which your agent should be able to arrange on your behalf. However, if you wish to price check, make some investigations online for the most competitively priced EPC providers in your area. The assessor will then visit your home, analyse your property's energy use and provide you with a certificate.



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Staging your property for sale

It may be that your agent makes recommendations on how best to stage your home in order to get the best possible price for it. If they're selling in the area and truly understand the local market, they will know what turns buyers on and off!

Always ask your agent for their opinion. You can follow our regular tips completely free of charge via our ['CPS Homes' Facebook](#) page. I'd love you to benefit from these handy tips, so feel free to visit the page and give it a 'like'.



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Selecting your agent

Go with your instinct. If part of the agent's presentation doesn't seem to add up, chances are there will be problems further down the line if you go on to instruct the agent.

Once you've made your selection, it's a good idea to consider which solicitor you'd like to act for you once the sale has been agreed. It's better to get this sorted before you accept an offer, particularly if you're going to be buying onwardly because it can seriously speed things up and put you at an advantage to that of other buyers. Your agent should be able to provide you with a range of quotes in order to help you decide.

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Your photo-shoot

So you've selected your agent and signed their terms of business. If you have an inclusive service, the next step will be for your property to be photographed and your marketing brochure prepared. For the photo-shoot, it's important to ensure your property is presented in a way that would be attractive to you if you were looking to buy. Some helpful hints include;

- A thorough clean throughout
- De-clutter: Pack away toys, clothes, boxes, etc
- Remove excessive items of furniture
- Take down posters off walls and anything stuck to the fridge with magnets.

For further tips and information, please read our [Six Point Home Staging Guide](#).



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Your viewings

This is your opportunity to really WOW your buyers. Taking the time to prepare your property for viewings can make a huge difference to the all-important price you ultimately achieve. Consider these basics;

- Your entrance is clean and clear
- A thorough clean throughout
- Pet odours
- De-cluttering
- Appropriate use of flowers
- Cupboard doors and handles in working order

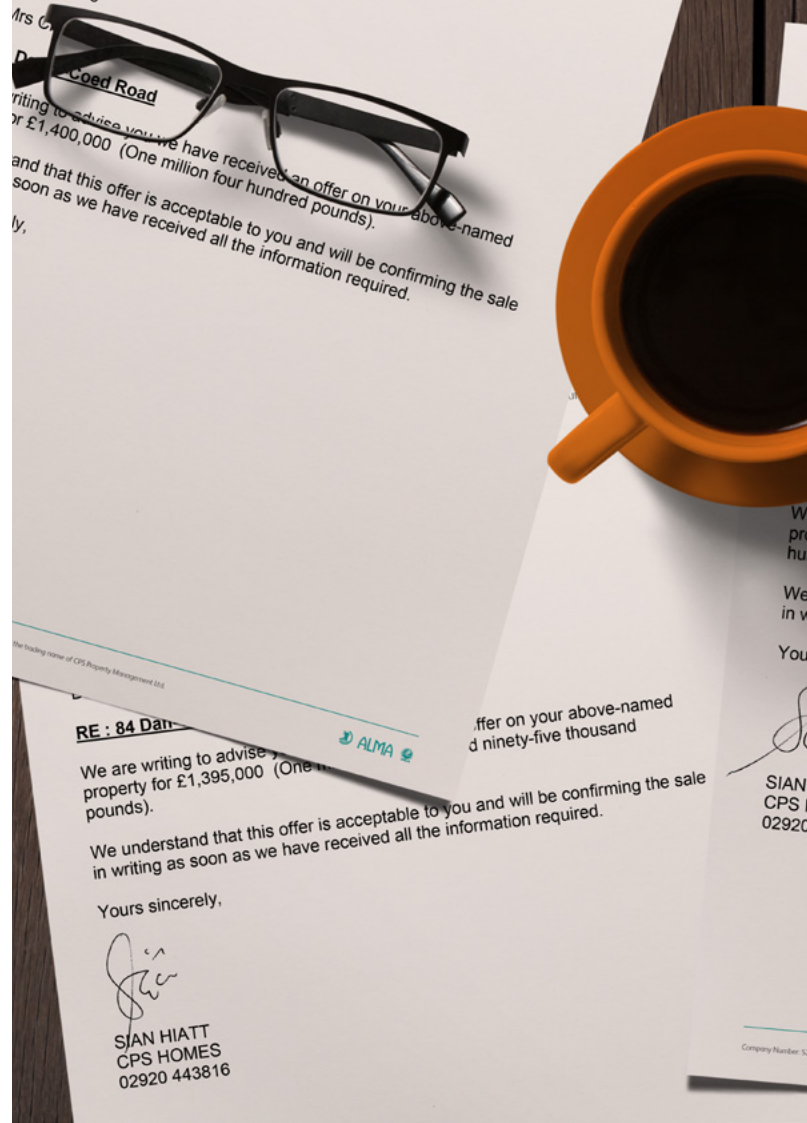
You can find more detailed home-staging tips on our ['CPS Homes' Facebook](#) page.

Your agent should come back to you within 24 hours of the viewing taking place in order to provide you with honest and constructive feedback they've obtained from the viewer(s).

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Consider offers carefully

Legally, estate agents have to put each and every offer to you for your consideration. We advise you to look at not only the amount offered, but also at the buyer's circumstances, including their reasons for selling their own property (unless they're currently renting and want to become first-time homeowners), whether they're able to move quickly, if they're part of a chain, and whether they have the money upfront. This is why it's important to think about more than just the money on offer.



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The journey to completion

This is where the solicitors take over. At this stage, you'll start incurring solicitors' costs, so it's vital that your agent has checked and vetted your buyers to ensure they're able to proceed. This should include the agent being presented with a valid mortgage in principal certificate and proof of deposit funds. If there is a chain involved, your agent should check in with every other agent and solicitor involved to ensure that everything is secure. Before you agree to progress things to solicitors, it's worth asking your agent that they have done this.

Once solicitors have been instructed, your agent should regularly chase for progress updates and feedback to you with how the sale is going. It's at this stage that your buyer will be arranging for their mortgage or structural survey to be conducted. This is a key milestone as it will determine the mortgage company's approval for them to lend on your property. The next step from here will be to agree a date for exchange of contracts, followed by the completion of your sale.



Moving Day

Your agent will most likely call you a few days prior to completion in order to arrange for keys to be delivered to the office. It's nice to leave the property in the condition you'd like to find it, so a thorough clean throughout, including to any white goods, is really courteous.

Our top tips for moving are to throw out (or give away) everything you don't need well in advance, and to start boxing up and labelling non-essential things weeks before the big day. Keep track of the things you'll need as soon as you get to your new place. For example, storing the teabags inside the empty kettle will ensure you get your well-deserve cuppa within minutes of moving in!

Your solicitor will call your agent on the day of completion to notify them that the funds for the sale have been received and that keys can be released to your buyers. Job done!



Contact details

I really hope my guide has been useful in giving you an insight to the selling process. If you would like further, more tailored advice to you and your personal circumstances, please **contact me** or one of the team at any of our offices:

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