



Guide to selling
your home . . .

. . . successfully

PULL OUT
FREE
GUIDE

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By choosing a Member of The Guild of Professional Estate Agents you can be assured of the following:

	Guild Member			
National network of over 600 offices	✓			
National referral system	✓			
National property centre	✓			
National registers of purchasers	✓			
National property magazine	✓			
National newspaper advertising	✓			
Network of professional photographers	✓			
National property exhibitions	✓			
National website	✓			
National network of floorplan surveyors	✓			
Publishing, proofing and printing	✓			
Professional presentation	✓			
Persuasive particulars	✓			
Powerful photography	✓			
Progressive people	✓			
Prestigious partnerships	✓			
Propertyplatform.co.uk	✓			
International associations	✓			
Code of conduct	✓			
Arbitration service	✓			
Colour magazines	✓			
Dedicated publishing studio	✓			
Internet marketing	✓			
Floor plan production facility	✓			
Digital detail design service	✓			
360° virtual tours	✓			
Email brochures	✓			
Extensive mailing lists	✓			
4000 professionals across the country	✓			
Intelligent and creative marketing	✓			
Raising the standards in estate agency	✓			
Passionate about property	✓			
Lead Generation	✓			
The Guild Associate Scheme	✓			

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Choosing the right estate agent

In Britain, unlike anywhere else in the world, anybody can set up as an estate agent - no licence or qualifications are required and some estate agents have very little skill or expertise.

Not even the big well-known nationals are any guarantee of good service, the service you get from any estate agent is only as good as the people staffing that particular branch.

The selection of your advisers is absolutely critical. You will become particularly reliant upon your estate agent. You will need sound advice as to values, the marketing of your property and you will need to know you will receive regular and reliable management of your sale or purchase.

Independent or corporately owned?

Who owns the estate agency and does it really matter?

Yes, it really matters - independent estate agents are local experts. Their business depends upon successfully selling in the local area. All Guild Members are independent estate agents who agree to adhere to the highest standards of professional conduct and operate to a strict Code of Conduct.

Trust and confidence

How do you know you can trust and have confidence in the estate agency you have chosen?

Guild Members are carefully selected and are all Members of either the Royal Institution of Chartered Surveyors (RICS) or The Ombudsman Scheme for Estate Agents and therefore offer independent redress services in the unlikely event of a complaint.

Where will my buyer come from?

These days the mobility of the market is awesome, your buyer could come from anywhere.

By being a Member of The Guild your estate agency is demonstrating a real commitment to local, regional and national marketing.

National network

You will need to ensure your property benefits from the widest exposure. Does your estate agent belong to an established and extensive network of sales offices to generate enquiries from a wider market place?

Guild Members are part of a national network of over 600 offices with over 4000 professionals working together to serve you better. The Guild is based in showrooms on Park Lane in Mayfair, London, providing you access to the lucrative London and international investor markets.

Marketing ability

Does your estate agency present a marketing strategy that convinces you your property is presented to the widest pool of potential buyers and, thus, achieves the best possible price?

A little local advertising is of little local use. Guild Members are able to present your property professionally to ensure it reaches the widest pool of potential buyers creating the maximum market for your property with the following:

- their own monthly magazine
- a network of professional photographers
- floorplan surveyors
- dedicated publishing studio

Internet Marketing

Did you know that over 77% of purchasers start their property search on the internet - the probability is that you did it yourself.

Every Member of The Guild has its own dedicated website but, in addition, they have created a combined national site - propertyplatform.co.uk. This site presents a selection of over 50,000 properties nationally.

www.propertyplatform.co.uk





Presenting your home

It is amazing just how much first impressions do count – many properties have been sold, and many not – before the prospective purchaser has even set foot inside the front door.

So take a little time - step outside your own front door and approach your own home as if for the first time . . . critically! Try to look for things you have learned to live with, but are really negative distractions . . . the front garden should be neat and tidy, any rubbish, ornaments, etc stored out of site, the path weed-free, a newly painted fence or freshly clipped hedge is welcoming and gives the distinct impression of someone caring.

As for the exterior of the house, a lick of fresh paint costs next to nothing but is proven as one of the most important factors in creating a good impression - clean windows with neatly painted frames also add a little sparkle. The front door is worth particular attention, property can be transformed by a new front door, it is what your potential buyers concentrate on whilst waiting for you to let them in.

Obviously in presenting your property, internally it should be neat and tidy, all paintwork should be clean and free from cracks, stains and chips should be touched up. In addition to the obvious, there are a number of simple but highly effective sensory tools you can use to create a pleasant ambiance.

. . . a little light on the subject

Studies have shown people react positively to properties shown under bright light. Even during the day, leave as many lights on as you can, keep the curtains wide open and windows clean. At night switch on all lights, replacing any blown bulbs and dingy fluorescent tubes.

. . . the sound of selling

Classical music playing softly in the background can create an atmosphere of calm serenity. Otherwise go for peace and quiet, avoiding loud noises, barking dogs, your children and the TV.

