



**ALBA**  
PROPERTY

# SELLING GUIDE

---

Sales@AlbaProperty.co.uk 

www.AlbaProperty.co.uk 

01506 500 999 

AlbaProperty 

# ALBA PROPERTY'S 10 Step guide to SELL your home



The prospect of selling your home can be daunting – all the more so if you are looking for another property to buy at the same time. The decisions you make along the way could save you – or cost you – many thousands of pounds. Our guide will explain how Alba Property can help you through every step of the way...

**STEP 1. Deciding to sell your home**

**STEP 2. Figure out your finances**

**STEP 3. Decide who will sell your property**

**STEP 4. Make Your Home Ready for Sale**

**STEP 5. Instruct The Home Report**

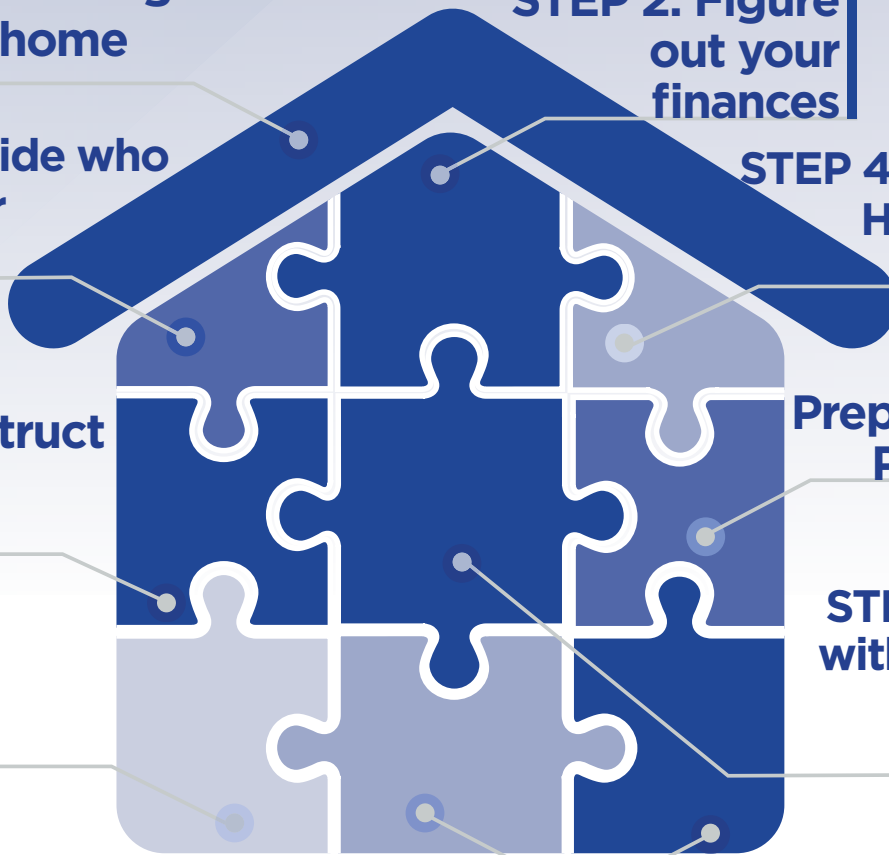
**STEP 6. Preparing The Particulars**

**STEP 7. Go LIVE !**

**STEP 8. Dealing with Enquiries & Arranging Viewings**

**STEP 10. Conveyancing & Completion**

**STEP 9. Negotiation & Handling Offers**





## **STEP 1.**

# **Deciding to sell your home**



Once you have decided to go for it – you need expert advice on your local property market.

There are many reasons to sell your home: relocating, upgrading, downsizing or simply a fresh start! Whatever your reasons, the decision may not be easy and there are many things to take into consideration.

Alba Property are local property experts and deliver a personal professional service so you can relax, safe in the knowledge that you will receive all the help and advice you need to guide you through the sales process.



