




Oliver James
ESTATE AGENT


Sell your home with confidence.

Our guide to a successful sale.

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The **Negotiator**

Awards 2024

**REGIONAL AGENCY
OF THE YEAR
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SILVER

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Hi,

I'm Oliver, and I am the Director here at Oliver James Estate Agents.

During the 24 years I've been an Estate Agent, I've helped thousands of homeowners successfully sell all types of properties.

Selling your home can be a significant decision, and we understand the importance of making the process as smooth and rewarding as possible.

That's why we have created this brochure to provide you with essential information and expert advice to help you navigate the journey of selling your home with confidence.

Within these pages, you will find valuable insights into various aspects of the selling process.

Our aim is to empower you with the knowledge and tools necessary to make informed decisions, achieve the best possible outcome, and enjoy a stress-free experience.

It's the process, not the promise of a price that will get you the highest price for your home.

We invite you to explore the pages of this brochure, take note of the valuable tips, and reach out to our team at Oliver James for any further assistance or to begin your journey towards a successful sale.

Thank you for your time, and don't hesitate to contact us if you have any questions.

We're at your service.

Oliver James

**Oliver James
Director.**

Exceptional: Adjective

Outstanding, extraordinary, quality of a very high order.



*Disclaimer: The information in this guide does not constitute legal or financial advice.

How to Select an Estate Agent

Choosing the right estate agent is crucial to achieving a successful and stress-free sale. Consider the following factors when making your selection:

Experience and Expertise:

Look for an estate agent with a proven track record and extensive experience in your local market. An agent with in-depth knowledge of the area can provide valuable insights and accurate property valuations.

Reputation and Track Record:

Research the agent's reputation and check their previous sales history. Read client reviews and testimonials to gauge their professionalism, reliability, and success rate.

Effective Marketing Strategies:

Enquire about the agent's marketing approach. A proactive and innovative agent will employ various channels to maximise exposure for your property, such as online listings, social media, professional photography and virtual tours.

Communication and Availability:

Clear and regular communication is vital during the selling process. Choose an agent who is responsive, easily accessible, and keeps you informed about enquiries, viewings, and offers promptly.

Fees and Terms of Service:

Discuss the agent's fees and understand their terms of service. Compare the costs and services offered by different agents to ensure you find the best value for your money. The cheapest agent is the one who puts more money in your pocket on completion

Preparing Your Home for Sale

First impressions matter! Make your home irresistible to potential buyers with these tips:

Declutter and Depersonalise:

Remove excess clutter and personal items. Create a clean, spacious, and neutral environment that allows buyers to envision themselves living in the space. However it is still a home so some clutter and family photos are good to create this feeling of home.

Necessary Repairs and Touch-ups:

Address any visible repairs or maintenance issues before listing your property. A well-maintained home gives buyers confidence and increases its market appeal.

Enhance Curb Appeal:

Pay attention to your property's exterior. Ensure the front garden is tidy, the entrance is welcoming, and any necessary landscaping or painting is taken care of. Hiding bins from the front of your house.

Staging Your Home:

Well-placed furniture, tasteful decor, and strategic lighting can create an inviting atmosphere and its features. Check lightbulbs are working so viewings are well lit, making your home as clean as possible.

Making the Most of Viewings

Making a positive impression during property viewings is crucial for a successful sale. At Oliver James we believe that it is important for our experienced agents to conduct the viewings.

Here's why:

Professional Representation:

Having our staff conduct the viewings ensures that your property is presented professionally and in its best light. Our staff are trained to highlight the unique features and selling points of your home, effectively showcasing its value to potential buyers.

Expert Guidance:

Our staff have in-depth knowledge of your property and the area and are well-prepared to answer any questions that buyers may have during the viewing. They can provide accurate and detailed information about the property, its history, and any recent renovations or upgrades as long as you provide us with this information.

Objective Perspective:

Buyers often feel more comfortable discussing any negative aspects of a property with an agent rather than the seller. Our agents can address concerns or objections raised by buyers, providing reassurance and overcoming any potential obstacles.

Reduced Pressure:

When agents conduct the viewings, buyers tend to feel less pressure and are more likely to express their opinions openly. This valuable feedback allows us to understand buyer preferences and tailor our approach to attract the right buyers for your property.

