

The Property Sellers 7 Step Check List

This Guidance Note is a summary of best practice gathered from across the industry including consumer research and advisory bodies aimed at property sellers

**1. Get the right
MARKETING
strategy to get
the MAXIMUM
price.**

All agents will be glad to sell your property quickly, quicker the better in fact considering they work on a No Sale No Fee basis. However not all agents are focused on getting the maximum price. Understand how your agent will achieve this and what different marketing strategies are on offer to you. You could ask:

- How are the sales staff commissioned / incentivised ?
- How will the property be advertised On Line and In Print ?
- What strategies do you use to get the highest price ?

**2. A Branch
with 6 Sales Staff
is better than 2**

There are now many different types of agency including on Line only agencies, home working franchises, hybrids and full service agents. Full Service agencies have a local high street branch and a proven track record of achieving higher sale prices, quicker completions and lower fall through rates.

An agency with 2 or 3 people in the sales team may not be full service or may have a smaller customer base.

Full Service agent fees are higher for the simple reason they spend more on each property. However the benefits can outweigh a low fee service.

**3. Get the
Directors and
Senior Managers
Mobile Phone
Numbers ?**

Don't be fooled with a 24/7 on line bot or chat room, it's nothing like being able to call a senior member of the team on their direct mobile number when you really need to.

No doubt you will have heard or seen much about how stressful selling a property and moving home can be. A larger full service team can take much of the stress away and with direct access to senior staff you can be sure of it.

4. Avoid a Tie In Period

A contract tie in period serves no benefit to you at all and in fact works against market forces. It creates a bubble for the agent to work in, safe in the knowledge you can't go anywhere else. With no tie in period your agent will have to be proactive every week or lose your business.

5. Get Professional Property Photography

Good quality photography is essential to make your property compete on line. Video is also important. Professional Photographers tend to specialise, for example Wedding photography, and the kit they use will naturally suit their speciality. Find out a bit more how your agents photographer to ensure you're getting the best photos.

6. Get high Click Thro rate on line

Most buyers start their property search on line and with pages and pages of search results. You want to make sure your property gets seen and clicked on. Find out how your agent does this for you.

7. What do other customers say about your agent ? Check the Reviews

Customer Reviews can give you a quick insight into what other customers think about your agent. 10's of other customer reviews may not be that reliable but hundreds should be. Also look out for review sites where the review can not be deleted or edited by the agent eg Google Reviews.

If there is a track record of other happy clients using your agent then that should be a good sign for you.

