

# Your dwell guide to selling your property



*Selling*



dwell



# 1. Getting your property ready to sell

By preparing properly, you'll give yourself the best chance of achieving the best results. That often means higher offers, faster. A lack of preparation here can mean the property sits on the market for a long time and invites low offers. This is a valuable stage and it's worth putting in some time here and not rushing the process. Imagine you are a prospective buyer – imagine for a moment you don't own the property. What would appeal to you when you walk around, and what would put you off? What can you realistically change?

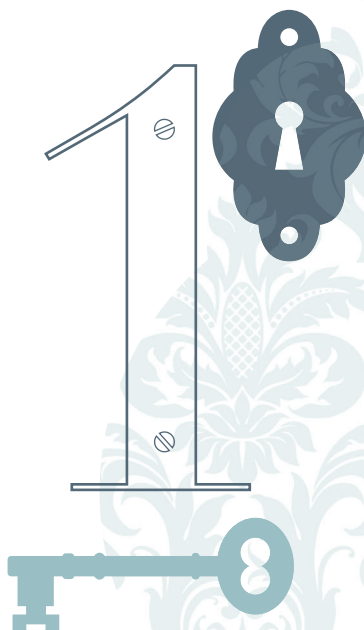
## What about refurbishments?

Unless you are a Landlord who is selling your rental property, you will most likely live in the property you are about to sell. In that case, it is unlikely you will want the upheaval of doing serious works beyond some simple cosmetics. At the most you may need to freshen up the décor and maybe put some new carpets or flooring down. In most cases we wouldn't suggest replacing the kitchen or bathroom or any other major works, especially if you would need to remain living in the property during these works.

That said, if your property does need updating this may be factored into the valuation of your home as we'd expect that most buyers would look to do the work when they buy the property. The advantage to the buyer is that they can do the work to their taste, in their own timeframe, and make it really feel like their own home. In addition, if you were to do serious works to the property ahead of sale, there is no guarantee you would get your money back.

## Timing

You'll need to have a good idea of your moving plans before you put your home on the market. It's common for Vendors to rely on the proceeds of their sale in order to buy their next home. If you were going into a chain sale then timing needs careful consideration as these can become complex. Some Vendors are happy to move into rented accommodation temporarily so as not to lose their Buyer. If you don't need to sell in order to buy then you should have more flexibility and time to find your next purchase before you put your property on the market.





# 7 simple steps for successfully selling your home

## **Presentation**

There are some basic presentation steps you should follow.

Here are our 7 simple steps for successfully selling your home. If you follow these steps, you are very likely to get the best price for your home as quickly as it is convenient for you to move.

### **1. De-clutter**

Clutter should be tidied away ahead of photographs, marketing and viewings as this detracts and distracts from the property and the space. Where needed, you'll need to have a good tidy round first. Toys, magazines, paperwork, clothes, electronics and cables - go round and store it away in cupboards and drawers - believe us, this makes a massive difference!

### **2. Clean as a whistle**

This almost goes without saying, but we think it deserves a mention because it is so important. It's also relatively quick and easy to do but has the biggest value in terms of selling your home. Trying to sell a dirty home inevitably takes longer than it should and it often invites lower offers.

# 1

### **3. Freshen up**

If you have any scuffs or dirty marks on your walls, or scuffs on your skirting boards - it really is worth the effort to have these painted. Nothing makes a house look more tired than when it needs decorating. If your carpets are dirty, please take the time to get them cleaned. Again, this makes a big difference!

### **4. First impressions count**

It's a cliché but first impressions really do count. Buyers will be well on their way to making a decision about your home within the first 30 seconds of the viewing. Therefore it's important that you make this initial impression count. Tidy the front garden, paint the front door or garden gate if it needs it. What can you do to make the first 2 rooms your potential buyer is walking into more appealing? Apart from the above steps, think about lighting, smell (some go as far as to bake bread or make a fresh pot of coffee for the viewing) and so on.

