



# THE SIX SECRETS OF A SUCCESSFUL SALE

normie&co



[WWW.NORMIE.CO.UK](http://WWW.NORMIE.CO.UK)

# CHOOSING AN EXCELLENT AGENT

## SO YOU'VE MADE THE DECISION TO SELL YOUR PROPERTY. WHAT NEXT?

Before the dawn of the internet you only really had one option - to use an estate agent.

There ARE now options such as using a "call centre" or "do it yourself" agent. Both alternatives offer savings on fees. BUT, and it's a big but, there's a huge difference between cost and value.

We suggest getting a Normie & Co. valuation expert to visit your home along with two other agents so you can compare approaches, valuations and discuss your needs.

## SUCCESSFUL SALES CHARTER



### No Minimum Contract or Tie in

If you're not happy you can cancel your agreement at any time.



### No Cancellation Fees

If you cancel your contract before we find you a buyer, we won't charge you a penny.



### No Sale, No Fee

You only pay us once your property has sold.



### Agent of Integrity

No false promises or exaggerated statistics. We will not manipulate statistics to mislead our vendors or the public.

- 1 Do they have a track record in selling properties like yours?** Ask for evidence of homes similar to yours that they have sold and achieved a good price on.
- 2 Do they have client testimonials?** A good agent will always have previous clients who will vouch for them or have positively reviewed them.
- 3 Do you like them?** You'll be working closely with the agent you choose so it's important that you like and trust them. If in doubt, go with your instinct.
- 4 Fees and costs.** Remember the old saying 'If you pay peanuts you get monkeys'? Well it's never truer than in the world of estate agency. Those agents who offer very low fees are often desperate for instructions, so they go in very low. These agents are usually looking for a quick commission, when getting the best price for your home should be their priority.
- 5 Where do they advertise?** Increasingly, buyers begin searching on the internet. So ask the agents where they advertise. It's also worth asking an agency how its marketing strategy differs from its competitors. What makes it stand out from the crowd?
- 6 Do your homework.** Check how the agents are currently presenting properties. Are the photos of good quality? Do the descriptions make sense?
- 7 What kind of contracts do they offer?** Normie & Co does not tie you in to any minimum term contract. Ask the other agents about the length of their standard contracts. Some agents may tie you in for long periods.

# PREPARING YOUR PROPERTY TO SELL

Once you've chosen the agent you are comfortable with and confident in, it's time to prepare your property to go on sale.

You might have heard much of what we're about to say already. BUT it's definitely worth having a read, as what follows could be the difference between a quick sale at a great price or finding your property gets 'stuck' on the market.

## TOP TIPS

- 1 Clutter kills a sale. Get organised and make sure anything that you no longer need or use is out of sight. It's time to be ruthless, so whether you are going to put it in storage, sell it, or give it to charity just make sure you do it.
- 2 Clean every corner. A tidy, clean, fresh smelling home has an instant appeal. If you can't face doing a major clean yourself, call in a cleaning company to do it for you.
- 3 Lighten up. Unless your home is blessed with natural light beaming in through floor to ceiling windows there's a chance your home could benefit from some light therapy. Paint dark walls light neutral colours; this alone will make any property feel more spacious or put on your lights prior to a visitor.
- 4 Think outside. A common mistake people make when preparing their property for sale is to focus all their attention on the interior, overlooking the outdoor areas. So with this in mind make sure your garden lawn is cut, the barbeque is covered up and that the outdoor space is neat and tidy in general.
- 5 Repair and replace. Whether it's a dripping tap, a crack in the plaster or a wonky blind, get it repaired or buy new ones. Try to think like a viewer.

**At Normie & Co. we will always advise you how to prepare your property in the best way.**





# STRANGERS IN YOUR HOUSE

So you've made the decision to sell. You've chosen an agent and instructed us (we hope). We will then visit the property, take clear photographs, order a detailed floor plan and let you know when the property will go on the market.

It's quite an odd feeling having strangers turn up at your door and walk through your home. A warm welcome goes a long way. The more comfortable a person feels in your property, the more time they will take to look around and see if it is one they are really interested in.



