



OUR 10 STEP PROCESS TO SELLING YOUR HOME

01

GET THE PRICE RIGHT

Your property must be priced right to attract maximum attention, you would be shocked how many agencies get this wrong. If its overvalued you risk a lack of interest, and if you have to reduce the price dramatically, it gives off a desperate look to potential buyers which can encourage silly offers or scare off interest.

Our valuation will always be realistically priced to sell for the best possible amount.

02

MARKETING MATTERS

Once the price has grabbed attention, you need to ensure that the all important first impression is a good one. When it comes to marketing your home, we go all out to create a lasting, positive first impression. This includes top quality photography, 360 tours, social media and even drone footage if required. We've jumped ahead of our rivals and invested in leading technology which buyers can navigate with online.

03

WE HAVE LIFT OFF

So, you've agreed a price, our marketing machine is all fired up, and its all systems go ready to launch your home for sale.

BUT - before the launch, we carry out a thorough prospective buyer search of our database of active buyers. We'll also put your property in-front of investors who are all active and ready to add to their property portfolio. We will then double and triple check that every detail about your home is correct before we click advertise.

04

DEALING WITH ENQUIRIES

All of our team are trained in customer service to deliver the perfect client experience. By showcasing your home through a virtual and video tour, we give people the chance to view it initially from the comfort of their own homes. We use this technology to filter out time wasters and attract serious buyers. Most properties are sold on the second or third viewing.

05

TRACK & TWEAK

Its all about the data. We are continually reviewing the data around your home to see if we can sell your home more efficiently. We check how many views its getting, how many calls we're receiving and record viewing feedback.

These findings are always shared with you, so you understand how and why we may tweak things to generate more interest and offers.



06

CLEAR COMMUNICATION

The biggest complaint people make about agents is that they are poor communicators. We've have well established processes to ensure we always communicate clearly and consistently with you and keep you updated every step of the way. We will review your home's sales situation weekly and discuss this with you. We will show you market reports and provide all feedback from viewings. We will always listen to you and use your preferred method of being contacted.

07

AN OFFER YOU CAN REFUSE

You are our client, and we promise always to use our experience to get you the best price. With that in mind, we negotiate hard on your behalf. When reviewing offers, we consider several things, such as:

- The buyer's exchange position and any potential issues
- The buyer's current financial position
- Your time scale and price preferences

08

CHOOSING A LEGAL EAGLE

Solicitors play an essential part in your sale's progression, and that's why we have a clear plan around how to select the best one for you. We have great relationships with local solicitors and can recommend them to you with confidence. Just like cut-price estate agents, cheap solicitors are never the best. It's foolish to try and save a couple of hundred pounds when selling your asset. You could pay the price of losing the sale altogether due to delays.

09

PROGRESSION PERSISTENCE PAYS OFF

So, you've accepted an offer you're delighted with and instructed a great solicitor, job done right? Not yet, and here's why we are red hot when it comes to keeping your sale progressing until exchange. 30% of sales collapse at this stage, mostly when being handled by lazy or reactive agents. We continuously communicate with solicitors to make sure your home does not fall into that 30%.

10

MISSION COMPLETED!

The biggest buzz we get as agents is the phone call we make to tell our clients that their sale has completed successfully. It's the culmination of our team's hard work and skill and nothing is better than knowing we played a part in helping you move onto the next chapter of your life. Our 10-step plan and processes are proven to work for homeowners looking to sell for a premium price.