. . . the sweet smell of success

Smell has more impact than you might think. It can work either for you or against you. So:

- scour kitchens and bathrooms with bleach, and use lemon oil or fine polish on your furniture to add richness.
- place fresh flowers strategically throughout the house.

. . . don't colour their judgement

Colours should be kept light and neutral when selling your home.





. . . the show home effect

Show homes are designed to make a buyer “feel at home.” To recreate the feeling of a perfect display home is almost impossible unless you are starting from scratch, but there are valuable techniques you can apply that will help create a similar atmosphere.

When you enter a show home, an interior decorator has made sure of the following details:

- the colours are neutral
- the smell is fresh and clean
- the decorations enhance the homes' features
- the only sounds are peaceful
- the details are perfect from the manicured lawn to the flowers in the entrance hall

. . . general tips

In the case of pets, take particular care to clean the areas they inhabit - potential purchasers simply do not love your pet as you do. In the case of dogs ... get your children to take them for a walk - and remove two potential sources of embarrassment in one go!

. . . and finally

When showing your home to a prospective buyer, avoid having too many people present.

Be polite, but don't try to entertain your buyers. They want to inspect your home, not pay a social call. Never apologise for the appearance of your home. After all, it is your home! And, if you are asked why you are selling, tell the truth, without giving away too much information.

Creating a lifestyle that sells!



Risks of over pricing

We all want to get the very best price for our home, and so it's always tempting to ask just that little bit more for it. Unfortunately, some less scrupulous estate agents are only too well aware of this, and will deliberately over-value your home in order to get your instruction.

However, this does not mean you will end up with more money! Remember, buyers can spend months looking for the right property. They know an over priced home when they see one, and they simply walk away.

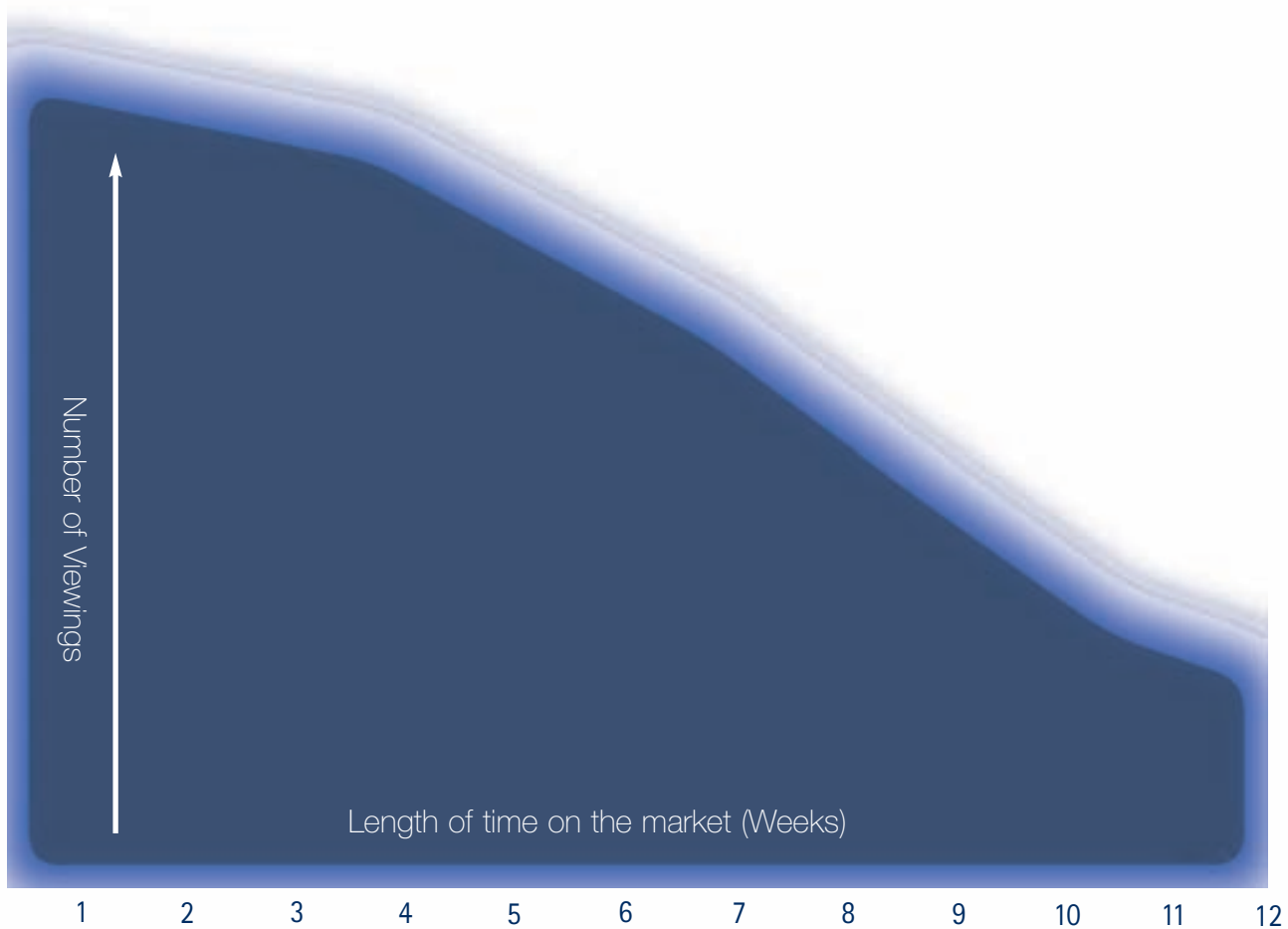
Think about it - would you pay several thousand pounds more for something than you know it's worth? No, we didn't think so!

