



Tel. 01202 533377

# HOW LONG WILL IT TAKE TO SELL MY PROPERTY ?

This is a question we are frequently asked. The 3 main factors affecting the time it takes to sell your property are:

1. The type of market you happen to be in ie Sellers Market or Buyers Market or Balanced Market
2. The Presentation & Price Point of your property
3. Your Agent

Typically a new property on the market will have a spike of interest in the first week. The level of interest and enquiry will then reduce to whatever the normal market activity level happens to be at that time.

It is normal to experience a lull after a period of initial interest. Market conditions vary greatly from month to month, year to year and news headline to news headline.

Pricing will play a part. You maybe speculating with a stretch price if you aren't in a





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hurry or you maybe priced keenly. Also a full service agent with proactive marketing procedures will take less time to sell your property than an agent providing a listing and enquiry response service.

So it's hard to give a useful average of how many viewings you will have and how long it will take to sell. However here is a rough guide which can be applied to most property.

**WARM SELLERS MARKET** = 2 viewings per week & an acceptable offer within 6 weeks.

**BALANCED MARKET** = 1 Viewing per week and an acceptable offer within 9 weeks

**MILD BUYERS MARKET** = 1 viewing per week & an acceptable offer within 12 weeks.

**STRONG BUYERS MARKET** = 1 Viewing every 2 weeks & an acceptable offer within 18 weeks

Clarke's review important performance stats on every property every week from Rightmove OnTheMarket.com, Google and the Clarke's web site.

Most other agents don't do this but at Clarke's we spend more per property and therefore want a good understanding of how your property adverts are performing against others.



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This helps us to give more informed choices on what steps to take to increase the click through rate and the enquiry rate from your adverts. Your adverts will change from time to time as a result.

Changes may include introducing different pictures or changing key highlights and search words in line with new trends in buyer search criteria.

**From Clarke's you can expect:**

- Feedback on every viewing
- Regular updates on your adverts
- Market briefings and advice and recommendations
- **And last but not least you can expect us to be very determined to sell your property and earn our commission.**