Flexibility and Availability:

Our staff are dedicated to providing a comprehensive service and are available to conduct viewings at a time that suits both buyers and sellers. This flexibility ensures that potential buyers have ample opportunities to view your property and make informed decisions.

Effective Communication:

Following each viewing, our agents will communicate feedback to you by email the next day, providing valuable insights into buyer reactions and any adjustments that may be needed to enhance the appeal of your home. Some viewers do fail to give feedback but we will always endeavour to chase them.

By entrusting our professional staff with the responsibility of conducting viewings, you can be confident that your property is being presented in the best possible way to potential buyers. Our expertise and attentive service will help facilitate a smooth and successful selling process.



What to Do with Offers

Receiving offers is an exciting milestone. Here's what you need to know:

Evaluate Offers:

Carefully consider each offer based on its price, conditions, and buyer qualifications. Your estate agent will provide guidance in assessing the pros and cons of each offer to make an informed decision.

Negotiation and Response:

Our agents will negotiate with interested parties on your behalf, ensuring effective communication and helping you secure the best possible terms. We will provide you with expert advice and guidance on every offer that is put forward.

Expert Advice:

Rely on the expertise of our staff. They have a deep understanding of market conditions and can offer insights into buyer motivations, allowing you to make informed decisions and maximise your sale price.

Accepting an Offer:

Once you have accepted a favourable offer, celebrate this milestone! Notify your solicitor or conveyancer, who will initiate the necessary legal procedures to progress the sale.

Top Tip

Before selecting a Solicitor make sure you have checked their most recent reviews, google is best do not trust feefo or trustpilot. Also ask your Estate Agent if they have had any recent dealings with the Solicitor you are looking to employ or go for the Solicitor your Estate Agent has recommended.

Our Committed Sale Scheme (optional)

- *Certainty and Security:* Provides a legally binding commitment between the parties involved, reducing the risk of the transaction falling through and ensuring the property is reserved for the buyer.
- *Smooth Sales Progression:* Sets out a clear timeline for various stages of the sales process, minimising delays and ensuring all parties are aligned and committed to meeting their obligations.
- *Minimised Gazumping and Gazundering:* Reduces the risk of the seller accepting a higher offer or the buyer reducing their offer, providing protection and peace of mind for both parties.
- *Increased Buyer Commitment:* Demonstrates serious intent from the buyer to proceed with the purchase, leading to a smoother and more efficient transaction.

By selecting a Committed Sale, both buyers and sellers can enjoy the benefits of a more secure and straightforward sales process.



Legal Information You Need to be Aware Of

Understanding the legal aspects of selling your home is essential. Consult with your legal advisor or solicitor for detailed information on:

Property Disclosures and Warranties:

Be aware of any legal requirements regarding property disclosures and warranties. Provide accurate information about the property to potential buyers.

Energy Performance Certificates (EPCs):

Ensure you have an up-to-date EPC for your property. This certificate provides information about the energy efficiency of the home and is required by law for marketing purposes. Check epcregister.com

Conveyancing Process and Costs:

Understand the conveyancing process, which involves legal paperwork and property searches. Be aware of associated costs, such as solicitor fees, stamp duty and Land Registry charges.

Potential Legal Implications and Obligations:

Consult with your legal advisor to understand any potential legal implications or obligations related to the sale. This includes matters such as leasehold restrictions, shared ownership, or any ongoing disputes.



Legal considerations play a vital role in the selling process. Here are important points to keep in mind:

Picking a Solicitor: Selecting the right solicitor is crucial, as it can make a significant difference in the smoothness and speed of your sale. Take the time to research and choose wisely. Consider the following:

- **Solicitor Recommendation:** Seek recommendations from friends or family who have recently sold their homes. Ask if they had a positive experience with their solicitor and if they would recommend them.
- **Solicitor's Proactivity:** Ensure that your chosen solicitor is proactive and efficient in handling property transactions. A solicitor who was efficient 10 years ago may not have the same level of responsiveness today. Ask your estate agent for recommendations, as they work closely with solicitors and can provide insights into their current efficiency and reliability.
- **Avoid call centre conveyancers:** Choosing a call-centre conveyancer can lead to poor communication, as you're often dealing with case handlers rather than solicitors. It can be difficult to speak to them, with frequent delays and a lack of personal service. This can cause stress, delays, and even risk your sale falling through

Landmarks of a Sale

The journey of selling a house involves several significant landmarks. Here are the key milestones you can expect:

