

Taking you and
your property to
a new level...



Williams
PROPERTIES



Sellers Guide

Our guide to selling

Selling a property can usually prove to be a balance of time and price. There are a number of considerations to take into account. You might need to work around certain dates like school terms or work commitments, or you might have found a perfect house to buy and need to move quickly.

The more you can tell us about your current situation, the better advice we can provide, such as when to start marketing and where to pitch your asking price. This information is also fundamental in choosing the right buyer to fit around your onward plans.

What price will our property achieve?

You can easily research how much properties are "For Sale" in your area by going online. Dig a little deeper though and you will find websites that will tell you what price properties have actually "Sold" for. Although consider that this information is extracted from the Land Registry and could be several months behind the current market conditions.

When we first meet you, we will bring details of other properties that have been marketed and sold recently in areas which we believe are relevant to your

property. We will then be able to discuss a marketing strategy based on your requirements, with a view to achieving the best possible price. Usually, the more people who are interested in viewing your property will result in a higher price. Although we all like to be told that our properties are worth more than our neighbours, pitching the price too high will deter potential buyers from even making an enquiry, resulting in no offers and no sale.

We will also be able to offer you tips or advice on anything that you could do to make the property more appealing to would-be buyers and possibly increase your price too.

Why use Williams to sell your property?

Williams uses what we believe are the best tools available to us as an estate agent





“ They were streets ahead of the local competition and particularly the larger chains. Much better attention to detail and personalised service. ”

to promote your property and arguably achieving better results.

- **Photography**
 - Professional quality images
 - Drone photography offering perspective
- **360 Virtual tours & Floorplans**
- **Interactive website**
 - Offering area information
 - Online booking & Webchat available 24/7
 - Stamp duty calculator
 - Mortgage calculator
- **Rightmove, Zoopla & Boomin advertising**
- **Williams Newspaper periodically delivered to over 25,000 local homes**
- **Complimentary for sale board**
- **Prominent town centre office with backlit displays**

Before we can start marketing

In addition to deciding an “asking price,” there are a number of other things you need to do.

- **We require proof of ownership**
- **We require photo I.D & proof of address for all legal owners**
- **Details of any guarantees**
- **Leasehold information**
 - Length of lease
 - Lease remaining
 - Ground rent charges
 - Service charges
- **Provide other information such as**
 - Restrictive covenants which the buyer should be made aware of
 - If your parking or a garage is leasehold
 - Declare any service charges
 - Council tax band
 - Source of heating gas/oil, electric etc

“I’ve bought and sold several properties over the years and have always considered Williams my ‘go to’ estate agent.”



You will also need to provide an EPC (Energy Performance Certificate). We are not allowed to market your property for sale without one. We, can of course, arrange one on your behalf. An EPC is valid for 10 years so if the property has a valid EPC we can reuse this. However, if you have made any energy efficiency improvements, it may be worth getting a new EPC to improve your properties EPC rating.

We will then prepare your property details which we will use to market your property. You will need to approve these before we can start the marketing.

Tips for a successful sale?

Maximise viewing opportunities by giving us a set of keys. Motivated buyers ask to see a property as soon as they see something they like. Naturally, we would always contact you first and get your approval before confirming a viewing unless the property is vacant.

We will have already discussed anything significant which could help your price or sale, but it is always advisable to make the property clean and tidy for all viewings. If you are not living at the property this is more difficult, however, we would suggest keeping a vacant property warm enough in winter to make people feel comfortable.

Some sellers prefer showing buyers around. However, in our experience, most buyers like to look around without the owner. This gives the buyer an opportunity to speak openly, both positively and negatively. Knowing any negatives is key, as it gives us the opportunity to potentially overcome these points by making suggestions which the buyer may not have



considered themselves. This honest and natural feedback will be far less likely if the seller is in the property too. Meaning the buyer leaves without the agent or seller knowing how they truly felt and what points are holding them back from making you an offer.

This honest feedback is also crucial to us, as it offers an insight to points which could potentially be changed or improved on for your next viewing.

Parking is one of the biggest factors in buying a property and usually creates the first impression when buyers arrive at their viewing. If you own a few vehicles, we recommended removing these on the day, so parking looks far less busy. Try to provide a parking space for the viewer

to use, whether on street or on your driveway. We will always park away from the property and guide the buyer to the available space. This will start the viewing off on a far more positive note.

Have a for sale board. You may not live in a busy street and see no reason for a for sale board. However, this powerful tool will help your viewers identify which property they are viewing reducing their stress levels if they are unfamiliar with the area. This is also a fantastic opportunity for local people not actively looking to buy as they will discover your property is for sale without even knowingly looking, or they may simply hear through word of mouth in their community from people talking about the property having a for sale board.

