

how to  
**sell**  
your **property**  
with us



Whether you're selling for the first time or you've done this before, we want to use our knowledge and experience to help you.

We've created this guide to take you through all the steps involved...

## 1 selling with us

Our network of experienced estate agents can handle every part of your sale from start to finish, so rest assured we're here to help you every step of the way. So, what's first?

### valuing your property

One of our experienced estate agents will come and meet you at your property to carry out a free valuation, this will of course be done at a date and time to suit you. On the day we'll measure up, take lots of notes and discuss with you how our approach to marketing could help you sell.

Our valuation has to take into consideration a multitude of details including the property size, layout, location and condition of your home, as well as local market conditions.

### instructing us

Great news, you've decided we are the agent for you and you're ready to put your property on the market with us. So, what happens next? You'll need to formally instruct us by signing an agency agreement and to meet legal requirements, you'll also be asked for documents to confirm your ID/residence and an electronic money laundering check will be undertaken before we can get everything ready to start marketing your property.

Once you've signed the agency agreement, most properties need a valid Energy Performance Certificate (EPC) – if you haven't got one, we can arrange this for you.

There are lots of certificates, documents and receipts that come with owning a home, and you'll need them all at some point along the way so keep them together in a file. Create an electronic folder somewhere too, so you can easily access any emails or digital paperwork relating to your move.

# marketing your property

We speak to local buyers all the time so we know what they're looking for. This is a key benefit of having a network of high street branches. With this in mind, we'll tailor a marketing plan that's right for your property so it really stands out to buyers during their property search.

## give your property the WOW factor!

Help your property stand out from the competition with our marketing pack. This includes additional features such as professional photography, professional floor plan, video tour, paid social media advertising and listing your property on the two biggest property portals Zoopla and Rightmove and our own websites.\*

Once we have agreed a marketing plan with you, we'll get on with preparing your property details for your approval, this has to be done before your property goes live! But, our marketing doesn't stop there, here are some other things we can do for you:

- Call our registered buyers who are interested in properties like yours to arrange viewings
- Circulate your property's details to our nearby offices
- Leaflet drop 'new on the market' mailers to your surrounding area
- Email and post details to suitable prospective buyers
- Put up a 'for sale' sign at your property to alert local buyers
- Select photographs that best promote your property
- Advertise your property in our local window displays
- Give you regular updates on our progress and activity

### Open House event

We can also arrange an open house event. We invite registered buyers to view your property during a set timeframe on a date convenient with you. It's a great way for multiple buyers to view your home and often drives buyers to make an offer swiftly.

\* Terms and conditions apply.

# 2 important things to think about

## mortgages

Do you need a mortgage for wherever you're moving to? Our Mortgage Consultants can take a look at your finances and advise you on your mortgage options.

They can search thousands of mortgage products from our panel of selected lenders to find the right mortgage to suit your individual needs and circumstances.\*

**Still searching for your dream home? Let us help you!**

**Help to find** is a FREE service we provide to home buyers. All you need to do is give us details of the location and type of property you're looking for, and we'll carry out the property search for you, beginning with our very own database of properties for sale across our national network.

## conveyancing

Now is a good time to think about the conveyancer you'll use to handle all the legal work for your sale.

Every year, thousands of customers choose our Home Conveyancing service. It's open seven days a week and evenings, and you can manage every aspect of your sale securely online and by phone, so there's no need to visit a conveyancer's office. What's more, it's a 'no move, no legal fee' service, so you know you'll only pay once you've successfully sold. Ask us for details.

# 3 viewings

## preparing for viewings

First impressions count, so when potential buyers arrive to view your property you'll want it looking its best.

Buyers will be forming their opinions before they've even stepped inside your property, so make sure the exterior will impress. The inside of your home has to be as welcoming and attractive to potential buyers too.

We have a **preparing your property for viewings** checklist to help with this. Ask us for a copy.

\* Subject to status and lender criteria.

## your viewing options

We'll make sure viewings are booked for times that are convenient for you. You have two options, if you want to be involved you can carry out the viewings yourself or you may prefer to leave everything to us.

If you do want to be there, you have an opportunity to help sell the benefits of your property as you know it better than anyone else. Listen to what viewers are saying, and try to help answer their questions as simply and honestly as possible. They might want to know what the traffic is like during the morning rush or where the best bars and restaurants are.

If you'd rather we carry out the viewings on your behalf, simply pass us a set of keys and we'll call at a time that's pre-arranged with you.

### Planning an Open House event?

We have a **get your home ready to WOW at an open house event** guide. Ask us for a copy.

## 4 offers receiving an offer

We're highly skilled negotiators and we'll do our very best to secure the right offer for you by negotiating with the buyer on your behalf.

