



SELLING IN ROMFORD

AVOID THESE '7 MISTAKES'

Expert advice that will save you thousands £££



A STRAIGHT TO THE POINT GUIDE



KEYSTONES
PROPERTY

Thinking of Selling?

‘What You Need to Know’

If you’re looking to sell your property in 2025/2026 then this is a guide you **MUST** take note of, the way properties sell is different to pre-covid marketing tools.

‘Most sellers think every agent is the same’ - you take photos, put the property on Rightmove and it sells!

You’re not wrong, it will probably sell, **but will you obtain the highest price??**

DON’T STOP READING

THIS IS NOT JUST ANY GUIDE!





KEYSTONES
PROPERTY



My name is Scott Jay, I am the Founder & Owner of Keystones Property in Romford.

We are an Award Winning Sales, Lettings & Property Management Agency that was opened in 2013.

I am a landlord myself, have bought and sold plenty of houses, understand the emotions of a buyer & a seller, which is key for a successful property transaction.

Keystones have over 1,000+ reviews online, over 500 of them via Google - they are genuine reviews as I don't have that many friends!

I have personally written this guide to help sellers get the best price for their homes & maybe get some customers out of it too (just being honest)





TIP 1

KERB APPEAL COUNTS!

When I sold my old home in Abridge, RM4. You could say the exterior didn't match the interior, it wasn't terrible but **we had viewers turning away** at times because they did not like the look of the front.

We made a few changes, relisted our home and achieved the asking price!

It was obvious really!

'People buy with their emotions, the first impression needs to make them 'WOW'

- Jetwash the Driveway
- Cut back trees
- Re-Render the Front
- Paint the Front of the House
- De-weed or clean oil stains
- Get some lights or flowers

IT IS VERY IMPORTANT!





TIP 2

GET PRO PHOTOS

Estate Agents are NOT photographers, they are estate agents. You wouldn't employ one to photograph your family portraits, same with the house

We used to take photos because it is cheaper for the seller, but it is a **BAD INVESTMENT**

Marketing is so important now. We live in the smart phone era where consumers don't even leave the house to pick up their food anymore

They will not leave the house to view a property with **BAD PHOTOS**

YOU NEED PRO PHOTOS TO APPEAL TO THE MOST BUYERS





TIP 3

‘FOMO’ - FEAR OF MISSING OUT

It is important for an agent **NOT** to just put a listing on Rightmove & Zoopla immediately.

Our belief is to create that ‘**fear of missing out**’ for a buyer. That way you achieve more for the sale!

Choose an agent that has a **PLAN**, an **exclusive buyers list** or **formula** that gets a small amount of interest upfront

Keystones have ‘**BEAT THE PORTALS**’ where we upload our **VIDEO TOURS 72 HOURS** on social media before they are online portals in order that we can secure a great buyer at a high price.

It creates an ‘**urgency**’ that also prevents that buyers remorse.





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TIP 4

COMMUNICATION

How your estate agent communicates with buyers & sellers alike is pivotal in today's age

Buyers are busy all the time, catching people over the phone, leaving messages doesn't cut it in this era anymore.

AN AGENT NEEDS MODERN METHODS OF COMMUNICATION SO THAT THEY ARE HEARD!

- WHATSAPP
- SMS
- EMAIL
- TELEPHONE
- SOCIAL MEDIA

Are now ALL NEEDED! Especially WhatsApp.

It is criminal for an agent to NOT be using WhatsApp





TIP 5

WHO ARE THE PEOPLE?

When hiring an estate agency, I personally think it is really important to have a **team concentrating on their own individual roles.**

- A sales progressor that focuses on working with the solicitors, sellers & buyers to get the transaction over the line.
- Sales Consultants that focus on selling houses and getting viewers through the door
- Manager who focuses on the team, the numbers, the systems in place such as Vendor Care, making sure feedbacks are taking place and buyers are qualified
- Mortgage Broker who qualifies a buyers financial capability
- Valuer that has a focus of bringing stock to the market.

I am not against the self employed personal agency model, but if you sell a house that is worth £500,000 and you employ an agency that has 3 houses similar, then you will get more buyers through your door than an agent with a different model and a lower amount of stock





TIP 6

SOCIAL MEDIA IS HUGE

If an estate agency has not innovated in their model and doesn't post **video tours** via their social media, they are **missing a huge pool of buyers.**

You have to go to the place where BUYERS are spending their time and attention.

Picture this scenario, husband and wife are on their phones, husband is looking at properties on Rightmove, wife sends husband a WhatsApp message of a funny video on Instagram.

Husband carries on scrolling through Instagram and isn't on Rightmove anymore

It is called **DOPAMINE** - your agent needs to be advertising on **SOCIALS!**

THIS IS WHY





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TIP 7

REVIEWS

WHAT ARE OTHER PEOPLE SAYING?

**‘You would never book a holiday and hotel
without checking the reviews first’**

Why not do the same with your estate agent?

**It is really important to know what other
customers are saying**





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BONUS TIP

DO WHAT YOU FEEL IS RIGHT

There are no right or wrong ways to obtain a buyer for your home, be happy and do what is right for you and your family.

Be honest, don't treat people badly, be upfront and respect others and their time, whether you are a buyer, seller, agent or anyone else.

All the best with selling your home

Whether you just want a price or a chat about your home

Feel free to call us at Keystones Property on **01708909100** or email [**info@key-stones.co.uk**](mailto:info@key-stones.co.uk)



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