### **5. An outdoor space to love**

If your property has a garden, you will know it's one of the best features of your home. Overgrown lawns and weeds will give the opposite impression however. Make sure your lawn is cut short, weeds are pulled, hedges trimmed, and any loose items (such as toys) have been stored away.

### **6. Colour scheme**

Colour scheme has always been a much-debated topic, being open to personal preference and taste. Favourable colours can also change with whatever is fashionable at the time. Fortunately however this doesn't change quickly and is more likely to be in decades than years, phew! Nowadays magnolias and browns have tended to move over to whites and greys. Whatever way you decide to go, you should make your property appeal to its target market first and foremost. Plain, light, neutral colours work best since they appeal to most people, whilst being sympathetic to the property and making the most of the space.

### **7. Dress for success**

The most effective way to sell homes is by dressing them for sale. If you're living in the property already, then there is little you would need to do here. The property will be furnished with beds made, pictures on the wall, and nice accessories and effects that act to make your property feel like a home. This is a huge advantage over empty properties that often lack any homeliness and can be difficult to sell. Property sells on emotion and it's hard to fall in love with an empty property unless your buyer has a good imagination for its potential, and that is rarer than you might think.

## 2. Valuing your home for sale

When you start to think seriously about selling your home, the first step would be to arrange a valuation with us. We call this a Market Appraisal since the appointment isn't only to give you a valuation, it is also so we can discuss with you the best way to market and sell your home, answer any questions you may have, and to let you know what the costs of selling will be. It's important you have this information so that you can plan your move effectively.

Most Vendors will need to sell their current home in order to buy their next one, so you will need to know your numbers and learn more about what the current market is like, to judge the likely timescales for the move. We will give you all of this information and more when we come to see you. The Market Appraisal usually takes no more than 45 minutes - time well spent, I'm sure you will agree. Not only that, but we don't charge for the appointment.

During the appointment we'd get to meet and to start to know each other. We will ask about your circumstances and your reasons for moving. Your reasons 'why' are very important to us so we know how we can help. You can show us around the property so we can become familiar with it and so that we can provide your valuation. We would ask you to prepare any questions you might have about your move in advance so we can answer them all for you during our Market Appraisal.

It's always our aim to get you the best price for your property, in a timescale that is convenient to you. Therefore the valuation we gave will be ambitious, but also realistic. The valuation of residential property is calculated on a comparable marketing and sales data which we have access to, but which isn't available to the general public. We will talk you through this information before giving our valuation with justification for it.

A word of caution here. Everyone wants the highest price for their property, we're sure you are no different. Some less scrupulous agents purposely will over value your home as standard practice, since it's the easiest instruction winning tactic for them. If you are inviting other agents, you should ask them to justify their valuation. If this isn't in line with other comparables, or if it's higher than you would expect, you should question it. Many of these agents are even targeted on getting price reductions after instruction. We don't believe this is honest practice that serves your interests and it's not something we do. We expect to sell your home very close to the valuation we will give you.

We'll show you the best way to market your home, and we'll talk you through how and where we find our buyers. We'll also talk you through how our service works from start to finish including how we manage viewings, how we deal with offers, and how we deal with Solicitors after we have agreed a sale. We're a full service, quality Estate Agent that charges only on performance (i.e. on completion of the sale).

We would warn you of seemingly cheap online Estate Agency services that charge you up front. Once they have been paid, they have little incentive to put in the work required to find you the right buyers who will pay the best price for your home.

There is a cut-down version of our service that often doesn't even include viewings in the price, let alone sales progression. The figures show that the UK's leading online Estate Agent has a withdrawal rate of close to 50%, meaning that they don't find a buyer for half of their Vendors. That means the Vendor will pay twice to sell their house and the process will take several months longer.

Research shows that local specialist Estate Agents achieve an average value of 5% more for your home than online Estate Agents. That equates to a difference of over £10,000 on an average home in our area!