## STEP 2. Figure out your finances



You need to get a rough idea of how much your house is worth, then you can calculate how much money you will be left with after you have paid off the mortgage.

**You need to find out how big your outstanding mortgage is, and if there are any early redemption penalties.**

**At this time you should arrange a Home Valuation when our experienced Estate Agents will present you with a detailed analysis of recent property sales locally and provide you with your Home Valuation.**



## **STEP 3.**

# **Decide who will sell your property**



You can sell your home yourself or use an online estate agent but most sellers still opt to use a local Estate agent who will provide a professional service and manage the sale on your behalf.


**Alba Property are active in the local market and have a strong presence on all the major property portals including Rightmove, Zoopla and S1 Homes.**

**We pride ourselves on strong marketing which means we put a lot of effort and consideration into your marketing campaign. This includes preparing floorplans, photographs, the accompanying text and other marketing materials. Strong marketing will generate more interest in your property which will lead to more viewers – and ultimately a sale at the best price!**

**Alba Property maintain a data base of active buyers – Those people who have recently expressed an interest or viewed other local properties – and are the first to know when your property goes on the market.**

**We always provide a For Sale Board – Free of Charge. Our financial package should also be the strongest in terms of value for money and transparency.**





## STEP 3. Decide who will sell your property

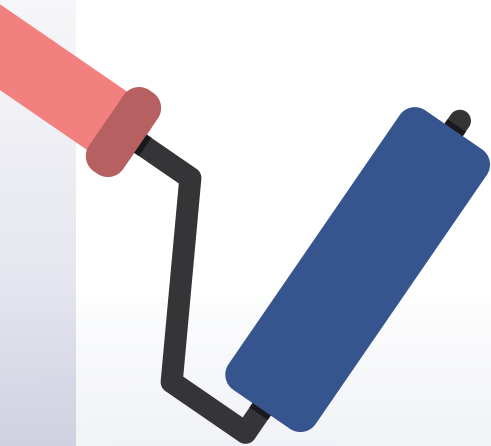
Remember our Guarantee is No Sale –  
No Fee – with No tie-in period  
and No Exit Fee.  
Our job is to SELL your property –  
and we don't get paid till you do!

Once you instruct us to handle your sale – we will guide you through the rest of the sales process which includes:

- Providing pre-sales advice on preparing your home for sale
- Arranging the home report
- Agreeing a marketing strategy including how to price your property
- Preparing sales particulars including floorplans, measurements, photos, text etc etc...
- Listing online with the various portals
- Emailing our Database of prospective buyers
- Posting on Facebook
- Dealing with Enquiries
- Arranging and conducting viewings
- Providing feedback
- Handling and negotiating offers
- Arranging a solicitor to handle the conveyancing of the sale
- Arranging keys to be handed over upon Completion

# STEP 4.

## Make Your Home Ready for Sale



Our aim is to sell your home for the best price, as quickly as reasonably practical. We find that the best presented houses sell for the best price in the shortest possible time frame.

Our professional Estate Agents will offer advice on how best to present your home. These tips will help us sell your home faster and at the best possible price.

We don't recommend spending a fortune renovating your home before you sell, as you may not recover the costs and of course prospective buyers will have their own idea of how they would want the property to look when they move in!

However, there are a few things you can do to help your home seem more appealing to viewers:



- A fresh coat of paint can transform a room - if you have any bold colours on walls, it may be worth painting them a neutral colour
- Make minor repairs – any of those little jobs you may have been putting off should be taken care of! Prospective buyers might be put off by even small maintenance issues...
- Ensure your home is clean and tidy
- Try to de-clutter as much as possible (pack away personal items such as books and DVD's)
- Remove excess furniture to create the illusion of space
- Make sure all lights are working to make rooms appear bright
- Remove all trace of pets such as cages and litter trays
- Tidy the garden as this may be their first impression!



## STEP 5. Instruct The Home Report




Once we have the Home Report Value our experienced Estate Agent will discuss how to best market your property in terms of price. We will consider the current housing market and whether you are setting an 'offers over', 'offers in the region of' or a 'fixed price'.

