

YOUNGSRPS GUIDE TO THE SELLING PROCESS

HELPING YOU GET THE BEST PRICE FOR YOUR PROPERTY

Reason for moving.

Make sure you have seriously thought about why you want to sell and what is motivating you. This is very important and whilst most agents offer a no-sale, no-fee basis there are often marketing charges and you will need an Energy Performance Certificate both of which will incur expense.

How much is my home worth?

Choose your agent wisely. The cheapest service and high selling price is often not the best, in fact it can be a disastrous combination often resulting in delays and you achieving less for your home than would otherwise be the case. The most important question to ask yourself is which agent will be the most professional and energetic and provide the best service throughout the sale? A professional agent will not overvalue simply to win an instruction. I always suggest you do your own mystery shop on a shortlist of agents to get a picture of how your buyers will be treated. It is the agent's job to bring buyers to your door and if you are put off, your buyers may be too!

Preparing to put your house on the market.

Once you have chosen your Estate Agent and agreed the guide price for your home, your agent will need to obtain an Energy Performance Certificate before they can begin marketing and will also need to identify the owners of the property and obtain copies of two forms of identification for money laundering purposes. This is a legal duty that the Estate Agent has to comply with. Before the Estate Agent attends the property to take photographs and prepare details, it is worthwhile staging your home to look its best.

- Make sure your property has great kerb appeal. Mow lawns and tidy the garden.
- Make sure the property is not cluttered. Clear surfaces including floors and table tops and put away personal effects.
- Open curtains and blinds to maximise light.
- Odours matter! Prior to viewings, open the windows to air the property and take pets outside during the viewing.

- Carry out minor repairs. Whilst it is not necessary to spend a fortune, you should, where possible minimise buyers worries so that they do not focus on negative issues.
- It is worth bearing in mind security for viewings and you should, for your own peace of mind, lock away any valuables that might otherwise be on show.

Another important job is that you should create a file containing any relevant paperwork that relates to the property as this could be essential in the later stages and will save you searching for paperwork at the last minute. Such paperwork should include any planning consents, building regulations certificates and plans, equipment guarantees, boiler maintenance and electrical certificates, instruction manuals for any fixtures and fittings that will remain in the property and are to be sold with it. This file needs to be passed to your solicitor when a sale is agreed and can save time during conveyancing.

Presentation is the key.

YoungsRPS use expert marketing techniques to promote your property and generate viewings. We use sales particulars and internet marketing to attract purchasers to your property. We seek to avoid very “wordy” particulars and believe that a clear floor plan and good photographs speak a thousand words and will have a better impact on a buyer’s decision to view. We do not believe in gimmicks such as video tours as it is more important to get a buyer to view the property and get a feel for the property first hand. Buyers want quick simple information. Images and floor plans enable prospective purchasers to get a feel for your property quickly on internet searches. Whilst we will take the majority of the strain of the selling process we ask that you always seek to present your property in the best possible way to viewers. If you think back to the things that made you fall in love with your home in the first place, try to make sure that these features are exposed in the best possible light to potential buyers.

Viewings

Be as flexible as possible and communicate with us and let us know if there are specific times to avoid. Whilst we are not able always to undertake viewings on behalf of clients at times of high demand, we do try to ensure that we at least undertake first viewings where our clients allow. It helps us build up a rapport and a relationship with the buyers and helps us to understand what they may like and dislike about your property. We then work on overcoming any issues that they may have preventing them making an offer.

Receive and Accept an offer

Use our negotiating skills – we are the experts! Work with us to help us get the best possible price from interested parties. We are here to act in your best interest and to achieve the best price possible.

Sale Agreed

Once we have agreed a sale, we will prepare a Memorandum of Sale setting out the parties to the sale, the subject property, price agreed and any other terms. These are sent to yourself, the purchaser and both sets of solicitors. Remember at this stage the sale is still at risk until contracts have been exchanged. Very often the buyer will want to undertake a survey or at the very least need a mortgage valuation. We will always seek to ensure that these are undertaken as quickly as possible so that no momentum is lost in the sale. You will be asked to answer enquiries before contract and complete a 'fixtures and fittings' form identifying items included and excluded from the sale. It is vital that you take care in completing these forms as they form part of the contract and can lead to you being in breach if you omit to mention matters of importance.

Conveyancing

Conveyancing is the legal process that transfers your property to the buyer. YoungsRPS are dedicated to guiding you through this process and keeping you informed throughout. We will keep in regular contact with the buyer, the solicitors and any other parties that may be involved including financial advisers. A large part of our work is carried out during this period. Sales can fall through for a number of reasons and sometimes cannot be avoided but our aim is to overcome issues through constant dialogue and to achieve exchange of contracts as soon as possible to minimise the risk.

Exchange of Contracts

Your solicitor will go through all the details of the contract with you once they have been agreed with the purchaser's solicitor. Once you and the buyer have signed these contracts, the buyer pays a deposit, usually 10% of the purchase price and a completion date for the sale is set. The agreement is legally binding from this point (only in rare circumstances does a buyer not proceed to completion but in this event are likely to lose their deposit). Now is the time to make arrangements for moving. Generally it is wise to arrange for removals the day or the morning of completion as you have contracted to vacate your property by the completion date and time. Your purchaser has the right to obtain keys and move in as soon as funds have been received by your solicitor. We will provide you with a 'moving checklist' to ensure that you remember to tell the important people of your move such as service providers etc. This will include a 'guide to good packing'. We always recommend arranging redirection of your post with the Post Office to avoid identity fraud.

Completion

Payment is made between each party's solicitor and either your solicitor or ourselves will advise you when the keys can be released. Your solicitor will provide you with a completion statement scheduling the sale proceeds less any costs of sale. You may have an onward purchase and surplus funds may be applied to this. Your sale is now complete and whilst moving is a stressful business we hope that we will have made the whole process as smooth and easy as possible for you.