

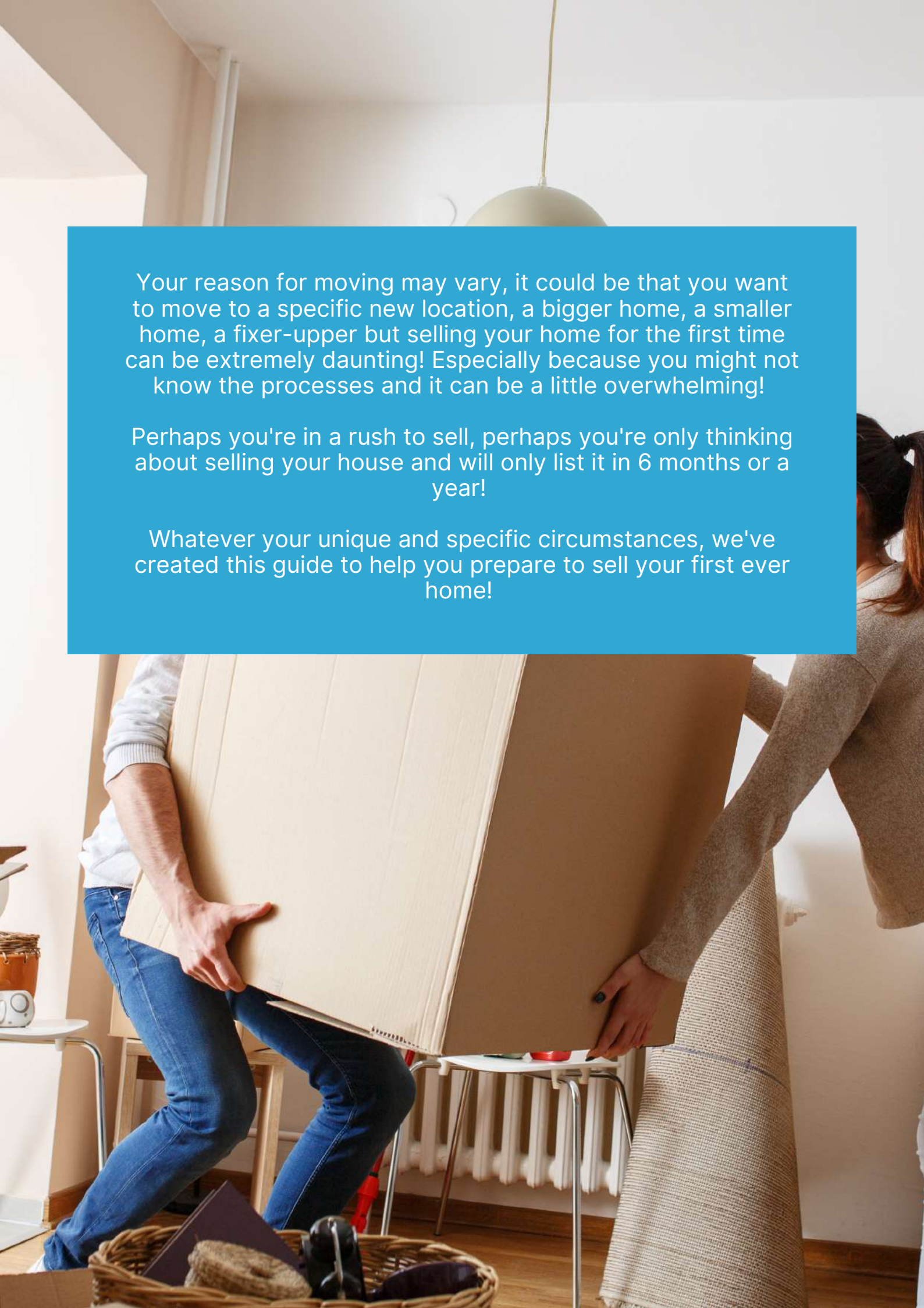


Guide

for
First Time
Sellers

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A man in a white long-sleeved shirt and blue jeans is lifting a large, flat cardboard box. A woman in a grey sweater and a long, textured beige skirt is assisting him, holding the other side of the box. They are in a room with light-colored walls, a white radiator, and a modern pendant light. In the foreground, there is a wicker basket containing various items like a purple eggplant and some bread. The scene is brightly lit, suggesting a sunny day.

Your reason for moving may vary, it could be that you want to move to a specific new location, a bigger home, a smaller home, a fixer-upper but selling your home for the first time can be extremely daunting! Especially because you might not know the processes and it can be a little overwhelming!

Perhaps you're in a rush to sell, perhaps you're only thinking about selling your house and will only list it in 6 months or a year!

Whatever your unique and specific circumstances, we've created this guide to help you prepare to sell your first ever home!

