

OUR SELLER'S GUIDE

www.trendandthomas.co.uk





Selling your home can be one of the most stressful events in life. There's a huge amount of money at stake and lots of 'i's' to dot and 't's' to cross. To help you avoid the pitfalls and **make your sale as profitable and stress free as possible**, we recommend following the 11 steps in this guide.



1 MARKET APPRAISAL

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– If Buying another Property
- 3 **Choosing your Estate Agent**
- 4 **Presenting your Property**
- 5 **Marketing your Property**
- 6 **Viewings**
- 7 **Receiving the Offer**
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When selling your house, you want to get the best price in the best timeframe. And with the least amount of fuss. Moving house is stressful enough already, so for a smooth sale, it's wise to work with an agent with a strong track record, rather than go with whoever claims they can get you the highest price.

At Trend & Thomas, we've been making market appraisals for properties in Rickmansworth and the surrounding region for over 30 years. We quote achievable figures, not just numbers picked out of thin air because they sound good. This ensures you have the best chance of selling when it suits you and you can move with minimal fuss.

OUR TIP

Make sure an estate agent has local knowledge. Two identical properties could have a big gap in value depending on the area and attract diverse buyers depending on location.



2 ORGANISE YOUR FINANCES – IF BUYING ANOTHER PROPERTY

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Before you buy a new property and apply for a mortgage, it's wise to get your finances in order. Working out your cash flow will give you the best chance of passing the screening test, now required by the new Mortgage Market Review.

We have a valued independent Financial Advisor who will gladly work through your financials and give you advice regarding how much you can borrow and how much you'll need to sell your property to get the home of your dreams.

OUR TIP

Find out more about the Mortgage Market Review in our blog post

<http://wp.me/p23zb4-1W>





3 CHOOSING YOUR ESTATE AGENT

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Selling a house comes with a long 'to do' list. You've got to set the price, market it, show people around, negotiate a deal and manage all the complex legal paperwork with the solicitors. But get any steps wrong and you could waste a lot of time and lose a lot of money. Instructing an estate agent avoids these risks, and can pay for itself by achieving the highest possible price.

When choosing an estate agent, make sure to do some background checks. Find out about their reputation, their success at selling similar properties, the experience of their negotiators, membership of regulatory boards and other factors that define a professional, quality service.

With so much to consider, it's no wonder nearly 9 out of 10 people choose estate agents based on factors other than price alone.

Trend & Thomas has a proven track record spanning over three decades. We look after all the core services, such as marketing, viewings, negotiations for the sale and facilitating the whole sales process. We can look after all the little extras too, like arranging Energy Performance Certificates (EPC) and creating polished, professional marketing material.

OUR TIP

Choose an estate agent with a complete set of services, a professional reputable company that won't lead you to problems later, when their weaknesses in negotiating or marketing are exposed.



4 PRESENTING YOUR PROPERTY

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First impressions count. Research suggests that most buyers decide whether to purchase within the first 17 seconds. So you want to do everything you can to enhance the presentation of your property from the beginning.

See Rightmove's excellent blog here with good advice regarding the presentation of your property for sale and see our quick tips below:

10 tips to help sell your house – Rightmove

www.goo.gl/7phvtt

- 1 Cleaning your home prior to selling is of paramount importance. Top to bottom and don't forget windows. It really is THE most important effort you can put in to the sale other than choosing a great agent! Speak to us if you would like some recommendations for Cleaning companies.
- 2 Kerb appeal is also of vital importance especially considering that 17 second statistic. Tidy the entrance area, polish your door number and consider some fresh plants in pots to add quick colour.
- 3 Decluttering is useful prior to viewings and helps you prepare for that upcoming move. Consider boxing up messy items and stashing them in lofts, sheds or even a storage unit to create a harmonious home for viewings.
- 4 Make sure any DIY tasks you've had on the back-burner for years finally get completed. This includes any repairs to furniture or fittings, repainting rooms that have started to look a bit tired and giving the garden a spruce up.

OUR TIP

Cleaning up clutter will help rooms seem larger, allow viewers to envision themselves living there and can also pocket you a tidy sum on eBay.

See also *10 tips to help sell your house* from Rightmove
<http://goo.gl/VR5uVz>



5 MARKETING YOUR PROPERTY

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Along with freshening up the exterior of your property and getting the windows cleaned, you want to ensure you hire an estate agent that can give people the best impression even before they set foot in the door. This includes providing professional photography, polished marketing material and enticing social media campaigns. A quick look at any estate agent's website and how they promote themselves, will reveal what quality of presentation you can expect.

Some of Trend & Thomas' marketing benefits include:

- Prominent window display in the centre of Rickmansworth
- Direct promotion to our list of 'hot buyers'
- Professionally produced brochures with floor plans, dimensions and photography that makes your home look so enticing you may even reconsider selling
- Video tours for providing a virtual showing at anytime, day or night
- Social media campaigns for 'word of mouse' marketing
- Online promotion on Rightmove and all other leading portals
- Traditional 'For Sale' signs for 24/7 marketing
- Advertising in local press and Hertfordshire's exclusive lifestyle and property magazines
- Latest mobile site technology for searching and viewing your property 24/7 from anywhere
- Organise a launch day for initial viewings, if required

OUR TIP

The quality of your marketing material and strategy can have a big influence on the quality and budget of the people you attract. Ensure you choose an agent that understands this.