## TOP TIPS

- 1 The first impression is the only impression. Make sure the front of your property is tidy. Even take a look near your home and ensure there's no windswept litter sending out the wrong message.
- 2 It's always worth having a tidy up when you know people are coming to view. Dirty dishes in the sink don't help a property's appeal.
- 3 If you have pets, make sure they are somewhere safe. You want the viewer to focus on the appeal of your home, not your dog bowl or cat litter.
- 4 If you are selling in the winter make sure your home is kept warm. If you are selling in the summer the opposite applies; so keep your windows open and make sure the property is cool.
- 5 Remember, we're here to help so call us with any questions, suggestions or concerns you might have.

# AN OFFER YOU CAN REFUSE

You've followed all the steps so far and people are coming through the door and sizing up your property.

An accurately priced property in an excellent location will attract offers very quickly. The ideal scenario is that people want your property so much, they offer the asking price. If buyers are competing for your property, this will drive the price up yet again.

However there are a number of factors to consider aside from which buyer is willing to pay the most.

- 1 What's their situation? Your agent needs to give you as much information as possible about the people making the offer. Do they have a property to sell? Would they be in a chain if they did?
- 2 Do they have a mortgage offer already approved? The ideal buyer is a cash one. This scenario often sees the whole process take far less time to complete.
- 3 As the seller you are often in the strongest position, but remember to always treat the buyer the way you would like to be treated.
- 4 The 'offers' part of the property process is where a good estate agent proves their value. So you should have a relationship with them that means you are in constant contact and that you feel totally informed of what's happening.
- 5 Remember that accepting an offer is just the start of the process and a good estate agent will advise and guide you over any hurdles that may occur.



# THE LEGAL STUFF AKA CONVEYANCING

You've accepted an offer from a suitably strong buyer. What next? It's time to get the legal ball rolling.

Conveyancing involves legally transferring home ownership from you to the buyer. It begins when the offer on your house is accepted and ends when the buyer receives the keys.

Understanding the process will help ensure there are no nasty surprises during the process.

- 1 You'll need to instruct a solicitor, ideally one who specialises in conveyancing work. Beware, as not all solicitors are as experienced in this field as others.
- 2 Get three different quotes and go with the one that represents good value for money and with whom you feel you can work with. The best solicitors are those that are approachable, contactable and ready to communicate with your chosen agent. This co-operation will be the key to conducting your sale efficiently.
- 3 Your appointed solicitor will then draw up a draft contract or terms of engagement with you, setting out their charges and deposits required.
- 4 Your solicitor will write to your buyer's solicitor to confirm they are instructed and prepare a copy of the draft contract and any other details, such as the property's title and the standard forms.
- 5 You'll be asked for several items of paperwork including warranties, any relevant planning permissions etc. Prepare these once you know you've accepted an offer. It will speed up the process.
- 6 All being well it usually takes 8-12 weeks to complete the legal side of a sale.
- 7 Once contracts have been exchanged and a completion date has been set it's time to look at who you need to tell that you're moving.

**Please note this only covers the sale of your property and not your purchase. At Normie & Co. we are always happy to help and share our experience with you if you have any questions.**





# LET'S GET MOVING

Once you've exchanged contracts there are still a lot of things to think about and to prepare.

When you get your moving date this check list will come in very useful.

You are usually given a period of time between exchanging contracts and completion of your sale.

## DON'T FORGET TO...

- 1 Check your home insurance - make sure you have cover from the day you become responsible for your new home.
- 2 Get written quotes from several removal firms. Get references and check the limits of their insurance.
- 3 If you're not using professional removers, ask friends to help.
- 4 Notify the relevant utility companies of your departure.
- 5 Start getting rid of possessions you no longer need. Decide which items can be taken to a charity shop, sold at car boot sale or offered to your friends.
- 6 If you need new furniture or carpets for your future property, order them now and arrange delivery for when you move in.
- 7 Start packing non-essential items such as books and non-seasonal clothing into boxes. De-register from your doctor, dentist and optician if you're moving out of the area.





CALL US TODAY ON 0161 773 7715 OR POP INTO  
OUR OFFICE FOR A CUP OF TEA AND A CHAT.

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THANKS FOR READING