- All that happens, if you put your house on the market at too high an asking price, is that it will languish there while other, more sensibly-priced properties sell all around you.
- In the end, you will have to bring the price down to where it should have been in the first place. But meanwhile, of course, you will have missed out on all that initial market interest . . .
- Buyers notice the amount of time a property is on the market, and may wonder if there is something wrong with it.
- The internet makes it much easier for buyers to become experts on asking prices.
- Having your home on the market for an extended period can be very stressful, because it can mean your life is on hold. Also, constantly trying to keep it in a suitable condition to be inspected by complete strangers can be inconvenient, to say the least!
- Many buyers won't make a low offer for fear of insulting the seller - so they just go away without even giving you the chance to negotiate.
- Even when you reduce your price, it can be difficult to persuade buyers to reconsider a property they have already rejected.
- The longer your property is on the market, the greater the chance that something will need repairing, leading to expense that could have been avoided.
- Missing out on a sale may mean losing your dream home. Or it could mean you end up trying to pay two mortgages for a while.
- Last, but by no means least, lenders are not impressed by over priced properties - so, even if you do find someone willing to pay your asking price, they could have problems getting a sufficiently large mortgage!





Beware the estate agent who gives you a price on the basis of little more than a casual glance round your home!



As you can see, a house is viewed most during the first four to five weeks it is on the market. Activity is declining noticeably by the 7th week. So, getting the price right from the start, enables you to take full advantage of this initial burst of market interest giving you your best chance of getting the best price, in the shortest possible time.

Use our checklist overleaf to ensure your home is presented in the best possible condition.

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Check List

Use this checklist and go through your home and garden ticking the boxes when you are happy with their condition.

EXTERIOR

It is really important when you are selling your home that the outside of the house looks inviting. First impressions really do count.

GARDEN

- Sweep driveway and ensure paths are weed free
- Mow the lawn and trim the edges
- Trim hedges
- Put up hanging baskets
- Mend or replace fencing
- Clear away all children's playthings

GARAGE

- Tidy garage and ensure it is free of clutter
- Sweep floor
- Ensure garage is well lit and has a sturdy lockable door

ROOF

Buyers will pay close attention to the condition of your roof.

- Ensure repairs are undertaken
- Replace broken or damaged guttering

INTERIOR

ENTRANCE

- Clean, and if necessary, repaint or replace the front door
- Make sure the door bell works
- Touch up any chipped paintwork
- Ensure hall is well lit
- Remove shoes, bags and coats

LIVING ROOM/DINING ROOM

- Pull back curtains
- Pull furniture away from the walls to give the appearance of space
- Turn television and stereo off
- Remove personal photographs
- Place fresh flowers in room
- Open a window to air the room
- Set dining table with neutral place settings

KITCHEN

- Ensure there are no stale cooking smells
- Ensure floor is spotless
- Make sure worktops are clean and clutter free
- Clean oven (if the oven is part of the sale have it professionally cleaned)
- Clear away pet bowls and baskets
- Ensure all crockery is out of sight
- Make sure your appliances are sparkling

BATHROOM

- Make sure the bath and shower are spotless
- Remove mildew stains from tiles and grouting
- Put out clean towels

BEDROOMS

- Make all beds
- Put all clothing away
- Clear out walk in wardrobes to create the impression of space
- Open windows

WALLS

- Skirting boards should be clean and free from dust
- Repair any damage to walls

DOORS & WINDOWS

- Make sure all windows open and close easily
- Check all door handles are functioning correctly
- Ensure all windows are sparkling

FLOORING

- Vacuum all carpets thoroughly
- Wooden floors should be swept and stains or scratches removed
- Both kitchen and bathroom floors should be spotless and dry before any viewings

We hope that you find the information in this booklet useful. As Members of The Guild of Professional Estate Agents, we are committed to helping you achieve a successful sale and delivering the highest standards of customer service at all times. If you have any queries, or would like further advice on any of the topics covered here, please do not hesitate to contact your nearest Guild Member - or visit our website, at www.propertyplatform.co.uk