6 VIEWINGS

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An accompanied viewing with an estate agent trained to shine a spotlight on the best features will always help make the best impression. Our viewings are all accompanied, unless otherwise arranged.

We work longer hours than most estate agents. Not just because we love what we do but because it enables us to arrange viewings at convenient times, to ensure your sale works with your schedule. We also answer the phones until 8pm weekdays, 5pm Saturdays and even until 4pm on Sundays. We're dedicated like that.

We've put together a detailed post on getting ready for Viewings. Click on the link below for this detailed checklist to help you prepare for those all important viewings:

[Our Viewing Day Checklist for Sellers & Landlords](http://www.goo.gl/g01kwr)
www.goo.gl/g01kwr

OUR TIP

If you'd prefer to show people around your home yourself, remember to highlight all the good points, like how friendly the neighbours are, the best local schools and how safe the neighbourhood is.



7 RECEIVING THE OFFER AND THE NEGOTIATION

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The key to any negotiation is knowing what you'll accept and what you'll happily turn down. We can work with you to identify what price is acceptable and then handle all negotiations on your behalf, using our experience to get the best offer possible.

Along with the price, factors to consider include whether they're a first time buyer, where they are in their chain and whether they fit in with your timeframe to sell. Taking all of this into consideration enables you to make the most clear headed, sensible choice on whether to accept or not. You also won't feel pressured into a decision, and can ignore what some, shall we say, less scrupulous agents may tell you.

OUR TIP

On our behalf, our independent advisor endeavours to qualify all interested parties in terms of their potential mortgage arrangements.





8 ACCEPTING AN OFFER AND INSTRUCTING A SOLICITOR

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We've worked with local solicitors for over 30 years and can match the best people with your specific sale requirements. Be assured, we don't earn any commission for referring you to any of them. Access to our network of experts is all part of the service.

In order to put together a contract package, a solicitor will need:

- Photographic identification (such as passport or driving licence) and a recent utility bill
- Documents related to any property alterations, such as extensions or garage conversions. This includes any alterations before you owned the property. If you are missing any copies, you can contact the local council for reprints
- Any receipts, certificates or guarantees relating to remedial work e.g. damp proofing, rewiring or window replacement

OUR TIP

If a property is leasehold, the solicitor will also need contact details of the management company and related block insurance policies and copies of recent management company accounts, to save time this could be applied for in advance.



9 PROGRESSION OF THE SALE

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The progression of a sale to the exchange of contracts can be the most stressful phase. At Trend & Thomas we do everything possible to make it smooth and without surprises. This includes ensuring all our senior staff can progress your sale, and not just one individual. You will be kept updated at all times and should any problems arise you'll be informed immediately so they can be sorted out fast.

Our sales progression is a bespoke service as every sale has its own circumstances. Whatever the arrangement, there will always be an experienced eye keeping watch over your transaction to keep your involvement to a minimum, while keeping you in touch every step of the way.

OUR TIP

Most problems can be resolved quickly as long as the estate agent has all the information they need. Make sure you are not unavailable during this potentially crucial time.





10 EXCHANGE OF CONTRACTS AND CONVEYANCING

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Even when an offer is accepted, it's not yet time to celebrate. You'll still need to complete the conveyancing process. Conveyancing is legal speak for the transfer of title of property from you to the buyer.

These are the steps:

- 1 A memorandum of sale is prepared and all parties are asked to confirm the agreed price.
- 2 Your solicitor will send you Property Information Form and Fixtures & Fittings questionnaire. This provides them with all the information they need to draft a contract for the buyer.
- 3 Your solicitor sends a draft contract to the buyer.
- 4 If the buyer is applying for a mortgage their lender may wish to conduct a survey and valuation of your property. This doesn't mean their mortgage has necessarily been approved, but is a strong sign they're eager for the sale to go through.
- 5 The buyer's solicitor will apply for a variety of searches, such as Local Authority search and water and drainage search. They may then raise queries with your solicitor for further clarification, which hopefully your solicitor can resolve on your behalf.

OUR TIP

Make sure you get all paperwork the solicitor sends you completed promptly to minimise delays.



11 COMPLETION AND MOVING

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Once conveyancing is completed, all that's left to do is wait for the buyer's money to arrive so you can vacate and they can move in. We can recommend reliable removal companies we've had experience with over many years and will do a safe, stress free job. See this useful article from Rightmove for some handy tips to help make your move more smooth!

Preparing for Moving Day – Rightmove
www.goo.gl/wMNV0F

Congratulations!
You've completed your sale!



OUR TIP

Before you lock the door for the last time, remember to take meter readings and re-direct your post. A few notes on how to work the oven, the code for the burglar alarm and when they collect the rubbish will also be a nice moving in present and an apt final flourish for your smooth, successful sale.