1

Preparing your Home

You want to make sure that potential buyers see your house in the best possible condition in order to boost interest, ensure a faster sale and of course secure the highest value possible!

People viewing your house must be able to envision themselves living there so cleaning, tidying, decluttering and repairing your house will make sure that viewers can do the above, but also frame your house as move in ready!

If you're thinking of selling in the distant future, there are many upgrades you can do to your home to increase its value! Modernising your kitchen, installing a heating system or even adding an extension like a small home office are great examples!



2

Hiring the best estate agent for the job!

The process of hiring to selling normally takes up to 3 months but it could take longer depending on a plethora of factors so its important that you and your agent get along well.

Some things to consider when choosing your agent;

- Online agent or traditional agency? Traditional agencies handle everything and have a physical office you can visit.

They will charge a commission on the sale. Online agencies aren't as commonly used, don't have an office you can pop in to but will charge a fee upfront to list and advertise your property.



- Qualifications & Experience. Some agents aren't qualified, but might have more experience selling homes specifically like yours. An agent selling similar homes will understand how to best market that type of property.
- Professional memberships. Agents with professional memberships will constantly be updated with things like codes of conduct, government guidelines and more!
- Compare fees of agents and find out what services each one offers. Do they have any additional fees on top of that such as withdrawing a house? Lower fees might signal what is included in their service as a standard fee probably doesn't cover additional advertising services.



- Marketing! Find out what your agent will do to advertise your property. Are they using virtual viewing tours? Where will your house be posted online? Do they only use digital advertising or traditional print media?

Reviews on your agent. Read reviews wherever you can find them, it will give you a good indication of what your experience will be like. You can also ask neighbours, friends and family who have sold property before which agent they worked with and what their experience was like.

- COVID-19 compliance. Find out what rules your agent is currently practicing and how this will affect your sale. Does your agent perhaps have a compromised immune system that would impact their work?

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Set The Right Price

The pricing of your home can have a big effect on the interest that your property generates, how quickly buyers put in offers and how quickly it sells.

Consider getting an online valuation to get an indication of how much your home is worth, consider any properties in the area that have recently sold as well. After that you can speak to an agent and get an idea of what your property is likely to sell for.

Most agents can offer safe in-person valuations as well. However, this can be done remotely and doesn't need to be delayed.



A hand holding a black pen is positioned over a document. In the foreground, a silver keychain with a house-shaped ring and several keys is visible. The document has some text and a red stamp. The background is a solid blue color.

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The Costs Involved With Selling

Conveyancing fees

A conveyancer deals with the legal transfer of property between buyers and sellers. Your conveyancer should be instructed as soon as you decide to sell your property. The cost of conveyancing fees will depend on the value of your home. Ask your estate agent to help you get a few quotes.

Estate agency fees

Before you hire an agent, it is a good idea to do some research. Compare fees and ask your potential choice of agents about the fees involved with selling. You should expect to pay between 0.75% and 2.5% + VAT of the final selling price of your property on average.



Energy Performance Certificates (EPC) or Home Reports

In England, Wales and Northern Ireland, you must have an EPC before you list your home. This contains information about the energy-efficiency of the home and the typical energy costs.

In Scotland, sellers must have a Home Report, which contains a property questionnaire, a single survey and valuation, and an energy report. Your estate agent can help you arrange for a chartered surveyor to complete a home report for you.

Moving Costs

Don't forget to budget for the cost of moving. Get a few quotes from moving companies online and check out their Covid-19 safety policies to see if this will affect your move.

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Putting Your Property On The Market

Once you've hired an agent, they might visit your property to measure, gather information and take photos all for advertising purposed. Some marketing tools they might use include:

- Photos
- Virtual Tours & 3D Modeling
- Floorplans
- Brochure Features
- "For Sale" signs
- The agent's existing database
- Social Media
- Property Portals
- Hosting an open house (if COVID-19 restrictions allow)



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Viewings

When you're ready for viewings you would have already prepared your home by cleaning, repairing and decluttering. Because of COVID-19 there may be local restrictions that don't allow physical viewings and you might have to host virtual tours.

Physical viewings

If you're allowed to host physical viewings, your agent will most likely show the potential buyers around your home. This is normally best as they are professional, objective and can answer any questions. Its best to be removed from viewings to make potential buyers feel more comfortable.

Virtual viewings

Virtual viewings offer a wide range of benefits such as being faster, safer, and can host more people than normal at the same time! Potential buyers can also revisit your property over and over, on their own time.





Accepting An Offer

When considering an offer, think about other things that impact the sale, not just the cash value.

Take some time to think how the offer will affect the selling process, like;

- What is the buyers financial status, how will this affect the timeline of the sale?
- Is the buyer in a chain or are they someone who can pay immediately?
- Do you need to accept the offer, are you in a rush to sell?
- Are you willing to wait for a higher offer?

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