



## **Guide to selling your property...**

### **Timing is Everything**

Before you consider putting your house on the market, give yourself the best chance by timing it with the seasonal peaks in the property market. Obviously, there are sellers who need to sell immediately, but if that's not the case then consider waiting until early Spring when the demand is generally higher.

Keep an eye on what is happening in the housing market, both locally and nationally. Incentives such as interest rate cuts and freeze on stamp duty are becoming increasingly common and may directly affect your sale. In terms of the local market, we have a vast database of properties that have been bought and sold in your area, so have a good knowledge of local trends.

We'd recommend that if you are buying as well as selling, that you put your property on the market before you start looking. Ideally, you'll be able to secure an offer on your house, which will mean stronger bargaining power when you start making offers!

### **Choosing Your Agent**

The best way to choose an agent is based on personal recommendations and word of mouth. Have a look at the for-sale and sold boards around the town, and look in local papers. Don't feel obliged to sell through the same agent you are buying through – it doesn't necessarily speed things up!

Some agencies over-value your property in order to get your business – but that doesn't necessarily lead to a sale. Do some research yourself as to what price similar properties have gone for. Websites such as [www.ourproperty.co.uk](http://www.ourproperty.co.uk) and [www.nethouseprices.com](http://www.nethouseprices.com) are a good place to start.

### **The Price is Right**

Many estate agencies encourage you to market your house at a higher rate so that you have room to negotiate. However, particularly in the current market, we would advise against that. Generally speaking, it's better to price your property at a more realistic level in order to generate some interest, and ultimately a quicker sale.

At the valuation stage, Timothy A Brown will discuss comparable properties, market/sale prices and the length of time they were on the market.

### **First Impressions Count**

"You'll never get a second chance to make a first impression" as the saying goes. Think objectively about what your property looks like to a third party. This may have been your home for the last 30 years, but when selling your property it becomes a business transaction, and you need to keep thinking of it in that way.

De-clutter all your rooms, and consider painting in neutral colours to appeal to a wider audience. Spending £250 on painting your rooms could make a difference of £2,000 to your offer, so it will be money well spent.

It may be tedious, but try and finish off all those DIY repair jobs that have been on the list for months. Dripping taps, chipped woodwork and peeling paint all detract from the positive aspects of your property that you want buyers to see.

Don't take any negative comments from viewers to heart. Instead, think of them as constructive criticism and work with them to make your property more appealing to the next viewer.

When you have viewings planned, ask a friend to look after your dogs/cats/children! It will mean that your focus is 100% on your potential purchaser and more importantly their focus is on your property (rather than having to fend any animals off!). You'll also have more time to effectively answer any of their questions about the property and local area. Try not to cook any strong smelling foods immediately before-hand and make sure the garden is clean and tidy as well (particularly if the dog has been out there!).

### **Negotiating**

Timothy A Brown will offer advice and negotiate on your behalf to get the highest possible price for your property.

When you do get to the point of receiving offers, we advise you to take into consideration the following factors:-

- Are the bidders involved in a chain? Cash buyers, first time buyers, renters and investors are ideal as there is inevitably no chain involved.
- Has their mortgage been pre-approved? Lengthy paperwork can slow things down.
- Are they looking to move quickly? If so, that puts you in a stronger position.

### **The role of Timothy A Brown**

Ultimately, we are here to help you through this period of transition. Property is our business, so please try and listen to any advice we may give you.

It is our responsibility to make sure that your property details and marketing materials adhere to the Property Mis-descriptions Act and don't mislead purchasers.

As the estate agent, we work directly for the seller, so it is in our best interest to negotiate the best sale price for you as it directly affects our commission! We offer realistic valuations based on our many years knowledge of the market, and aren't swayed by 'emotional attachments' to your property! We remain objective and will give you the best possible service and advice in order to secure a sale.

We are confident that all of our customers receive the same high level of customer service. If, however, at any time you don't feel comfortable with how things are progressing, please get in touch and we'll be more than happy to have a chat.