Feedback from the marketplace?

We will update you with all the feedback we receive from both enquiries and applicants who have viewed the property. We will also inform you of current news in the market which may affect your sale, and we will offer you advice about any adjustments that we recommend to the marketing.

What will happen when there is an offer?

We are legally obliged to tell you about any offer we receive unless you formally instruct us not to present you with offers below a certain price. All offers will be investigated for key information from the would-be buyer, and these factors need to be taken into account when considering a sensible offer.

- *When do they want to exchange contracts?*
- *When do they want to complete the purchase?*
- *Will the offer depend on selling a property?*
- *How long is the chain?*
- *Are they obtaining a mortgage?*
- *Have they got the finance organised?*
- *What do they want included in the sale?*

We will have been talking to you about all the other interest that we have had in your property, and we will be asking other parties if they are considering making an offer too.

However, when you decide to accept an offer, we would need to be clear with all

parties if the property was going to be withdrawn from the market.

The contract and survey process

Once you have accepted an offer and chosen your solicitor we will send a **"Memorandum of Sale"** to you, the buyer and both solicitors which outlines the terms agreed in your sale.

Your solicitor will ask you for funds to open the file, so you need to be ready to transfer the money to them immediately.

Choosing a solicitor is key to a successful sale. Cheapest is almost certainly not best. Your solicitor should have a good reputation and ideally be local to the area which can be useful for local advice and guidance. We can recommend several local solicitors who know the area and the various departments at the local authority which can be very helpful to your sale.

Providing your solicitor with key information from day one will increase the chances of the sale proceeding quickly and cause far less delays. This list is a guide, please speak with your solicitor and confirm if they require anything more.

- *They will need to complete I.D checks*
- *Property questionnaire completed*
- *Details of ownership and any mortgage(s)*
- *Copies of planning consents and building regulations*
- *Details of any guarantees including NHBC certificate*
- *A list of fixtures and fittings*
- *From the outset, set a timeframe with your solicitor to work towards*





Once you have completed I.D verification, the property forms and paid money on account, your solicitor will send a draft contract pack to your buyer's solicitor. Once received they will apply for local authority searches and prepare "preliminary enquiries" in response to the contract pack.

Most enquiries are standard but there are often additional questions relating to any alterations to a property, guarantees that might exist and fixtures or fittings that may be left in the property. If you have already supplied all or some of this information, the solicitor will swiftly reply on your behalf.

In the meantime, if your buyer requires a mortgage, we will hear from a surveyor to value the property. Some lenders will send the valuer out at the start of the process and others towards the end of the mortgage application. We will have a better idea of when this will take place once the mortgage is up and running.

Being flexible and available to the surveyor's appointment will speed up the buyer's mortgage. If we hold a key, the usual process will be for the surveyor to collect the key from our office and return it after the valuation/survey.

Once your buyer has their formal mortgage offer a copy will be sent to their solicitor for checking. The mortgage lender may have raised some additional enquiries with the buyer's solicitor on your property which may need answering before they will confirm the funds are available to complete the sale.

Exchange of contracts

When the buyer's solicitor receives the search results, the mortgage offer and all enquiries are answered satisfactorily, the buyer's solicitor will then send a report for your buyer to approve and a purchase contract for the buyer to sign.

Your solicitor will provide you with a sale contract for you to sign. The solicitor will have asked you to leave the date blank on the contract as they will add this on your behalf when they exchange contracts.

Once all parties have signed their purchase/sale contracts in your chain, in order to exchange contracts a deposit will need to be in place at the bottom of the chain. If this is your sale, then it is usual for a deposit of 10% of your sale price. This deposit is sent through the chain with any onward purchase you may have. So, if the available deposit is lower

than 10% it may need to be agreed by the chain in advance.

Once these formalities are completed by everyone in your chain, each solicitor will notify the next solicitor in the chain that they are ready and confirm this with their client too. Exchange will take place when all solicitors are ready, and a completion date mutually agreed by all parties in your chain.

Completion day

Congratulations you have exchanged! Once contracts are exchanged a date will have been set for completion and become legally binding. You will need to give your buyers vacant possession on that agreed date, although you will have a reasonable amount of time to clear your property which is written into the contract and usually around 1pm. Your buyers are not able to move into the property until your solicitors have confirmed all funds have been received on the sale. Once the money has cleared in your solicitor's bank account your buyer has become the legal owner and keys can be handed over.

If we hold a set of keys for your property, the solicitor will contact us, and we will arrange to hand over the keys with your buyer meaning you can concentrate on moving into your new home without the worry of waiting for your buyer to arrive.

The same process will happen with your onward purchase, and you will move into your new home.

Williams Properties, we will be looking forward to helping you move again – next time.



Williams

PROPERTIES

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