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10 Steps **to achieve the** **best price** **when selling** **your home**



Achieve Best Price Selling your Property

Are you about to choose an estate agent to sell your house or considering selling in the near future? If you are, take a minute to understand and implement the following steps to ensure you get the best outcome.

10 Steps to Selling Success:

- 01 Marketing price
- 02 Property marketing
- 03 Virtual 360 property tour
- 04 The launch
- 05 Premium listing
- 06 Client login
- 07 Viewings
- 08 Communication
- 09 Receiving offers & negotiating
- 10 Sales progression

Your agents main objective is to achieve best price through effective and efficient implementation of the above steps. If done correctly, the process will also save you valuable time and save you from stress.



Step One:

Marketing Price

Price is there to Entice

The marketing price is crucial and needs to be at a realistic level if you want to **maximise the amount of interest** from potential buyers.

We advise you speak to your preferred agent to understand how they have arrived at their figure. It should be set at a sensible level and substantiated using **three comparable properties** while taking current market conditions into consideration.

If you get this step wrong, it can seriously affect your chances of receiving the best price. If price is positioned too high your property may not attract enough interest and stagnate on Rightmove and Zoopla. Position the price correctly and you will attract lots of interest which often results in a bidding war!



Step Two:

Property Marketing

First Impressions Count

Have you considered the following three tasks? The first two are marketing basics often overlooked by sellers and their agents. The third will certainly make your property stand out from the crowd.

- ✔ **Staging** - A lot of properties are cluttered, tired or filled with mismatched furnishings.
It's hard to detach yourself from your own home and notice this but first impressions are vital. Alice Graves our property professional **can give you advice on presenting your property** before we take pictures to ensure it's presented at its best.
- ✔ **Professional photos** are a must for anyone serious about achieving the best price.
- ✔ Why not go for an external **twilight photo** to make your property stand out amongst the competition? This is a great way to make images jump off the page and draw people's attention to your property.

With only seconds to create a great first impression, make sure you get this step right as you'll no doubt achieve higher offers and a quicker sale.



Step Three:

Virtual 360 Property Tour

How can you get potential buyers to engage with your property before they step through the door? Innovative **virtual tour technology** allows your home to be presented at its **absolute best 24/7** without the constant pressure of keeping it clean and tidy for unexpected viewings.

Buyers can make viewing decisions based on more than just a few images that will ensure we attract **serious prospective buyers**.

[See virtual tour example by clicking here](#)



Step Four:

The Launch

Launch Strategically to Achieve Maximum Exposure

What's the best day to launch new properties onto marketing portals? Research conducted by Rightmove shows that Wednesday's are best being the busiest time with prospective buyers looking at properties with the intention to arrange viewings at the weekend.

For maximum exposure make sure your agent launches all new properties on:

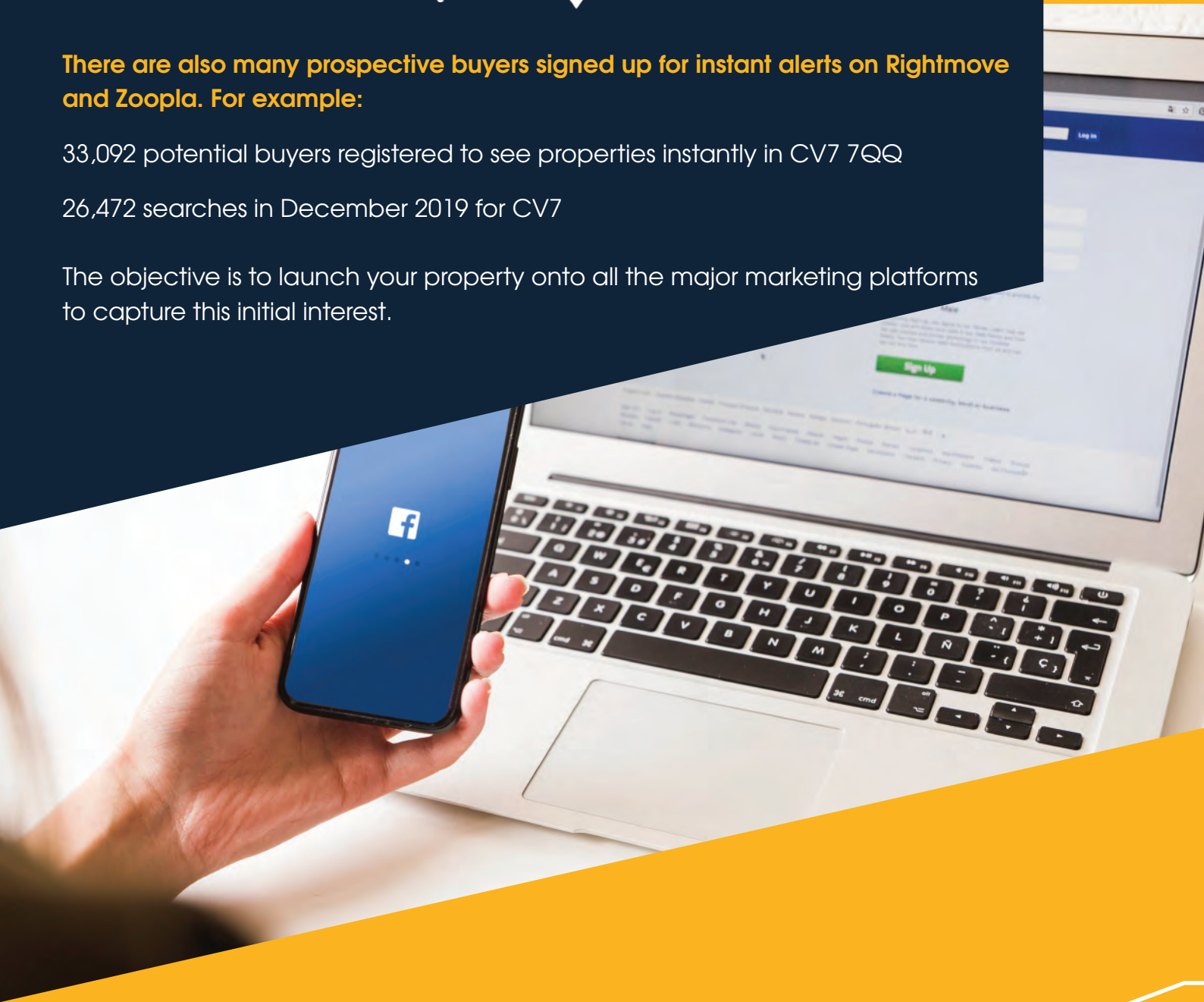
rightmove | **Zoopla** | **OnTheMarket** | **facebook**