We'll research the buyer's position and take reasonable steps to find out from them the source and availability of their funds for buying the property, so you can make a more informed decision. Here are some questions we ask buyers:

- Are they selling a property, too? If so, is it already on the market? Have they had an offer accepted?
- How quickly are they looking to move? Are they flexible on their move date or are they in a chain?
- Are they first-time buyers? This is a big plus as they won't be involved in a chain.
- Do they have a decision in principle (DIP) or an agreement in principle (AIP) on their mortgage already?

When we receive an offer on your property we'll present it to you. Your onward purchase may depend on you receiving your asking price, if this is the case you can reject any offer below that price and we'll let the buyer know the reason why. We can issue a counter-offer for you to let the buyer know the price you'd be willing to accept.

It's important to take the buyer's position into account but, no matter what, we're here to help you through this negotiation stage.

## 'best and final offers' and 'sealed bids'

If there's a lot of interest in your property we may recommend a 'best and final offers' or 'sealed bids' approach. In this situation, potential buyers will put in writing the absolute maximum amount they're willing to spend before a set closing date.

We'll open all those offers after the agreed date and you can choose the one that best suits you, taking into account the buyer's financial position.

## accepting an offer

Once you get an offer you're happy to accept, we'll send you a Memorandum of Sale – a document that details the offer including the amount, the buyer's and seller's details, and those of the conveyancers involved. This formally agrees the sale.

Most buyers will ask you to take the property off the market at this point, but it's up to you.

Offers are 'sold subject to contract' (SSTC). This means the offer is only provisional before a contract is signed and depends on what the property surveys show.

You're not legally bound to follow through on any offer you've accepted until you exchange contracts.

## 5 valuation and surveys

Once you've accepted the offer, the buyer or their mortgage lender (if they're funding the purchase through a mortgage) will need to arrange a valuation/survey of your property.

## 6 exchange of contracts

When the results of the valuation/survey are complete, the legal work and searches are finished and a final sale price has been agreed, both sides will sign and return copies of the final contract. The buyer's conveyancer will forward their deposit to your conveyancer. The contract will contain an agreed date for completion, the point at which the buyer becomes the legal owner of the property.

Once this is signed and contracts are exchanged, the sale becomes legally binding. That means you can't accept any more offers, and if the buyer decides to pull out for whatever reason they'll risk losing their deposit.

We have a **countdown to moving** checklist to help organise your entire move.  
Ask us for a copy.

## 7 insurance

It's the buyer's responsibility to insure the property from the day you exchange contracts. You should keep your own cover until after completion, when you've moved everything out and handed over the keys.

We can help you with any future insurance products you may need. Speak to one of our Mortgage Consultants about:

- Home insurance
- Life insurance
- Critical illness
- Income protection

## 8 making a will

If you haven't made a will yet, planning what happens to your money, possessions or property could save your loved ones additional stress, worry and cost.

Our will-writing partner can provide a simple, straightforward service for your peace of mind, just ask us for details.

## 9 sold it! completion day

**Congratulations!** You've sold your property!

The buyer's conveyancer will transfer the balance of the money to your conveyancer, who will use it to settle any outstanding mortgage you have and transfer the rest to you, if appropriate.

### keys

When you move out of the property, lock up and hand all sets of keys over to us. We'll hold onto them until your conveyancer confirms the buyer has paid the full sale price on completion day.

Or, to make things easier it may be helpful to drop a set of keys with us before completion day. Then you can simply lock up and drop any further sets of keys through the letterbox for the new buyer when you leave the property.

Don't forget to tell people you've moved. See our **tell everyone** checklist for who to contact with your new address.

## **national network of estate agents**

allen & harris

bagshaws residential

barnard marcus

barnfields

brown & merry

fox & sons

holroyds

jones & chapman

knight partnership

manners & harrison

roger platt

shipways

swetenhams

william h brown



A BROKER FEE MAY BE PAYABLE UPON MORTGAGE APPLICATION AS WELL AS AN ADMINISTRATION FEE. THE TOTAL FEE PAYABLE WILL DEPEND ON YOUR CIRCUMSTANCES. YOUR MORTGAGE CONSULTANT WILL EXPLAIN ANY FEES APPLICABLE IN YOUR INITIAL APPOINTMENT.

YOUR HOME OR PROPERTY MAY BE REPOSSESSED IF YOU DO NOT KEEP UP REPAYMENTS ON YOUR MORTGAGE. YOU MAY HAVE TO PAY AN EARLY REPAYMENT CHARGE TO YOUR EXISTING LENDER IF YOU REMORTGAGE.

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