

# SELLING YOUR PROPERTY

A Guide from CB ESTATES for Sellers

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## WHERE DO I START

It is often thought that selling a property is going to be a stressful process. This is understandable, especially if you have not sold a property before.

However, this does not always have to be the case. We have found that if we provide information on how everything works and what is likely to happen next it can help to reduce stress levels.

**Here's our Guide with some useful information to help you understand the selling process and what all the different stages mean.**

### NEED FURTHER INFORMATION?

PLEASE CONTACT THE TEAM  
ON 01752 917458 OR  
[ENQUIRIES@CBESTATES.ORG](mailto:ENQUIRIES@CBESTATES.ORG)



# A GUIDE TO SELLING YOUR PROPERTY

## CHECKLIST

- Getting your property valued
- Energy Performance Certificate
- Instructing an Estate Agent
- Preparing your property
- Property professionals
- Advertising your property
- Viewings and ongoing marketing
- Receiving and accepting offers
- Instructing a solicitor
- Sold subject to contract
- Exchange of contracts
- Completion and moving day

## GETTING YOUR PROPERTY VALUED

This is the first step in the process as the value of your property can determine if you are to be able to move. There is a large amount of house price information available on the internet these days and you may be able to get a rough idea of the value of your property from looking at recent sales in your street.

However such information can be misleading if taken out of context. It will also not be adjusted to take account of seasonal or local trends and fluctuations. In a fast moving market this data can very quickly become out of date.

We recommend contacting an Estate Agent for this step. They will have access to both historic and current house price data.



An Estate Agent will also be able to adjust prices according to current market conditions and seasonal trends. They will be able to use their experience and local knowledge of your area to provide an accurate valuation taking into account the property's condition.

This is a free service and your Agent will also be able to advise you on other aspects of the selling process and on how to present your property in the best possible way to achieve the best price

## ENERGY PERFORMANCE CERTIFICATE

**Energy Performance Certificate (EPC)** - You must have a valid EPC in order to put your house on the market. These are relatively inexpensive to arrange and need to be carried out by an accredited EPC assessor. Expect to pay around £50 for one of these. There is a national public register where you can check to see if your property already has one and download a copy of it

Click on this link to download your EPC - [www.gov.uk/find-energy-certificate](http://www.gov.uk/find-energy-certificate)

Once you have an EPC it lasts for 10 years before you need to get it renewed. Note that if you are buying a house to let out then the EPC must be at least Rating E in order to let it out.





## SELECTING AN ESTATE AGENT

This is one of the most important parts of the selling process and you should spend some time on this before deciding which agent to select.

You need to feel confident that you can trust your agent and that they will work hard to achieve the best price for your property.

Your Agent will advise you on any steps needed before the property can be advertised. They will take photographs and prepare a floorplan. They will erect a 'FOR SALE' board outside your property and put together the marketing materials.

Your agent will also take time to get to know you and your aspirations and moving timescale. They will collect information on your property so that they are well informed to answer any questions from potential buyers.

## PREPARING YOUR PROPERTY

First impressions really do count and this step is very important. In fact we have produced a completely separate free guide on how to get your property ready for viewings. This can be downloaded from our website.

Making sure that your property looks its best is crucial for getting those high offers and filling up the viewing diary. Small things can make a big difference here.

Some examples to consider include:

- Tidying up and putting everything away



- Cutting the grass and clearing weeds
- Cleaning windows and doors
- Putting some flowers in plant pots
- Decluttering inside and outside
- Removing unwanted items
- Ensuring that the property smells nice with no pet odours or strong cooking smells
- A fresh coat of paint can change the appearance of a room

Remember to give your property 'kerb appeal' as many potential buyers will drive past your property before deciding whether to view. Dirty windows, broken fences and a path covered in weeds may put them off booking a viewing.

## PROPERTY PROFESSIONALS

Selling a property involves different professionals and you will need to think about who you are going to use to help you with the other parts of the process. It is less stressful to be prepared and do your research beforehand, so you are ready to instruct them when they are needed.

### CHECKLIST

- Estate Agent
- Financial Advisor
- Mortgage Advisor/Broker
- Mortgage Company/ Financial Lender
- EPC Assessor
- Solicitor
- Surveyor (for your new property)
- Removal Company
- Tradesman for any DIY jobs





## ADVERTISING YOUR PROPERTY

Once your agent has obtained all the information on your property they will start the marketing. This is the exciting part when you will see your property 'GO LIVE' on the internet and in the agent's shop window.

Your property will have a colour brochure available to download and a colour floorplan. There may also be a video walkthrough which potential buyers can watch. A 'FOR SALE' board will appear in your garden. Your property will be advertised in a number of places including property portals and social media.

Your agent will have a network of interested buyers listed on their database and mailing lists who they will contact about your property.



## VIEWINGS AND ONGOING MARKETING

Soon after your property goes live you should receive your first requests for viewings.

Your agent will arrange these with the buyer and will accompany them during the viewing. It is important to ensure your property is looking its best beforehand. Your agent will check that the viewer is suitable and is in a position to proceed should they decide to make an offer.

You will receive feedback from the agent on how the viewing went and any comments from the buyer. This can be taken into account in future marketing or if the property is not selling.

Your agent will monitor interest levels of your property advert and provide you with data on how it is performing.

They will advise on any pricing adjustments and whether any changes are required to ensure that the marketing remains current and does not go stale.

## OFFERS

Once the viewing has taken place you may receive an offer. This will be given to your agent and they will negotiate with the buyer on your behalf. You can accept/decline or make a counter offer. The agent will obtain relevant information from the buyer on their circumstances and they will verify that they are in a position to proceed.

This is often referred to as 'checking the chain'. They will check if they need a mortgage and whether this has been approved. They will also check that the buyer has funds in place for the deposit.

Your agent will check if the buyer has a property to sell and what the status is with their sale. Your agent will keep you updated as to how any offers are progressing.

## INSTRUCTING A SOLICITOR

Once an offer has been received and accepted it is time to appoint a solicitor. It may be a good idea to appoint one before this time as this will save time. We would recommend appointing a specialist conveyancing solicitor who will be very familiar with the sale process.



## YOU HAVE ACCEPTED AN OFFER

Once you have accepted an offer your property will be marked as 'sold subject to contract' and marketing and viewings will stop.

Your agent will keep in touch with all the parties to your sale including solicitors, mortgage brokers and surveyors. They will try and resolve any problems that may occur as your sale progresses.

This is an important step as many sales fall through even after an offer has been agreed.

## EXCHANGE OF CONTRACTS

At some point, usually around 8 weeks from the time the offer is accepted your solicitor will contact you to arrange for contracts to be exchanged.

When this happens both the buyer and the seller are legally bound to the sale of the property.

A date for final completion of the sale is usually set at the time of exchange of contracts. This can happen at the same time but its usually around a week or so after exchange of contracts.





## COMPLETION AND MOVING DAY

On the day of completion you will need to be ready to move out of your property once you have been informed that your solicitor has received the funds from your buyer.

This usually happens around lunchtime and your agent will hand over the keys to your buyer. If you are buying as well as selling, moving day can be very stressful as often you need to move out of your property before your new property is ready.

For this reason we recommend using a Removal Company rather than trying to do all the moving yourself.

**We hope you have found this Guide helpful and we wish you every success with your move!**

The CB ESTATES team



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