Alba Property work with local surveyors who will usually carry out your home report within 1-2 days of your instruction. We will provide you with details of this cost during our home valuation. Note that you pay the surveyor directly for the home report and there may be options to defer the cost of your home report if desired.

If there are issues brought up by the surveyor we will discuss those and agree how best they should be handled. These could be, for example, unauthorised alterations, or any necessary repairs. Sometimes smaller maintenance issues can be dealt with quickly, but structural or damp problems which are found may need specialist attention. We are able to recommend good local contractors, structural engineers or other specialists as required.

In general we recommend an 'offers over' strategy when there is likely to be significant interest as this can lead to a closing date scenario when the offers made are generally the best possible. However, 'offers in the region of' and 'fixed price' are also commonly used.





## STEP 6. Preparing The Particulars



At Alba Property we believe that great marketing makes a difference by generating more interest which leads to more viewings and ultimately to better offers.

**We begin working on your marketing particulars as soon as we have your instruction. These will include:**

- **Awesome pictures**
- **Detailed floorplans with accurate measurements**
- **Interesting and engaging text**
- **Downloadable E-brochures & Home reports**

**All easily accessed via our modern website – which may be viewed on mobile platforms as easily as computer screens. Our aim is to provide prospective buyers with all the information they require in order to proceed and arrange a viewing.**

**We also need to agree on which ‘Extra’s are included or are perhaps available for sale by separate negotiation. Typically these will include curtain poles, curtains, blinds, floor coverings, light fittings and white goods / other appliances.**

**Once we have completed your sales brochure we will provide you a draft copy for approval, after which we are ready to Go LIVE!**

# STEP 7. Go LIVE !



Using an active local agent like Alba Property means that we have already begun to discuss your property with prospective buyers who we know are interested in properties like yours!

**They say that you only get one chance to make a first impression – and this is our opportunity to make a splash!**

**On your Go LIVE date, Alba Property will:**

- List your property online at Rightmove, Zoopla, S1 Homes etc etc...
- Create a Facebook post which you can easily share
- Email our Buyers Data base with your particulars
- Arrange for your ' For Sale ' sign to be erected in your garden or elsewhere as appropriate. We have a range of regular board styles and V-shape window boards for different property types.

**Your Go LIVE date is important – it is the first day that you are officially On the Market...**





## STEP 8. Dealing with Enquiries & Arranging Viewings



Alba Property will deal with all enquiries, providing interested parties with further details of your property, copies of your home report and property schedule as required.

We will then arrange viewings at a time which is mutually convenient. We prefer to show round all prospective buyers so we can best gauge their interest levels and address any queries they may have about the property, the area or the local market.

Remember that you should prepare your home for each viewing as if it were the first viewing! Making efforts to present your property in its best possible light will lead to a quicker sale at the best price possible!

After the viewing we follow up with the buyer and provide you with any feedback or queries they may have.



## STEP 9. Negotiation & Handling Offers



Once you have reviewed and decided to accept a particular offer, we then proceed to the final stage of the sales process!

If there is significant interest in the property, and we are marketing the property on an 'offers over' basis, we may set a closing date for bids. This means all interested parties are instructed to submit their offers by a certain time on a certain day.

Otherwise we may solicit formal or verbal offers from the potential buyers. It is usual to have some discussion around the price offered, the date of entry or the extras included.



## STEP 10. Conveyancing & Completion



We will liaise with you and your solicitor throughout this process and discuss any problems which arise.

Alba Property work closely with several local solicitors so we can certainly recommend a good local solicitor who will deal with the conveyancing of your sale.



**Congratulations**

**Alba Property**  
have now  
**SOLD**  
your **Home!**

Sales@AlbaProperty.co.uk 

www.AlbaProperty.co.uk 

01506 500 999 

AlbaProperty 



**ALBA**  
PROPERTY

If you are thinking about Selling your home – Call us today to  
arrange your Free of Charge Home Valuation – with No Obligation.