

Homeowner

A Guide To Property Performance.

By The Bayzos Team



bayzos.

Contents.

Introduction	3
Rotate Photos	4
Guide Price Range	5-6
Rightmove Products	7-8
Plan B	9
Repeat Strategies	10
2% Price Change	11
Relist As Day 1	12
Timeframes	13
Paid Ads (Social Media)	14
Board & Actively View Properties	15
Final Message	16

Introduction.

At Bayzos, our number one goal has always been to help homeowners achieve the best possible price for their property in the current market and hold ourselves accountable for performance once a property is live.

We are committed to a proactive approach, ensuring every homeowner can confidently say, "Bayzos are doing everything possible to sell my property."

The strategies outlined in this guide are backed by extensive research—analysing data from our own records, Rightmove, and even case studies from innovative companies like Netflix.

However, it's important to note that market conditions can sometimes challenge the initial price range we've provided. By trusting our process and implementing the strategies detailed in this guide, you'll maximise your chances of securing the best price in the current market.

Optimal Timeframe:

We often hear homeowners say, "I'm not in a rush to sell." However, this mindset might not help you get the best price for your property.

According to Rightmove data, properties tend to attract the most interest within the first six weeks of being listed. Beyond this period, interest can start to decline as buyers gravitate towards newly-listed properties. If a property lingers on the market, it's easy for potential buyers to assume there's an issue with it.

Don't believe us? Try searching by "oldest listed" on Rightmove, and you'll see plenty of properties that have been overlooked and the strategies in this guide haven't been implemented.

To help you maximise your decision making, we've included optimal timeframes for implementing each approach.



Rotate Photos.

We regularly change the leading photos based on how well the property is performing. People often scroll quickly on their phones, and if the first photo doesn't **grab their attention**, they'll move on. It's similar to what Netflix does—they test different images to find the ones that catch viewers' eyes and make them click on a show.

If you have a photo you'd prefer as the main one, just let us know, and we can update it on your property performance update day.

Optimal Timeframe: continuously



Guide Price Range.

When it comes to selling your home, attracting the right interest is key—and that's where a guide price range can really help. If your property hasn't sold by the end of week 4, we'd recommend adding a guide price range to the summary, key features, and listing description.

This range will reflect the valuation range provided, for example, £200,000 to £210,000. If your current asking price is £210,000, the listing would say:

Guide Price Range £200,000 – £210,000

Why add a range?

It helps to catch the attention of buyers searching within that price bracket, encouraging more viewings. One common concern we hear from homeowners is, "But won't that stop people from paying the full price?"

The answer is not always—generating more interest and viewings often creates the interest needed to negotiate higher offers. Remember, **it's ultimately your decision on any offers.**

It's all about finding the price that creates viewing demand.

Optimal Timeframe: week 3 – 4

Here's how Holyhead Road homeowners successfully used the guide price range:

- 14th October 2024 – The property was listed.
- 9 viewings between 14th – 31st of October
- 1st November – A guide price range was added
- 1st November to 9th December 14 more viewings
- 9th December, an offer of £350,000 was accepted.

By making key changes at the right time, the homeowner still achieved the £350,000.

Holyhead Road, Coventry, CV5
Semi-Detached 4 3

Guide Price Range - £340,000 - £350,000 | Sought After Location
Counon | Utility & Downstairs W/C | Close to Local Amenities &
Train Station | EPC Current: 67 Potential: 79 | Approx. Total Floor

£350,000
Guide Price

SOLD STC
Added on 14/10/2024 by Bayzos Estate Agents, Coventry

bayzos. 024 7542 6177
Local call rate Contact Save

Price Change History	
11/12/2024	Initial asking price: £350,000

Key features

- Guide Price Range: £340,000 - £350,000
- Utility & Downstairs W/C
- EPC Current: 67 Potential: 79
- Garage & Driveway Offering Ample Parking
- Two Bedrooms With En-Suites
- Sought After Location Counon
- Close to Local Amenities & Train Station
- Approx. Total Floor Area Sq. M. 146
- Immaculately Presented Throughout
- Brilliant Storage Areas

Description

Guide Price Range:

£340,000 - £350,000

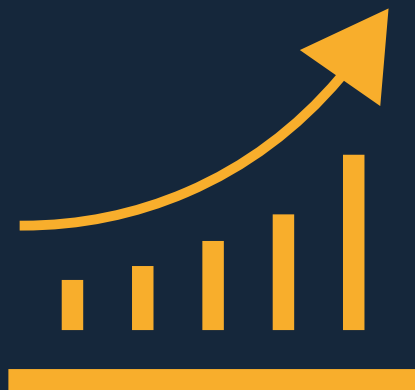
Rightmove Products.

We don't typically recommend launching with a Rightmove product.

Why?

Because the first two weeks are when your property will naturally see the most views, **making an additional paid product unnecessary in most cases.** We've tested this approach ourselves—initially launching properties with products—but found that even without them, we consistently remained #1 for Sold Subject to Contract (SSTC) in our core postcodes.

That said, **Rightmove products can still be valuable as part of an overall strategy.** For instance, if your property has had viewings in those first weeks but things have gone quiet, a Rightmove product can give it that extra push without immediately needing to add a guide price range or lowering the price.



Here's a closer look at what Rightmove products can offer:

Rightmove Premium Listing (we often recommend this product: it's a lower cost, last the duration of your listing and we can change the message on the sticker):

Your property grabs more attention with this large advert, with bigger images, four pictures on display and a sticker such as "No Chain".