Once you instruct us to sell your home, we will ask you to read and complete our Estate Agency Terms and we'll ask for a copy of your ID and recent proof of address to comply with industry regulations. We'll then arrange an appointment for photographs, measurements, and to gather marketing details so we can put together the property advert.

*We're a  
full service  
quality  
Estate Agent*



### 3. Marketing your home

Once you instruct us to sell your home, you can leave it to us to go out and find you the right buyer.

We'll put together a first-class advert using professional photography equipment including a DSLR camera, wide angle lens, and a flash gun to make the most of the space. We'll give your home a thorough, professional write up emphasising your home's best features, and its benefits to buyers. We'll also produce a floorplan and show the energy performance rating within the advert.

You'll then get the opportunity to proof the advert before we go live so you can make sure you're happy with it first.

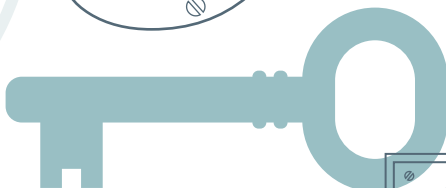
Your home can be on the market within a day or two of your instruction to us, if required.

We use Rightmove and other leading websites and portals to get your home in front of the maximum number of buyers. We'll also be marketing directly to our database of registered Buyers straight away.

We talk to Buyers everyday and we know who is looking for a property in your area just like yours. We'll be marketing yours over the phone, by email, and in person constantly.

We carry out accompanied viewings on your behalf (unless you wish to do the viewings yourself). Our experienced and well-trained Negotiators will sell your home to Buyers, provide feedback from every viewing, and make proactive suggestions on what we can do to get things moving for you. They'll negotiate the best offer between you and the Buyer and secure the best outcome for you. They'll then ensure the Buyer is proceedable, for example showing evidence of deposit, mortgage ability, ID and proof of address before marking the property 'Sold Subject To Contract'.

If your property isn't attracting viewings and offers, we'll be in regular contact with you to suggest ways we can improve this.





## 4. Sales progression

Many people think an Estate Agent's job is simply finding a Buyer. However that's often not the difficult part, that's just where it begins.

Once we have agreed an offer with a proceedable Buyer, the legal process for transferring the title of the property begins. This is a complicated process known as Conveyancing. You will need to appoint a Solicitor to deal with this for you, as will the Buyer.

We work with excellent Solicitors we can firmly recommend to you once we have found a Buyer. The standard of conveyancing services vary dramatically. A poor service here can and does extend the time taken to complete the sale by several weeks. Unfortunately, it's also the reason that many sales fall through.

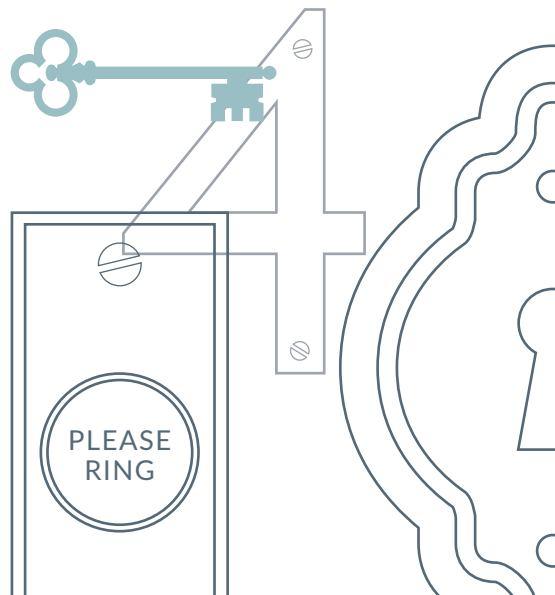
Did you know in fact that more than 1 in 3 sales in the UK fall through after a Buyer has been found?

Therefore we would strongly urge you not to necessarily choose the cheapest Solicitor you can find. You generally get what you pay for in life, and this is no different.

