

ESTATE AGENT AND SELLING TIPS

Estate Agents

The important thing to remember is that the Estate Agent is there to work for you and sell your property. Don't be afraid to ask them plenty of questions about your property prior to agreeing to sell with them and throughout the process.

Select a shortlist of estate agents

Make sure the agent has experience of selling property like yours – check there are properties similar to yours in the window or online.

Look at the agent's website – are the pictures well taken, and the descriptions clear and relevant?

A good agent will invest in marketing to ensure they get the best price, while a poor one will just wait for customers to come to them.

Gain more than one valuation; some will value the home higher than others to win your custom. Be aware that they may inflate the value to win your business.

How will they market your property?

Will they use the internet – if so, do they use other sites apart from their own? Ask if they use the big online advertisers such as Zoopla or Rightmove.

Will they use newspapers? Which ones? Find out what local newspapers there are and if they will feature your property in them.

How good is their own website – including the photography and text? Is it easily accessible?

Remember: the Agent works for you

As the seller, you are in a strong position with estate agents – they need properties to sell to make commission. Contact them regularly to ensure they are doing all they can to sell your property.

Prompt them for answers if your property is not attracting viewers – it is what you pay them for.

Attracting Buyers

Photographs

Do not underestimate the power of a photograph – these persuade people to book viewings so ensure the Estate Agent has captured your property in the best light. If you are not happy with the photos ask for them to be changed, they can make all the difference.

Create lasting impressions

Tidy up the Garden

Cut bushes back, clean the patio and furniture of lichen and dirt, and cut the grass.

It may not add value but a photograph of a tidy garden suggests the house was cared for.

De-Clutter

Show the space and not the furniture. People need to imagine the room as theirs. People often find this difficult, so make it easy for them to see all the fantastic living space you're offering them. Consider removing any bulky furniture that makes the room feel small.

A Fresh Lick of Paint

Giving your walls a fresh lick of paint, neutral paint will make your home seem lighter and bigger. Research shows that most buyers prefer natural, earthy colours to bright, bold shades. Although there's a wide range of paint colours available, magnolia is still the top-selling colour.

DIY – Repair the Cracks

Make any minor repairs necessary Finish off small DIY jobs - touch up chipped woodwork and replace washers on dripping taps.

**For further Information and referrals,
please contact your Empty Officer:**

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