



*Cooper Adams*  
AS GOOD AS OUR WORD

# 40 STEPS

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to get your property sold  
FOR THE BEST PRICE

# 40 Steps to get your property sold

## For the best possible price



### Getting going

Signing our agreement will trigger the start of our service. We will help you fill out the Buyer Information Pack. This is a free service we provide to shave up to one-month off the moving process.

1

We will look at competing properties sold and unsold, how yours compares and discuss this with you to make sure you are reassured on pricing. We will look at how your property pricing fits in with portal brackets for maximum impact according to how buyers search, and make sure the agreed marketing price fits with your timescales. Pitching the price too high can end up with a lower selling price taking much longer to achieve.

2

### Making your property shine

3

One of our professionally trained photographers will be booked in to take photos at the best time of day, help dress rooms, move furniture if necessary and often take lifestyle shots.

4

We will then take specialised elevated photography, showing off more of your property and it's surroundings.

5

We will prepare a full free floor plan of your home with full room measurements.

6

We measure your garden. It's uncommon to do this in UK estate agency, but it's often something buyers want to know.

7

We will prepare a full and comprehensive list of all the benefits of your home, promoting it in the best light.

8

Remember the Buyer Information Pack from step 1? This is a legal document that not only shaves time off of the sale process later, but buyers can see more information before making an offer. The result? A more committed offer.

9

It's a legal requirement to have a valid Energy Performance Certificate when selling a property. We will check your EPC is valid, or arrange a new one with you.

10

Any immediate maintenance issues that may hinder a sale, we can discuss before launching to market. We can recommend and organise getting these issues fixed..

11

We find out as much information as we can about your property to answer any questions from buyers, instantly cutting delays.





## Spreading the word

12

We will prepare an engaging write-up of your property with headline grabbing text to maximise click through rates online.  
More clicks = more viewings = more offers = choice of offers = better selling price.

13

We will prepare a large-format, magazine-style brochure for your property.

14

You will need to be 100% satisfied with all our sales brochures before we commence any marketing.  
If you're not, we redo them until you are.

15

We will create a walk round video on your property.  
Buyers can then view virtually before they book a personal visit; and you're assured that viewers are more committed.

16

We will cross-match appropriate buyers to view your home from our extensive database and contact them about your home by telephone, email and text.

17

We will letterbox drop to local residents to try and find a local buyer; or encourage referrals to a relative or friend they may know wanting to buy in this area.

18

We will upload the property to the UK's top property website, Rightmove, as well as our own award-winning website: [www.cooper-adams.com](http://www.cooper-adams.com)



## Selling and viewing

19

We will go through our Reservation agreement with you. This legal contract stops buyers pulling out on a whim on the run up to moving day.

20

Our other branches will have your property at their offices and will also be working on your behalf.

21

Ideally, a signboard will be erected at the front of the property for maximum exposure. Boards work really well (see page 14 of our Marketing Plan).

22

We have dedicated Marketers that will promote your property on social media, using paid advertising and a targeted approach.

23

If required, we will get keys cut that will be securely registered and coded.



## Selling and viewing cont.

24

The office team visit will be booked. This allows them to familiarise themselves with your property and conduct the most productive viewings.

25

We will discuss with you whether we recommend one-off viewings at times to suit the viewer or an Open House approach (lots of buyers at a time to create a buzz), or a mixture of both.

26

You will be notified of all viewings, every single one of which we will accompany.

27

You will hear from us the day after the viewing with comprehensive feedback.

28

We will provide you with full, written notification of any offers.



## Offer to completion

29

A sale is not put into solicitors' hands until you are ready with your onward move. All parties will be kept updated at all times.

30

Once we have an offer, we will check the buyer's position extremely thoroughly. We ask for written proof of their finances and check that their related sale, as well as any chain behind them, is proceeding. We will negotiate any offer as if it were our own property. Shaun Adams, the company owner, is also consulted on offers to maximise negotiation tactics for our seller clients.

31

We recommend our 'Law Society Approved' reservation agreement. This is put in place to stop a seller or buyer withdrawing from the transaction on a whim. We will also help you with solicitor quotes.

32

When a sale is agreed, we will execute all paperwork and liaise with solicitors.

33

We will help you to complete any paperwork, forms or questions you get from your solicitor, either in branch or in the comfort of your own home. We are experienced in doing this, so we don't mind at all.

We can help you find your next home, for sale or rent, anywhere in the UK. We can also set up updates for you, so that you are made aware when properties are new to the market.

34

We also offer free advice (if needed) on your onward purchase. Even if the property is through another agent and you would like us to negotiate on your behalf.

35

While the sale is proceeding, you will receive weekly updates. We will keep in regular contact with your buyer, mortgage brokers, surveyors and solicitors. This could turn into a daily update on the run-up to the contract exchange.

36

We will help and guide you through the whole process helping with any legal paperwork you receive, booking removals and a list of all that needs to be done,; plus who to notify of your move.

37

We can organise for the removal company to pack all your items for you, so you don't have to lift a finger.

38

We will guide you on suitable moving dates to allow as much time as possible between exchange of contracts and completion, reducing any stress.

39

On completion day keys are not released to your buyer until the full monies are lodged with your solicitor.

40

Our 40 steps to get your property sold is not an exhaustive list, and can be tailored to suit you and your property.

Our many systems and processes are geared purely to achieve top prices in a short time frame with minimum hassle finding you a great buyer or tenant.



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