The Solicitors we recommend are tried and tested and we know they will get the job done as quickly as possible, efficiently and at a competitive price. All you need to do is ask, and we'll get you a quote.

A good Estate Agent is the bridge between Solicitors on both sides and will maintain regular communication with all parties regularly to ensure the transaction flows as smoothly as possible all the way to completion. We will chase up the bottlenecks and keep things moving. We also facilitate surveys, whether they be Valuation or Homebuyers reports, or full building surveys. In addition we'll deal with Mortgage Brokers and Mortgage Lenders throughout the process.

When you consider that there all of these parties to deal with, and there are often several buyers and sellers up and down in your chain, this process can become very complex. Our experienced team are trained to handle chain sales and hold them together, which takes no small amount of skill. Regular, diligent and empathetic communication underpins this process.



## 5. Who are Dwell?

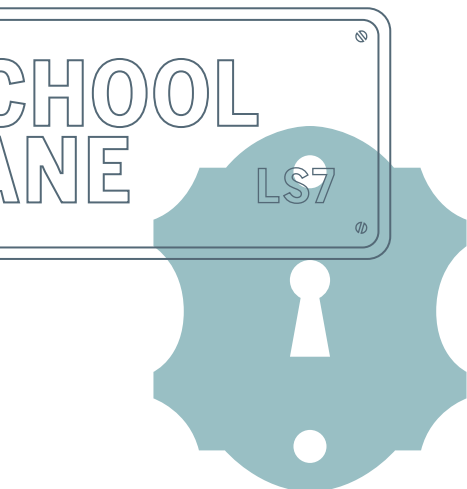
We, Dwell, are an independent Estate and Letting Agency providing high quality services to people looking to move home, or those that own or are looking to own residential property in Leeds.

Our sole focus is the quality of service that we provide to our customers and the results we achieve for them. It's pleasing then that we're one of the highest rated agents in our entire area. You can see what the people we have served say about us here:

[dwell-leeds.com/customer-reviews](https://dwell-leeds.com/customer-reviews)

We operate successfully in all Leeds postcodes, although we are most commonly seen in West and North Leeds.

**We are here to help...**



### Vendors

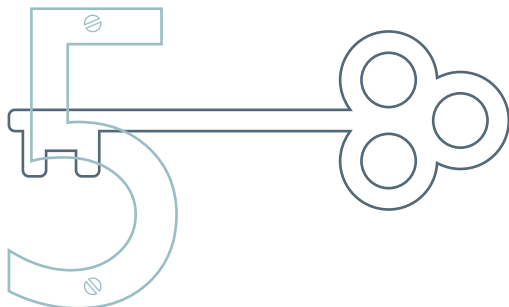
We help local Vendors to achieve the best price for their home in a timeframe that is convenient to them. This enables them to have the choices they need for their next move on the property ladder.

We are a full-service Estate Agents that get paid only on performance. Selling your home and moving is one of the most stressful experiences you will ever have, and it's our job to make the process as smooth as it can be.

We'll share your journey with you, taking a proactive role in finding the right buyers for your home.

The process doesn't finish when a buyer is found. We're on hand to hold together the solicitors, mortgage brokers and lenders, the surveys, and the many complexities of buying and selling chains.

Communication underpins the service and we're there for you from listing your home, to handing the keys to your buyer.



## Buyers

We aim to offer Buyers their ideal home and help them to achieve this dream. Whether looking to get on the ladder for the first time, or to upsize to accommodate the patter of tiny feet, or to re-locate to a new pad in the city - our aim is to get you there.

You may need to arrange a mortgage for the purchase, and we can help you get that secured by introducing you to an excellent independent mortgage broker who can find you the best possible rates that are available. After we have successfully negotiated your offer with the Vendor, we'll work hard to secure your new home.

We'll stay in regular contact with you and your solicitor to ensure the process stays on track and proceeds in a convenient timeframe. Our Buyers often also become our Vendors which gives them the advantage of one company looking after all aspects of their move, making for a simple and convenient end-to-end service.

