



**Selling**

**...a move to be sure of**

# Selling

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# Welcome to Sellsureuk's guide to Selling property

## Guiding Right

Whether you are buying, selling, renting or letting we understand that even the smoothest of transactions can be traumatic.

Therefore, we have pooled over our expert knowledge of the market to develop a series of essential guides to equip with all the information and useful tips you need to ensure your experience remains a stress-free one.

This guide is made up of six sections so you can dip in and out of what's most relevant to you. If you are also buying a property, you may find our **Buying Guide** useful.

# Preparing to Sell

## THE COST OF BUYING

**People have different reasons for selling, from disposing of an investment property to simply moving home.**

Once you have decided to sell up, think about what you want to include in the sale. Normally, fixtures and fittings such as fitted storage heaters are included in the price but other moveable things can be up for negotiation.

If you are getting rid of items you no longer need, do it before you start marketing your property as the less clutter you have the faster your house will sell. Many councils take large items away, sometimes for free.

### *SELLSUREUK RECOMMENDS:*

*Our top tips for de-cluttering your home - its best to get started on this as early as possible!*

# How Much is your house worth

**There are several ways to help you determine how much you should put your house on the market for:**

- *Consult a local **estate agent** on Sellsureuk who can offer expert advice.*
- *Use the **House Price** facility on right move.co.uk and/or the comparison guide on the same site to check out average sold house prices in your area.*
- *Get an accurate picture of trends in your area, as well as national changes from the **Sellsureuk House Price Index**, produced monthly. It analyses asking prices of properties that have just come on the market, breaking them down into regional averages.*
- *Search for **similar properties for sale** in your area and see what they are currently being marketed for.*

# Selling through an estate agent or privately

**It is possible to sell your property privately, but there are significant risks attached. For most people, selling a home is the biggest and most important transaction they will ever make.**

Using professionals for each part of the process provides you with expert knowledge and legal protection. Besides, selling on your own can be expensive and time-consuming.

You will be responsible for:

- *Setting the price*
- *Marketing*
- *Arranging viewings*
- *Negotiating the offers*
- *Progressing the sale through solicitors and conveyancers.*

Private sale websites are usually popular with one type of person - other sellers. There is not usually enough property stock on these websites to lure serious buyers and keep them there.

In order to give buyers and sellers the best possible protection and service, Sureselluk does not accept property advertisements from private sellers or private landlords.

All of the property featured on our site must comply with the requirements of the Property Misdescriptions Act 1991.

We recommend using an agent registered on Sureselluk who can apply their expertise, local knowledge and marketing power to add real value to your sale.

# Selling through an estate agent or privately

## The advantages of using an estate agent

Estate agents spend all day, every day selling property and as a result have built up a vast knowledge and expertise in the whole buying and selling process. They will conduct a valuation of a property, handle viewings and negotiations on your behalf, make sure your property is marketed properly and compile your Home Information Pack. They will ultimately strive to achieve the best possible price for your property and the best buyer, thereby avoiding disappointment and stress from less than serious buyers.

On top of this, a good estate agent will also be able to offer you plenty of advice along the way. This includes guidance on convincing and financial services.

## How to chose the right agent

Make sure your estate agent comes with a glowing reference. Ask your family, colleagues, friends and neighbours about their recent selling experiences.

Use the **find an estate agent facility** on Sellsureuk, which is a simple way of short listing potential estate agents in your local area. Pick an estate agent with a proven track record in selling - a quick look around your local area looking for 'Sold' boards is a great indicator for this. Search for your selected estate agents on Sellsureuk to see if they have experience in selling your kind of property.

# Getting the most out of viewings

Now that you have signed a contract with your estate agent and they have compiled your Home Information Pack you need to get your home ready for viewings and give your house the best chance of selling. First impressions count so put yourself in the buyer's shoes and think about how you can enhance your property's draw.

## **SELLSUREUK RECOMMENDS:**

*The top tips for preparing your viewings and for de-cluttering your home to make sure your property is ready for the viewing public.*

Consider its "kerb appeal"; the first thing potential buyers will see before they even get past the front door. Here are some things to look out for:

- *Does the front of your house need smartening up?*
- *Could the front garden be tidier?*
- *Would the front door look better with a fresh lick of paint?*
- *Could the front windows do with a clean?*

Look at the inside with a critical eye too:

- Keep it clean and tidy. De-clutter and use sensible storage. Potential buyers will want to visualise how they can fill the space
- Undertake any minor repairs that need doing so that buyers will need to really try hard to find any negatives
- If you want to re-decorate, go for neutral tones, which will appeal to a wider audience
- Make your house comfortable; cool on hot sunny days and warm if it's winter
- Banish smoke or pet odours. Open the windows, brew some fresh coffee and add finishing touches such as fresh flowers to brighten the place up
- Bring out the best features such as fireplaces and use mirrors to increase the sense of space.

# Getting the most out of viewings

## *SELLSUREUK RECOMMENDS:*

*Our advice for handling viewings to make the best of the opportunity to sell your home.*

Once you have received an offer, be prepared to negotiate.