There are also many prospective buyers signed up for instant alerts on Rightmove and Zoopla. For example:

33,092 potential buyers registered to see properties instantly in CV7 7QQ

26,472 searches in December 2019 for CV7

The objective is to launch your property onto all the major marketing platforms to capture this initial interest.



Step Five:

Premium Listing

How do you optimise the chances of potential buyers finding your property and it standing out from the rest? Property search engines such as Zoopla and Rightmove boast “premium” and “featured” listings to optimise your chances and shorten the time taken to sell your home.

What do these terms mean?

Featured Property: your property listing will appear at the top of the search results page and again as a standard listing.

Premium Listing: your property grabs more attention with a larger advert, with bigger images and more pictures on display.

Make sure your agent is taking advantage of the premium and featured property listings which **create up to 50% more exposure**. Bayzos include these features as standard and at no additional cost to our clients. We act with your best interests in mind and believe in maximising market exposure.



Step Six:

Client Login

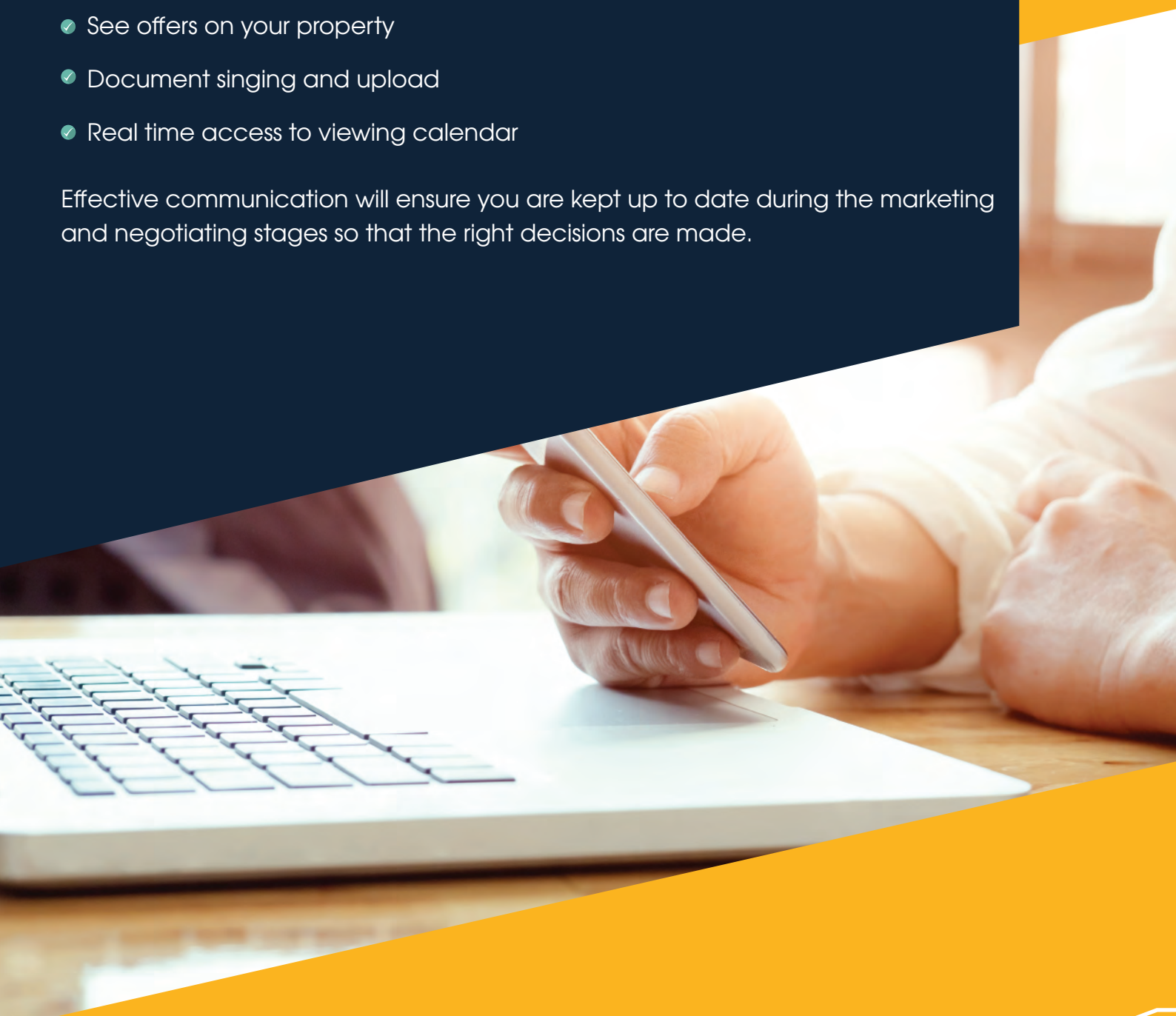
A lack of communication is one of the most common complaints against estate agents according to research.