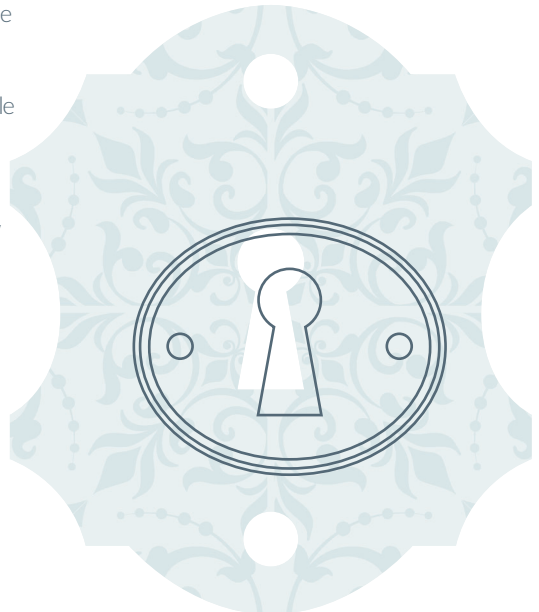
Before you know it, you'll be heading to our office to collect the keys to your new home and the next chapter in your life!

## Investors

We are property investment specialists and we help Investors to buy properties that perform well for both yield and long-term capital growth.

Property has always outperformed every other asset class and it is very popular and common way to invest money. We help people that want to invest, but may not have the knowledge, experience, time or know how to buy the right properties.

Buying the wrong property in the wrong area can cost many thousands of pounds. By using a local expert, our investors are able to de-risk the process and avoid such costly mistakes.



## Landlords

We help Landlords to rent their properties. But it doesn't stop there. We also help them to achieve the best returns on their investment by maximising rents and reducing void periods, whilst providing excellent homes to tenants.

Our management services enable Landlords to enjoy passive income from their property by removing the time and hassle involved in looking after their properties themselves.

Legislation surrounding lettings and property management is wide-ranging, complex, incoherent, confusing, and the legal burden on Landlords increase as every year goes by. We take all of this on so our Landlords don't have to.

Our team engage in regular ongoing training and by choice, we're regulated, licensed, and accredited by ARLA Propertymark meaning we have a strict code of professional conduct that we adhere to; safeguarding the interests of our customers at all times.

Our remit not only covers legislative requirements but also accounts, maintenance, administration, and the highest levels of customer service to you and your tenants.

## Tenants

Renting a home can be a stressful and complicated process. Our aim is to provide a range of quality homes to rent across Leeds and we're here to help navigate through the process smoothly.

