


THE ULTIMATE GUIDE TO

SELL YOUR PROPERTY & ACHIEVE THE BEST PRICE

- ✓ FIND YOUR IDEAL BUYER
- ✓ SECURE THE BEST OFFER





HERE IS THE ULTIMATE GUIDE TO SELLING YOUR HOME

Here is everything
you need to know...

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The Market Appraisal

The initial Market Appraisal serves as a pivotal first step in the home-selling process.

We would advise you to do this six months prior in order to be ready to sell your home and gain a comprehensive understanding of its market value, allowing you to set a competitive, yet realistic price to maximise the potential buyers through your door.

It is common advice to invite three reputable Estate Agents to value your property, as a result you will have an idea of how you can position your property in its best light possible. Getting experts to value your home will gather you insights into any necessary preparations and advice on how to prep your home ready for sale. In essence, the Market Appraisal is a proactive and strategic approach that lays the foundation for a successful and well-prepared home sale.

**THE ULTIMATE GUIDE TO YOUR PROPERTY
APPRAISAL - WATCH THIS SHORT VIDEO**

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🌀 Buying On?

If you are buying on, then you will be in a chain, that is fine. Speak to a mortgage broker 6 months in advance, rates usually will not change too drastically at this point (market depending) and this should give you enough time to get your 'ducks in a row' with finances, gifted deposits, work commitments, pay & also doing your research on the area you would like to buy in.

🌀 Area Research

Whatever area you want to buy in, do your research. Schools, planning permissions, local amenities, development, regeneration, crime rates and much more.

Get a good idea of the area by driving around the area, visiting parks, walking, eating out and immerse yourself in the vibe, this will give you a good indication of what streets and roads you like and dislike. Talk to locals and feel the culture, every area has a different vibe. Look at social media and join a few of your local groups, see what the real moans are about.



🌀 **Appointing Your Agent Carefully**

When choosing your estate agent, my advice is to stick local, unless it is a completely sellers' market, then listing the property online with no strategy is really not going to get you the best price. I would mystery shop your agent, pretending that you are a buyer, check staff levels, online reviews and also their social media, this will give you window into placing your asset with a professional, it is important.

Ask local Facebook groups who they have used. Our advice would be to use an agent who has a great social media presence and is investing in where your buyers will be, which is usually on their phones like the rest of the world. You want to know that buyers are not just relying on the property portals and that the agent you have in mind is doing their work efficiently in finding you the right buyer, meaning the best and highest offers.

🌀 Pro Photos vs DIY Photos

Estate Agents are there to sell your home, however, I would not recommend them on the photos, it is not what they do! They should be getting a photographer in to take professional photos. Would you hire your builder to draw up house plans?

The straight answer is no, if you did then they would probably turn out badly. The same is with photos. If you are selling your £500,000 asset in Romford, why would you cheap out on professional photos which will cost about £100, it doesn't make sense. Don't just expect your agent to be great at photos, it isn't really their skillset.

🌀 Social Media Marketing

Social media marketing is underrated, agents nowadays should be advertising on Facebook, Instagram, TikTok and other sources because this is exactly where the buyers are 'hanging out.' Social Media is such a powerful marketing tool to be the window into your home, it is important that your agent is sticking with the times and doing social media properly.





✿ **Negotiating and Choosing Your Buyer**

This is a very important step and requires a level of delicacy on trying to achieve the maximum amount of money for your property, along with choosing the correct buyer that is not going to pull out and has the right mortgage in place. This takes experience and by choosing the wrong agent who lacks this experience, could mean that the wrong buyer gets chosen meaning that you waste money and more importantly time. Again, choosing your agent is key here.

✿ **The Right Solicitors**

I would recommend going with a good chosen solicitor, make sure that you can speak and call your solicitor over the telephone, this is crucial as not everything can just be done via email, sometimes things are complicated and need to be thrashed out over the phone.

✿ **After Care**

Any good agent should have a sales progression department. I always get nervous when you get a one stop shop and the manager is doing the viewings, valuations, offers and after sales. You cannot be a Jack of All Trades and juggling too much with the care and efficiency that someone's home deserves. Watch out for the agent that has too much to do, do your research. The best agents have a sales progression department that handle the post sales process.



STILL UNSURE?

Contact us today for a personalised consultation and take the first confident step towards a successful sale. Our experienced team is here to address your concerns and turn your selling journey into a seamless and rewarding experience.

BOOK IN A CALL WITH ONE OF OUR EXPERTS

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