- a. Accepting an Offer:** Celebrate as you accept a favorable offer from a buyer. This marks the beginning of the formal sales process. Your estate agent will guide you through the necessary steps to progress the sale.
- b. Survey:** After accepting an offer, the buyer may arrange for a survey to assess the condition of the property. This survey helps identify any potential issues or defects. Your estate agent will keep you informed about the survey and its findings.
- c. Searches:** The buyer's solicitor will carry out various searches, such as local authority searches, environmental searches, and water and drainage searches. These searches aim to reveal any relevant information about the property, such as planning restrictions or potential risks. Your solicitor will liaise with the buyer's solicitor to facilitate the search process.
- d. Enquiries:** The buyer's solicitor may raise enquiries or seek clarification on specific aspects of the property's legal documentation. Your solicitor will work with you to provide accurate and timely responses to these enquiries.
- e. Exchange of Contracts:** Once both parties are satisfied with the survey, searches, and responses to enquiries, the next milestone is the exchange of contracts. At this stage, both the buyer and seller sign the contracts, legally committing to the sale. A deposit is typically paid by the buyer, which is usually 10% of the purchase price. Following the exchange of contracts, the completion date is set.
- f. Completion:** Completion is the final landmark of the sale. On the agreed completion date, the remaining balance of the purchase price is transferred from the buyer's solicitor to your solicitor. Once the funds are received, the keys to the property are released to the buyer, and the sale is complete.

Throughout these milestones, your estate agent and solicitor will provide guidance and support, ensuring a smooth and successful transaction.

Remember, the choice of a reliable and efficient solicitor is crucial to ensuring a smooth and timely sales process. Take the time to research and select a solicitor who will work diligently on your behalf.



Why choose Oliver James Estate Agents?

At Oliver James, we pride ourselves on delivering exceptional service to our clients.

Here's why you should entrust us with selling your home:

Extensive Market Knowledge and Experience: Our team has a deep understanding of the local market dynamics, pricing trends, and buyer preferences. We leverage this knowledge to position your property effectively and attract qualified buyers.

Dedicated and Skilled Professionals: Our staff are committed to your success. With their expertise, negotiation skills, and proactive approach, they will guide you through the selling process, providing support and personalised attention every step of the way.

Comprehensive Marketing Strategies: We employ a comprehensive marketing approach, combining online and offline channels to maximise exposure for your property. Our goal is to reach a wide pool of potential buyers and generate genuine interest.

Transparent Communication and Regular Updates: We prioritise clear and transparent communication. Our team will keep you informed about enquiries, viewings, offers, survey results, and the progress of the transaction. We believe in providing regular updates to ensure you are fully informed and confident in the process. This includes the use of whatsapp where you can message us anytime.

Proven Track Record: We have a track record of successful sales and satisfied clients. Our focus is on achieving the best possible outcome for our sellers, both in terms of price and a smooth transaction. Choose Oliver James for a seamless selling experience. Our dedicated team is ready to assist you at every stage, from initial valuation to completion, ensuring a stress-free and successful sale. Since opening our doors in 2016 we have every year been the agent with the highest % of asking price achieved while also having the least amount of reductions year on year.

Your choice

Agent 1 - Talks a good game but



Agent 2 - Provides information and proof

Over promises and under-delivers

- Over values to make sure they get the listing
- Advertises on Rightmove
- Sits by the phone waiting for it to ring
- Constantly reducing the property
- Does no pro-active selling
- Poor Communication & difficult to reach
- Property goes stale on the market putting you in a poor negotiating standpoint

Result

You finally end up with a lower offer that was quoted by other agents originally, higher chance of a fall through and a stressful experience.

Honesty and Integrity

- Gives a genuine value, if the owner wants to try higher, agent will discuss timings
- Advertises on Rightmove but doesn't rely on it
- Chases down leads
- Plans a bespoke marketing campaign
- Advertises on various channels
- Can be contacted in various ways
- Rarely reduces and has a quicker sale time

Result

You receive an offer close to asking price, the agent gives constant updates and guidance and although the process is difficult you find your way to completion

Should You Sell Your Home First or Find Your Next One First?

Deciding whether to sell your current home before finding your next one can be a tough choice. Both approaches have their pros and cons, but here's why selling first is often the better strategy—and how we make it work smoothly for you.