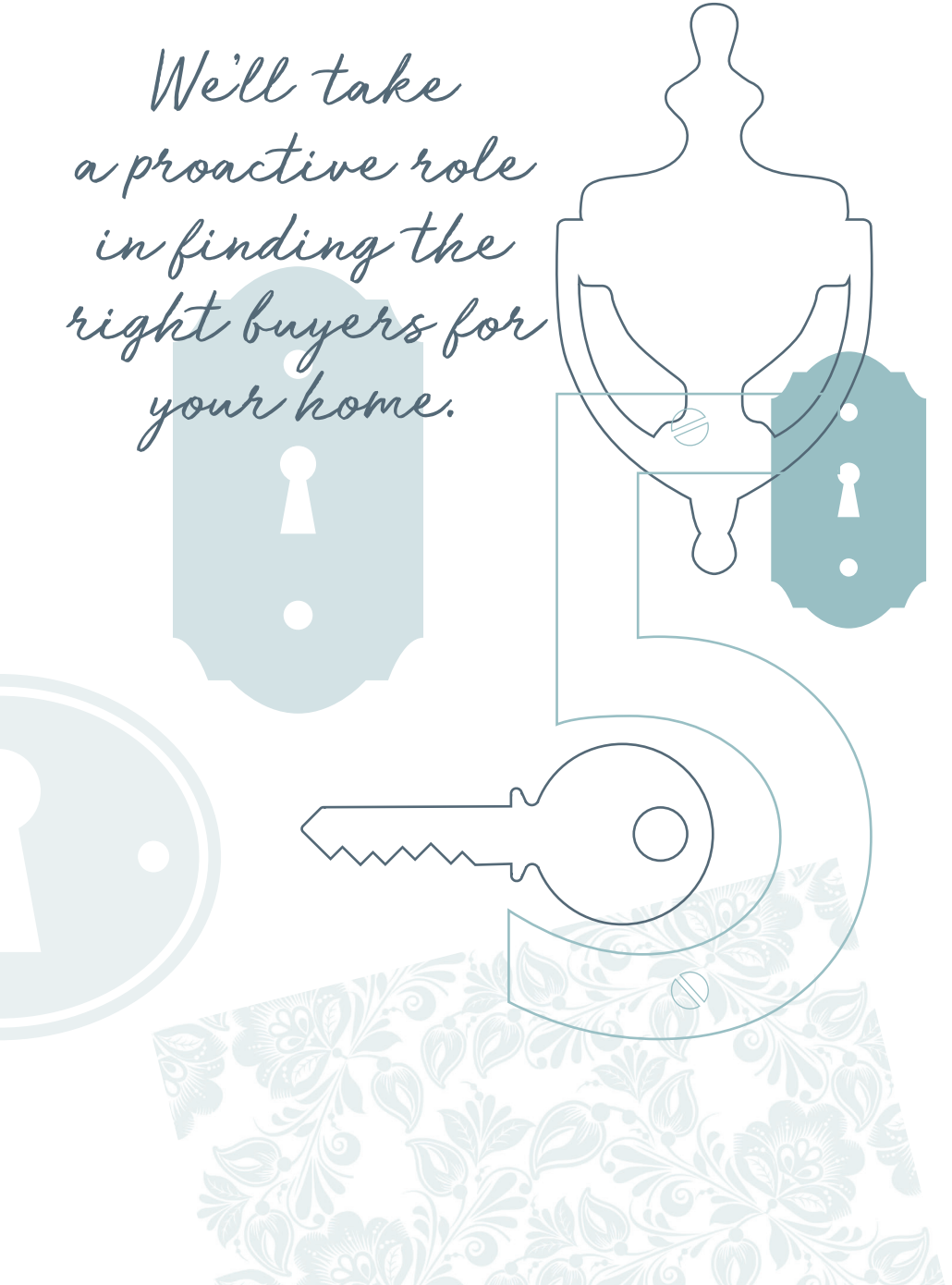
Once we find the right home, we'll guide tenants through referencing and help them set up with utilities, rates and insurance.

We'll show tenants what to do when they have any problems during their tenancy. Our managed tenants will benefit from a prompt and friendly service from start to finish with excellent systems such as our online maintenance system where they can report problems or request a repair at any time. We're at the end of the phone during office hours should they have any queries, and we've got tenants covered with our emergency out of hour repair service, where that is required too.

We'll welcome tenants to their new home, then they can get on with enjoying the freedom and flexibility of this new chapter in their life!



We'll take  
a proactive role  
in finding the  
right buyers for  
your home.



Selling your home is often quoted as one of the most stressful events people ever experience. Our job is to do the heavy lifting and to make this challenging process as simple and smooth for you as possible. We'll work with you from the day we meet, to the day we are handing the keys to your buyer. From start to finish the process can last for several months when you take into account the legal process that now takes close to 12 weeks on average in the UK. We go on this journey with you sharing the inevitable highs and lows (but hopefully not many lows!)

To get the best results, you will need to choose an excellent team working in your corner to help and guide you through to a successful conclusion.

Then you can get on with the next exciting step in your life...! Onwards and upwards!

**Notes**

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Estate & Letting Agents

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