



WANT TO SELL YOUR PROPERTY?

INHOUS make selling uncomplicated

7 simple tips

to the successful sale of your property

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You have made the decision to sell your home and are now on the right track to achieving the best price for it. Let INHOUS make life that little bit easier by following our 7 simple tips to the successful sale of your property.



1

ACCURATE VALUATION

It can be difficult to get an accurate valuation from an estate agent vying for your business, as there can be a temptation to overvalue to win your instruction. Always ask for strong comparable evidence to support the proposed sale price.

Try not to be swayed by the highest figure, this can be more detrimental in the long run by missing your target market.

2

SELECTING AN ESTATE AGENT

This is the hard part, nearly three-quarters of homeowners claim they would not use the same estate agent who sold their last property. Dissatisfaction boils down to misguided pricing, poor communication as a result of a lack of constructive feedback, leading to strained relations.

To generate genuine interest in your property consider instructing more than one agent. Many agents will push for a sole instruction and although it might initially be the cheapest option you may not get the best price for your property.

Two agencies working for you will place your property high on their priority list as they will not want to lose out to their competitor. It might cost you that bit extra, but you should recoup the cost in the eventual higher sale price.

3

MAXIMISE YOUR HOME SALES POTENTIAL

First impressions are crucial and it would be foolish to ignore this when preparing your home for sale. You may not be able to change your property location or floor plan, but you can do a lot to improve its appearance. That storage room full of junk could be a perfect study or nursery, so why not tackle it now before any buyer comes through your front door.

An unfortunate reality is that not everyone shares the same taste and so it is important to de personalise your home in order to reach a wider audience.

Finally, don't underestimate the impact fresh flowers, candles and well lit rooms can have on a first impression. They create an instantly warm welcome and in turn generate a greater positive emotional response.

4

INTERIOR AND EXTERIOR MARKETING

Each year, companies in the UK spend billions on product and packaging design. You may need to take additional steps to create a more marketable property. The use of smart rental furniture is a popular option to help buyers visualise the most efficient function of each room.

Remember first impressions start before entering a property so don't forget about your exterior aspects such as landscaping or simply cleaning your windows.

5

PETS

Potential buyers want to feel like they are viewing their next home. Your pooch is part of your family not theirs. Where possible keep your pet away when viewings are taking place and remove evidence of any pet hair, bowls and toys as these can be an unwelcome distraction.

6

OFFERS ON YOUR PROPERTY

Do not entertain verbal offers. Every offer should be in writing with any special conditions included from the outset. Late conditions cause unnecessary delay.

Always seek mortgage approval or proof of funds if a cash buyer. Some purchasers may think they are cash buyers, which can be misleading as funds have yet to clear. This can significantly delay the completion process and in turn add stress for you and your onward purchase.



7

INSTRUCT THE RIGHT SOLICITOR

This part is crucial with many transactions failing at this hurdle. It is imperative that you instruct a solicitor who is fully competent in property conveyancing. Do not cut back on solicitor fees this can often come back to haunt you.

Be prepared, have all your documents in place well before you receive any offers. Ask your solicitor for a full list of what you need, be efficient and get the tedious paperwork out of the way early on. Check in with your solicitor at least once a week, if you don't apply pressure you can find yourself at the bottom of the pile. We have seen deals fall through at this late stage far too often.

Remember celebrations don't begin until you have fully completed and funds transferred, buyers can still walk away even after exchanging on a property!



SO YOU ARE READY TO SELL YOUR HOME AND YOU WANT TO TAKE THE RIGHT STEPS TO ACHIEVE THIS.

1. Are you seeking independent professional advice?
2. Would you like an unbiased valuation on your property?
3. Need reassurance when it comes to choosing the best estate agent?
4. Looking for advice on how best to present your home?
5. Do you want to ensure the best possible price is achieved?

If you have answered yes to any of the above, INHOUS can guide you through the process at no additional cost, and provide a fresh approach to selling.

Included with this information pack, INHOUS are offering a **FREE PROPERTY VALUATION.**



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