

A Step By Step Guide To Selling Your Home



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& Morgan

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At Watts & Morgan we know that selling your home can be an eventful and often confusing experience.

To assist you along the way, we have put together a guide of the selling process to help make your experience as straightforward and simple as possible.



The Step-By-Step Guide To Selling Your Home

This guide will take you through the selling process from start to finish giving you simple advice every step of the way.



1 Arrange A
Market Appraisal



2 Select An
Estate Agent



3 Present Your
Property



4 Market Your
Property



5 Instruct
A solicitor



6 Viewings



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Arrange A Market Appraisal

The first step to selling your property is to book a valuation. Choosing an estate agent is an important decision. The right agent is someone that you feel you can trust and will work hard to sell your home.

Choose an estate agent that understands current market conditions and has sold similar properties within the local area.

	Valuation	Contact
Watts & Morgan	£	T





Select An Estate Agent

Points to consider when choosing an agent:

• Are they part of professional organisations? e.g. NAEA, RICS	<input type="radio"/> Y / N <input type="radio"/>
• Are they able to offer a bespoke individual service which is tailored to each one of their clients?	<input type="radio"/> Y / N <input type="radio"/>
• Do they have a good knowledge of the local area and a strong local presence?	<input type="radio"/> Y / N <input type="radio"/>
• Do they have genuine, motivated proceedable buyers who are able to proceed with a purchase immediately?	<input type="radio"/> Y / N <input type="radio"/>
• Do they have a proactive marketing strategy through websites, property portals, local press, social media etc?	<input type="radio"/> Y / N <input type="radio"/>
• Do they have a prominent high street and board presence?	<input type="radio"/> Y / N <input type="radio"/>
• Are they able to provide a service which offers frequent communication along with honest, constructive price-related feedback?	<input type="radio"/> Y / N <input type="radio"/>



Present Your Property

First impressions most definitely count and the perfect presentation of your property is paramount for the successful sale of your home. To ensure that your property is presented in the best possible way, you should consider the following:

- **Kerb appeal** – Add colour with potted plants and hanging baskets. Tidy the exterior of the property as much as possible. ☐

- **Kitchen** – Keep the work surfaces de-cluttered and as clear as possible ☐

- **Dining Area** – Stage your table with place settings and place flowers on the table ☐

- **Bedrooms** – Bedrooms should have a bed in them if possible with matching bed linen. Make sure all beds are made and surfaces are clear of clutter. ☐

- **Bathroom** – Remove the majority of toiletries which are on view. All towels should be matching and placed neatly. Toilet seats should be down. ☐

- **Garden** – Add a pop of colour with plants and flowers and remove any toys. Clear any weeds and ensure lawns are mown when possible ☐

- **Pets** – Everyone loves their pets but not all viewers do! We advise that they are not present when viewings are taking place and that feed bowls etc. are stored out of sight. ☐

- **Lighting** – Light is an important factor for any potential purchaser. Keep all curtains and blinds open. Lights and lamps should be turned on. ☐

- **Scents** – Try and keep your home smelling fresh and clean. Air fresheners and scented candles will create a warm and welcoming atmosphere. ☐



Market Your Property

In order to find the perfect buyer you need to ensure that your property receives the maximum exposure through multiple marketing channels. To achieve this, your bespoke marketing strategy should include the following:

- Professionally printed, full colour property details with floorplan and Energy Performance Certificate (EPC). ☐
- High quality professional looking photography. ☐
- 'For Sale' boards in a prime position to promote your property 24/7. ☐
- An up to date, user friendly website that attracts thousands of visitors every month and promotes your property the widest buying audience. ☐
- Further exposure on top property portals such as Rightmove and OnTheMarket.com. ☐
- Additional exposure in print media such as key newspapers and lifestyle publications, both local and national. ☐
- A social media strategy on platforms such as Twitter, Facebook and Instagram. ☐
- A team of proactive local experts on hand to promote your property to the right buyers. ☐



Instruct A Solicitor

The success and speed of a sale can be reliant upon the instruction of a proficient and experienced solicitor.

Choose a solicitor that specialises in conveyancing. Always return documents to your solicitor promptly and try to stay actively involved. This will help aid a smoother and faster selling process.

Your agent should also endeavour to keep you up to speed with how the transaction is progressing and provide regular updates whilst liaising with the buyer and both respective solicitors.

Chosen Solicitor	Email	Contact
	E	T





Viewings

The key to successful viewings:

- Your agent should ensure that all viewings are accompanied and should return to you as soon as possible with constructive feedback. ☐
- It is always best to provide your agent with a key to access the property. ☐
- Your agent should request any information about the property which may be helpful to prospective purchasers such as timescales for your onward move, property history, structural alterations etc. This will ensure that all questions asked by viewers are answered with detailed, knowledgeable answers. ☐
- Viewers tend to be more comfortable when vendors aren't present. We encourage vendors to pop out during the viewing in order to develop a rapport with potential buyer to gain valuable and honest feedback. ☐





Offers

It is your agent's responsibility to ensure that they successfully negotiate and achieve the best possible offer for their clients. Once they have received an offer it is necessary that they:

- Convey offers verbally and in writing. ☐
- Outline any special conditions in the offer letter i.e. timescales, fixtures and fittings. ☐
- Ascertain how the purchase will be funded and take proof of finance from the buyer prior to the acceptance of the offer and the property being marked up as 'sold subject to contract'. ☐
- Ensure that the position of the buyer is clarified i.e. full details of related chain and timescales. ☐





Sale Agreed

Your agent should have the skill and expertise to negotiate and agree a successful sale at the best possible price.

An agent with the right approach, experience and capability in this area will make all the difference.

Once you accept an offer the following steps should be made:

- You should be asked to confirm your solicitor's details



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- A Memorandum of Sale will be sent to all parties as well as their respective solicitors to confirm the agreed price and any special conditions.
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Your solicitor will send out a draft contract to the buyer's solicitor who will then carry out preliminary enquiries and apply for local searches. At this stage you should consider dates for survey on your own property as well as your onward purchase. Exchange of contracts and proposed dates for completion can also be put forward at this stage.

Your agent should be on hand to advise you and negotiate on your behalf throughout this process, as well as making sure that you are kept informed at every step of the way. There are no legal obligations from either party until contracts are signed and exchanged.



Exchange of contracts

Until you exchange contracts, neither side has any legal obligation to buy or sell the property. Both buyer and seller sign identical contracts, but only when they are formally exchanged by the solicitors does the agreement become legally binding. Exchange of contract occurs when the following have been confirmed and agreed:

- Preliminary enquiries have been answered following receipt of draft contract



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- Evidence of title deeds is provided



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- Local search queries have been answered



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- The buyer's mortgage offer is in place (if applicable)



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- Fixtures and fittings are agreed



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- Once the contract has been signed by both parties, the buyer's deposit (usually 10% of the purchase price) will be transferred or paid by their solicitor to your solicitor. The completion date is set by mutual agreement.





Completion

Completion is when the residual monies are transferred from the buyer's solicitor to your solicitor's account. Your solicitor will call you when the money has cleared and will inform your agent to release the keys.

Congratulations your property has now been sold!



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