Selling First: The Smart Move

By putting your home on the market first, you're in a stronger position to achieve the best possible price. Here's how it works:

1. Maximising Your Sale Price

- When you sell first, you can focus on attracting the right buyer and negotiating the best price without the pressure of needing to move quickly. You're not tied to tight deadlines, so you have more control over the process.

2. Flexibility While Searching

- Once you've accepted an offer, we'll keep your buyer informed and manage their expectations while you search for your next home. Most buyers are willing to wait for the right property, especially when they've fallen in love with yours.

3. Backup Plan if the Buyer Won't Wait

- If the buyer isn't able to wait, don't worry. We'll relaunch your property and find another buyer. Our marketing strategies are designed to keep the momentum going, ensuring you don't feel rushed or pressured.

Finding First: The Risks

On the other hand, choosing to find your next home before selling your current one can leave you feeling pressured. Here's why this can be risky:

1. Pressure to Accept a Lower Offer

- When you've already found your dream home, you might feel rushed to sell quickly to avoid missing out. This urgency can lead to accepting a lower offer on your current property, leaving money on the table.

2. Increased Stress

- Balancing the excitement of buying with the pressure of selling can be overwhelming. If delays occur, you may risk losing the home you've found, adding to the emotional toll.

3. Logistical Challenges

- Coordinating timelines for completion and moving can become complicated, especially if your buyer's readiness doesn't align with your seller's requirements.

How We Support You When Selling First

Our process is designed to ensure a stress-free transition:

- Buyer Management: We handle communication with your buyer, ensuring they understand your need to find your next home.
- Backup Plans: If the first buyer can't wait, we'll work tirelessly to find another.
- Support Finding Your Next Home: While you're focused on selling, we'll also help you search for your next property, leveraging our local knowledge and network.

The Bottom Line

Selling your home first puts you in the driver's seat, giving you the freedom to secure the best price and find your next home without undue pressure. With our expertise and support, you can navigate the process confidently and avoid the pitfalls of rushing into a sale.

Let's work together to make your move a success!

Your Questions Answered!

We understand that selling your home can feel overwhelming, so we've answered some of the most common questions to guide you through the process.

1. How do you determine the asking price for my home?

We use a combination of market analysis, recent comparable sales, and our local expertise to suggest a realistic price that will attract buyers and maximise your sale.

2. How long will it take to sell my home?

Every property is different, but on average, homes sell within 4–12 weeks of being listed. Factors like pricing, market conditions, and buyer demand can affect this timeline.

3. Do I need to sign a contract with you?

Yes, you'll need to sign a seller's agreement that outlines our terms of service and your responsibilities. We keep everything clear and transparent to avoid surprises.

4. How do you handle viewings?

We manage all viewings for you, ensuring your home is presented in its best light. We'll also gather feedback from potential buyers and share it with you.

5. What if I receive multiple offers?

We'll guide you through any offers, whether it's one or several, to help you choose the best option for your goals. Our negotiation expertise ensures you get the best deal possible. Often when we get several offers we do something called 'best and final' where buyers can bid one last time their highest amount.

6. What happens after I accept an offer?

Once you accept an offer, we work with all parties involved—including the buyer's solicitor, your conveyancer, and others—to ensure a smooth and efficient process.

7. Can delays happen, and how are they handled?

Delays can occur for various reasons, such as chain complications or issues with paperwork. We'll keep you informed at every step and work to resolve any issues as quickly as possible.

8. What's included in your fees?

Our fees cover everything from marketing and viewings to negotiations and support throughout the sale process. We're upfront about costs, so there are no hidden surprises. Our fees get paid on completion when your Solicitor has all monies in from the sale and will deduct our fee and pass us directly. We do not believe in any upfront costs.

9. Can I sell my home if I'm in a chain?

Absolutely. We'll help manage the chain by coordinating with all involved parties to minimize delays and keep the process moving.

10. What if my sale falls through?

If the worst happens, we'll regroup and relaunch your property with renewed energy. Our goal is always to secure the best outcome for you.

Have more questions? We're always here to help! Contact us today, and let's get your home sale started.





Instruct Us



SCAN NOW



We won a big award, giving you confidence that we have been recognised in the industry as one of the best!



Oliver is a well know figure in the industry, appearing on TV from the UK to Hong Kong along with being asked for his thoughts in property sections of national newspapers.

Oliver's goal is to restore faith in Estate Agency and to support the local community

