

Selling your property in nine simple steps.



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Give yourself the selling advantage.

Selling your property is one of the most important transactions you'll ever make. Making the decision to sell and knowing what to do next can be daunting. But by following our simple nine-step guide, you can give yourself a real advantage. One thing is certain. Having the right estate agent by your side can make all the difference.

Making your move with Rex Gooding

A leading estate agent, as evidenced by our many awards. From maximising the value of your property, to smoothing out the selling process, we're with you every step of the way. Supporting you. Advising you. Making your move happen.

Ensuring selling success

In this guide to selling your property, we've shared lots of tips to ensure selling success. But if there's anything you'd like to ask, please don't hesitate to ask our expert sales team. We're here to make selling your property as simple and straightforward as can be.



Find your feel
gooding factor.



Step 1: **Valuing your home.**

How much is my property worth?

The number one question estate agents are asked, and rightly so.

Your future financial well-being can rely on knowing how much you can get for your property.

So let's start with making sure you have the right asking price.

Established in West Bridgford since 1988, we know our area. Conducted by a senior highly experienced member of our sales team, our property valuations are based on our indepth knowledge of the local market, including the latest property price trends and recent sale prices for properties like your own.

This stage is all about finding the optimum price. That's a price that reflects what you're looking for, and which is at the same time achievable to maximise interest, viewings and, ultimately, your final sale price.

Step 2: Getting ready to sell.

For a swift and pain free sale, you'll need to get all your paperwork in order, make sure your property is in a fit condition for sale, and arrange a solicitor. We can assist you with all of this.

Paperwork:

- ☐ Photo and address ID for all property owners.
- ☐ Title deeds and (lease where applicable)
- ☐ Building regulations certificates for any eligible work carried out during and pre your ownership i.e. boiler install, new consumer unit, wall removal.
- ☐ Building Insurance Documents
- ☐ Service certificates for your gas appliances and electrical system

Your property:

Making sure that essential maintenance has been carried out on your property can make a big difference to a viewer when considering their offer and also the surveyor's report. Thus reducing the risk that you'll be asked to lower your price.

Here are a few areas you'll need to check:

- ☐ **Roof.** Replace any damaged or slipped tiles. On flat roofs check that the felt has not split at the junction between the walls and the eaves.
- ☐ **Gutters.** Check they're not cracked or blocked by leaves.
- ☐ **Doors and windows.** They're a hot spot for surveyors, so make sure your they're painted and free from rot.
- ☐ **Wiring, plumbing, heating and drains.** They should all be in good condition, with any record of servicing.
- ☐ **Damp.** Check you have no damp patches or signs of rising damp. If you have, it will need sorting out ahead of your buyer's survey.
- ☐ **Decoration.** It may be a good idea, but not always necessary. We'll be happy to advise you.

You're on to something good**ing**.



Step 3:

Preparing for viewings.

It's always a good idea to prepare your property to show it in its best light. So think about:

1. First impressions

A clean front door and entrance creates an excellent first impression. It's also a good idea to tidy away some of your possessions to give your house a spacious and airy feel.

2. Lighting

Clean windows and open curtains to maximise natural light. In the evenings or winter, good lighting adds warmth and interest to a room.

3. Temperature

The right temperature helps buyers picture themselves in the home. Open windows in the summer, or heat your property in the winter.

4. Freshness

Good ventilation or a dehumidifier can remove any damp smells you can find in cellars.

5. Cleaning

Dust and dirt can soon gather on shelves and window sills.

6. Garden

Keep gardens, front and back, tidy and attractive. That means well-mown lawns, cut hedges and tidy borders.



Step 4: Marketing your property.

Different properties often need different marketing strategies. It's why we use a mix of the latest marketing techniques – such as social media – alongside more traditional methods to make sure your property is seen by the biggest audience.

1. Photography and floor plans

Our professional photographers are experts at capturing the space, light and features of your property. We also use experts to create accurate floor plans.