You should ensure this is never the case by choosing an estate agent that has communication standards and also a client login area.

Some of the benefits should include:

- ✓ Live property updates
- ✓ See offers on your property
- ✓ Document signing and upload
- ✓ Real time access to viewing calendar

Effective communication will ensure you are kept up to date during the marketing and negotiating stages so that the right decisions are made.



Step Seven:

Viewings

Appreciate quality viewings

It's crucial that viewings are carried out correctly. Here are a few points to get you started:

- ✔ Your agent should be capable of answering all questions asked by prospective buyers at the viewing. This should involve the agent doing their due diligence and you answering the agents questions regarding your property
- ✔ We advise the first viewing is conducted with just the agent present. We find this is the best way to get honest feedback
- ✔ Always aim to book viewings on the same day. Try to arrange them back to back to create competition between buyers. This will encourage better and higher offers
- ✔ Arrange viewings for the weekend when decision makers are most likely together
- ✔ It's good practice to allow a second viewing to make sure the potential buyers are making the right decision. This should help prevent the sale from falling through during the legal process

There is a lot more to carrying out the perfect viewing. However, the above points are the most important ones that you should be mindful of.



Step Eight:

Communication

Weekly Updates, Viewing Feedback & The Review

Communication is vital for ensuring any changes that may impact the sale of the property are promptly made:

- ✔ Make sure you receive a weekly in-depth property performance report where your agent summarises the data from Rightmove and Zoopla
- ✔ All viewing feedback should be communicated to you within 24 hours so decisions can be made promptly
- ✔ After four weeks, if your property is still up for sale then you and your agent need to have a face to face meeting to review the interest you've had to date before agreeing a marketing strategy going forward

A lack of communication will not allow you or your agent to respond to marketing data and your property will mostly likely stagnate on the marketing portals.



Step Nine:

Receiving offers and negotiating

Negotiate to Achieve the Best Outcome

This is the most crucial step. All the other steps will be in vain if you get this wrong. By this step you will have hopefully received a number of offers from competing buyers. Here are some useful negotiating techniques:

- ✔ We suggest **declining the first offer** in most instances because research shows prospective buyers initially offer lower than the figure they're prepared to pay
- ✔ When the potential buyer comes back with an increased offer, you can make a **counter proposal**. At this point you could also consider giving the potential buyer additional value such as a timescale to suit them and/or the inclusion of certain fixtures and fittings
- ✔ Buyers will usually max out on their third offer so you must now take everything into account and **make a final decision**

The above is **subject to the financial position of the prospective buyer** and the level of their first offer. If a strong offer is put forward in the first instance we may recommend you accept it subject to qualifying its credibility. Agents should do this by checking the buyers bank statement and/or mortgage offer.



Step Ten:

Sales Progression

The Annual Fall through Rate Continues to be Approximately 30%

Is your sale being overseen by a dedicated Sales Progressor? They are responsible for keeping a close eye on your sale, the solicitors progress, your buyers mortgage and the chains progress.

Lack of visibility, poor communication and not knowing who's doing what and when are some of the main causes of stress, uncertainty and ultimately the reason why many property transactions fall through.

The Sales Progressor makes managing the home buying process easy and simple.

The aim is to quickly attract as many potential buyers as possible

Thank you for taking the time to read "10 steps to achieve the best price when selling your home" and we hope you found it of value.

To celebrate our recent launch we will sell your house for an extremely **competitive rate**. This includes our **premium marketing package** which includes everything you have seen within Bayzos "10 steps to achieve best price when selling your home". There are no additional costs and **we do not tie you into a contract**.

If you would like to book a face-to-face valuation then **click here** to arrange a convenient time.

Whatever you decide to do, we wish you all the best and we hope you get the best possible outcome.

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