But remember, you don't have to sell to the highest bidder. A lower bidder might be better if they:

- *Are paying cash (so don't have to wait for mortgage approval)*
- *Already have a mortgage "agreed in principle"*
- *Don't have to sell a property first (they could be first-time buyers or investors) or are in a short chain*
- *Can fit in with your timescales better than other buyers. If you are buying from a developer, see if they will offer a part exchange to buy your property from you.*

## **Jargon Buster**

### **Gazumping & Gazundering**

*A term used to denote a situation where the seller has accepted an offer but subsequently accepts a higher offer from another purchaser. This is legal and ensuring the property is taken off the market is one way of reducing this risk. Gazumping happens most frequently in a seller's market.*

*Gazundering is the term for when a buyer reduces their offer just before the contracts are exchanged in the hope of forcing the seller to accept less for the property. Again this is considered legal.*

Once you have accepted an offer you will properly be asked to take it off the market. It's your decision, but if you do, tell your agent that if the sale has not progressed after two weeks you'll want it back on the market.

### **If it's not selling...**

- *Ask your agent why they think it's not selling. What's the feedback from viewings?*
- *Can your estate agent 'freshen up' your property details on Sureselluk with better photos and a more engaging description?*
- *Was the exterior photo clearly taken a long time ago in a different season? If so, ask the agent to take a new one*
- *Do you need to reduce the price?*
- *If a survey revealed a problem that lead a buyer to renegotiate or pull out, consider getting repairs done.*

### **DID YOU KNOW..?**

*Your estate agent can increase the attraction of your property on Sellsureuk by up to 10 times. Ask for details of Showcase and Premium Display advertising.*

# Ensuring the sale goes smoothly

## Jargon Buster

### Conveyancing

*The process of transferring the legal ownership of property or land from one person to another.*

Conveyancing is very time consuming and complex, so you will need to employ either a solicitor or a licensed conveyancer to do it for you.

Here are our top tips on choosing and using a conveyancer..

1. Get at least three conveyancers' quotes. Ask friends, family and your estate agent for recommendations
2. Tell your conveyancer if you want answers to any specific questions in advance
3. Let them know when you would like to exchange contracts or complete. Tell them you will require regular updates of how the sale is progressing

4. Try to negotiate a no sale - no fee deal, so if the deal falls through you don't pay anything

5. Check and compare quotes carefully making sure they are like to like.

Once you have appointed a conveyancer; you will need to..

- Give them some basic information to get started such as your mortgage roll number - so they can check you own the property and poof of your ID
- Complete a detailed questionnaire on the property covering things like who owns the boundaries and whether you have had any disputes with neighbours. It is a legal requirement to answer truthfully
- Complete a form showing what fixtures and fittings are included in the sale
- Answer conveyancing queries as soon as you can. Use registered post of deliver documents by hand.

## Exchange of contracts

In England and Wales, **Exchange of Contracts** is the last stage of the legal process after which a buyer cannot pull out (without losing their deposit).

### Jargon Buster

#### ***Exchange of contracts***

*When copies of signed contracts are exchanged between the buyer's conveyancer and the seller's conveyancer.*

A date for **completion** is usually set for at least two weeks after the **exchange date**, giving you time to arrange removals. Your conveyancer will call your agent to tell them when the buyer's money has arrived so they can give the keys to the new owner.

Check the conveyancers completion statement carefully - it should reflect the original quotation.

## Selling in Scotland

In Scotland, the legal process is slightly different and buyers are committed at an earlier stage.

Here, the seller usually sets a guide price and interested buyers put in bids and suggested completion dates. Once the seller accepts their preferred bid, there is a compensation penalty to be paid if one of the parties changes their minds. For this reason buyers need to have arranged a mortgage before they put in a bid.

Unlike England and Wales, many conveyancing solicitors in Scotland also have an estate agency part to their business.

# Preparing for moving day

**It is unusual to hear from someone who didn't have a stressful time moving but being organised is the trick to minimise your stress levels during this time.**

## **SELLSUREUK RECOMMENDS:**

*Our Moving guides to help you work out what to do and when - what you need to prepare as soon as possible, things to do one week before you move and our handy Moving Day Checklist*

Here are some tips to make moving day as smooth as possible:

- *Use a good removal firm - seek recommendations from friends. Look for members of the British Association of Removers*
- *If possible, try to stagger moving days so you don't have to do everything all in one day*
- *This can also give you time to do any essential work to the new property such as carpet cleaning or any*

*decorating that needs to be done before all your belongings arrive*

- *Try to avoid Mondays and Fridays which are the busiest days*
- *Save time and cost by doing some of the packing yourself*
- *Check out the best value utility contracts for your new property will in advance and read your metres in both properties on moving day*
- *Redirect post well beforehand - this is especially essential to protect yourself from identity theft*
- *If your new place has any appliances left behind, download the instructions manuals from the manufacturer's website.*

## **SELLSUREUK RECOMMENDS:**

*Our Key contacts checklist to ensure you notify everyone of your move.*

And most importantly, enjoy your new home from all at Sureselluk!



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**Call 0845 604 8028 or visit [www.sellsureuk.com](http://www.sellsureuk.com)**