2. Brochures

Well-written property descriptions with photography and relevant technical information give prospective buyers everything they need at a glance.

3. Online Presence

90% of buyers start their property search online. All of our properties are listed on our website, as well as leading property search sites like Rightmove and Zoopla and frequently featured on Facebook and Instagram.

4. Our buyer network

We have an extensive register of potential buyers which enables us to instantly match your property to prospective buyers.

5. For Sale boards

For Sale boards are a surprisingly effective marketing tool. Many potential buyers check areas looking for boards, so we would always recommend having one.

6. Our offices

We are prominently located on the busy high street. Many of our enquiries come from potential buyers walking into our offices. We therefore regularly update window displays with our latest listings.



As gooding as gold.

Step 5: Receiving an offer.

It's what you're aiming for, and receiving an offer is always an exciting moment. But it's at this point where you'll need our help most of all. Whatever the state of the market – be it up or down – it is important that this stage is handled carefully, fairly and ethically.

Is it the right offer for you?

We ensure we validate each viewer's position before they view. We'll use all our knowledge and experience to help you decide whether an offer is right for you, or whether you should hold out for a better offer, in terms of price or buyer position. Your agent should give you as much information as possible for the offer. Do they have a property to sell? Would they be in a chain if they did? Do they need a mortgage? What stage are they at with raising this?

If you've done it before, you'll know closing a sale and seeing it through to exchange can be a tricky process. It's why we provide advice, support and close communication during negotiations and all the way to completion.

Expect a Gooding deal more.



Step 6: Accepting an offer.

Having accepted an offer, you're well on your way. You'll receive a Memorandum of Sale which confirms the terms of the sale to all parties.

If the buyer is financing the purchase with a mortgage, the mortgage surveyor will carry out their valuation, then a building survey may be done. Your solicitor will send a draft contract to your buyer's solicitor, who will then start the conveyancing process.

If there are any issues thrown up during the survey or conveyancing we are on hand to advise you on resolutions.

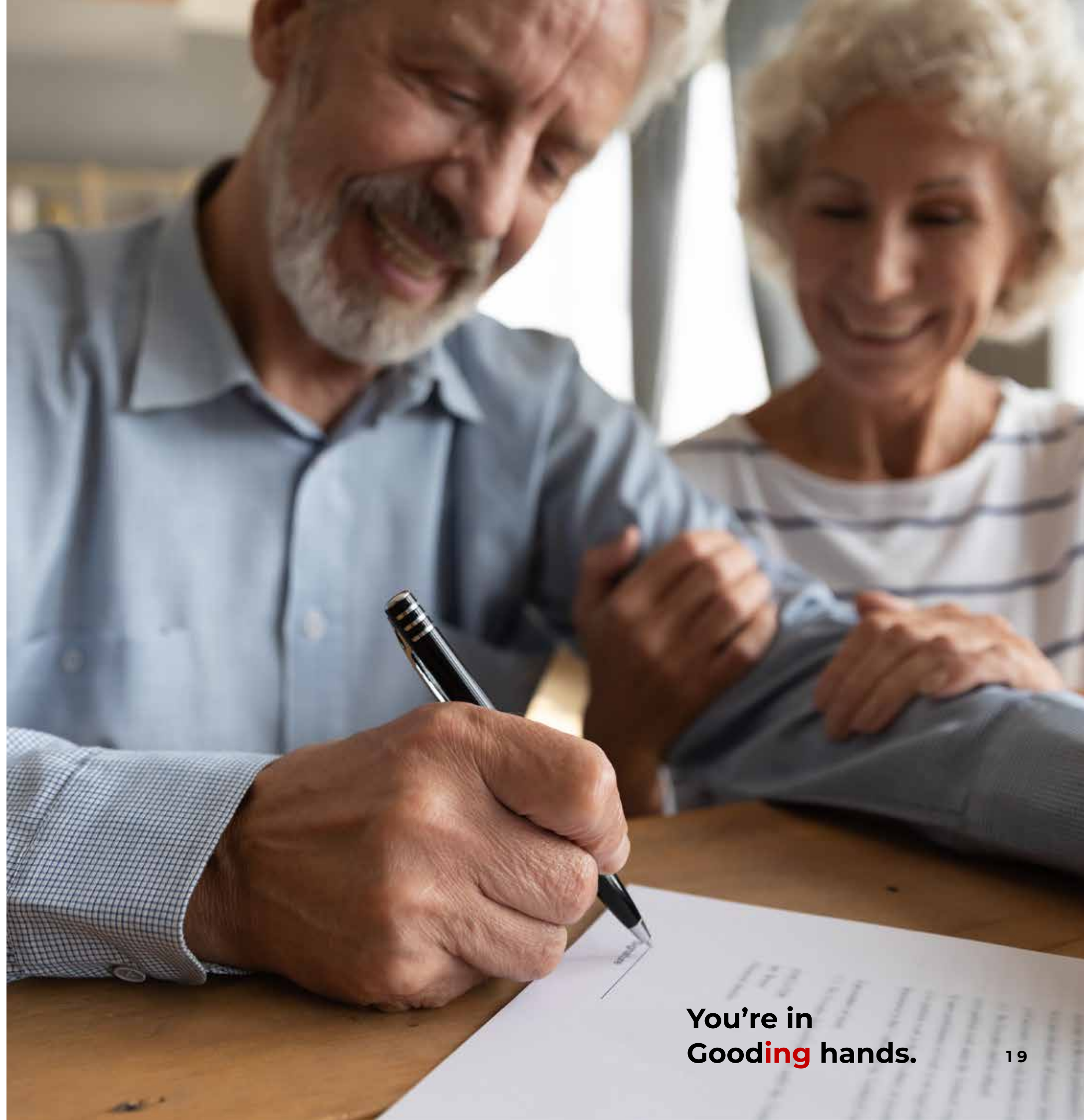


Step 7: Legal process.

Before you exchange contracts, both solicitors will ask questions and request answers.

They will include matters such as:

- **Title.** The purchaser's solicitor will have checked that you have clean title to the ownership of the property.
- **Local searches.** These will have been received and checked.
- **Lease.** If your property has a lease and/or is share of freehold, questions may arise because leases were sometimes written years ago and don't always comply with modern interpretation of the law or wordings.
- **Assigning the lease.** Normally the purchasers need permission to have the lease assigned to them by the freeholders or their agents.
- **Fixtures and fittings.** This will list what you are leaving (and therefore what you are taking). This will need to be agreed by you and your buyer.
- **Mortgage offer.** This will confirm your buyer has received their mortgage offer.



You're in
Gooding hands.

Step 8: Get Ready!

Between exchange and completion, you will need to take care of a number of arrangements.

These include:

- **Removals.** Book early to make sure your removal company is available on your completion date. We can supply contacts to assist with this.
- **Utilities.** Inform your gas, water and electricity providers of your sale and completion date. Take a meter reading on the day of completion.
- **Council Tax.** Inform your local authority of your move.
- **Buildings insurance.** Both you and the purchasers (because they now have an insurable interest) will need to keep buildings insurance running on your property.
- **Change of address.** Notify your bank, credit card providers, and people who send mail to your home that you are changing address.
- **Post.** For added security, think about arranging for the Post Office to redirect your mail to your new address.





Step 9: Completion.

Congratulations!

You're moving!

Your buyer's solicitor will transfer the completion funds over to your bank. If you're involved in a chain, it can sometimes take until mid-afternoon for the money to clear into your solicitor's account. Your solicitor will call both you and your agent to say that is OK release the keys to your buyer. The buyer normally collects from the agent.

By following our simple eight-step guide, there's no reason at all why the whole process shouldn't be smooth, seamless and stress-free. And with Rex Gooding by your side, you're taking a big step forward in ensuring you get the price you want, in the time frame you want and the selling experience you're hoping for.

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