Rightmove Featured Property (expires after 7 days):

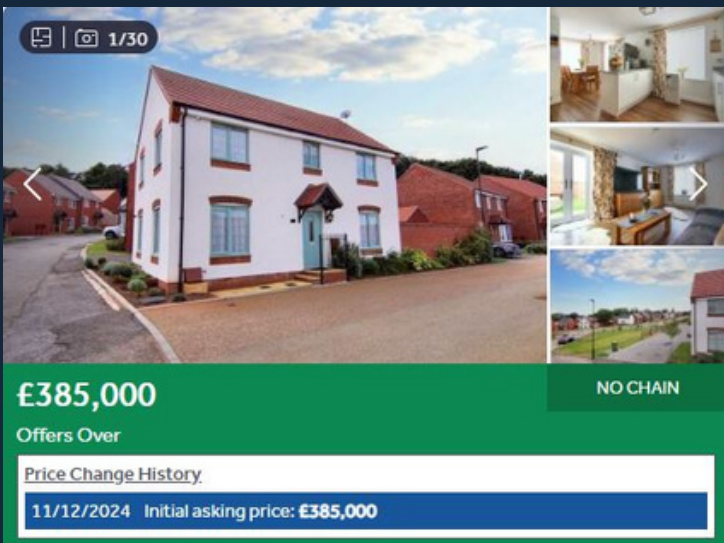
Your property listing will appear at the top of the Rightmove search results page and again as a standard listing – twice the visibility!

Rightmove products aren't essential for every property, but when used strategically, they can be effective.

Link to purchase product: <https://bayzos.co.uk/products/>

If you do purchase a product, it will be added within 4 working days. We have to wait for Rightmove to add the product onto the account.

Optimal Timeframe: Week 3 + but as part of a strategy



The image shows a screenshot of a property listing on Rightmove. The main image is a large photograph of a white two-story house with a red roof and a blue door. To the right of the main image are three smaller thumbnail images showing the interior of the house, including a kitchen, a living area, and an outdoor view. Below the main image, the price is listed as £385,000, and there is a green badge that says "NO CHAIN". Underneath the price, it says "Offers Over". At the bottom, there is a "Price Change History" section with a table showing the initial asking price of £385,000 on 11/12/2024.

Price Change History	
11/12/2024	Initial asking price: £385,000

Plan B.

If you've updated your photos and added a guide price but still aren't seeing more views on Rightmove or getting positive feedback after viewings, don't worry! It's time to go with the Plan B marketing price your valuer suggested.

Optimal Timeframe: week 4 – 6



“After switching to plan B, we’ll continue rotating the leading photos, possibly implement another guide price range, and you may add a Rightmove product for the first time.”



2% Price Change.

We'll admit it—we don't always get the price range spot on, or sometimes the market just doesn't respond how we expect. These things happen. When this occurs, one option we have is to adjust the property's price by 2% or more.

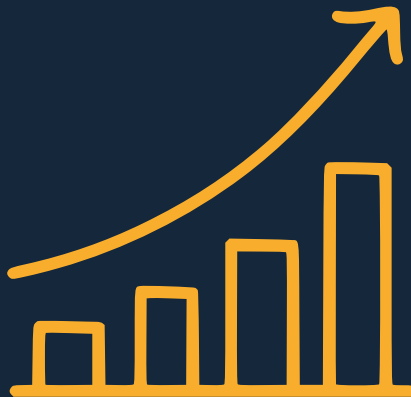
Here's why this can be helpful.

According to Rightmove, when a property's price is reduced by at least 2%, Rightmove automatically email it to potential buyers signed up for alerts in the first part of your postcode. Therefore, you'll see an increase in property views – with the aim of a percentage of those turning into actual viewings.

This process, called a “refresh,” can help generate fresh interest in your property and can lead to more enquiries.

That said, it's important to ensure the new price looks appealing. A change of 2% doesn't result in a tidy round figure. For example, reducing £200,000 by 2% brings the price down to £196,000. While technically correct, research from Rightmove suggests that buyers can be put off by random prices because they stand out, but not in the right way.

Optimal Timeframe: within 3 – 6 weeks of implementing plan b



Relist as Day 1.

If your property still hasn't sold subject to contract, **we're sorry**. If you've followed all our advice, **we hold our hands up and admit we likely got the price wrong for the current market**. There's always a solution –

The next step could be to take a short break and then relist your property as a “Day 1” listing on Rightmove.

At this stage, even with a significant price adjustment, the listing may struggle to gain traction. By relisting as a brand-new property on Rightmove, your home will attract fresh attention from buyers. We've seen this strategy work time and time again to secure a sale.

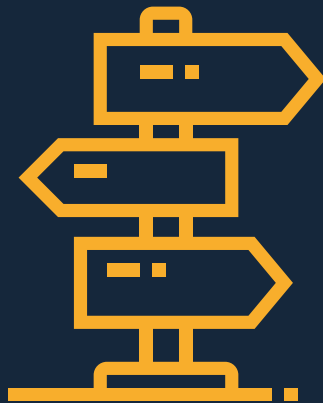
Rightmove has strict rules about how long a property must be off the market before it can reappear as a “Day 1” listing, but don't worry—we'll guide you through the process to get it right.

Optimal Timeframe: month 3 onwards



“Sometimes, property timelines need to be flexible to suit your unique situation. For instance, **we might go live at a higher price if the homeowner requests** or if the property is still getting lots of viewings, we might keep it at the same price for longer.

Our recommendations are always based on key factors like Rightmove data, current viewings, and viewer feedback. **Some homeowners may also choose to skip certain strategies** based on their motivation to sell or the feedback they’ve received.”



Paid Ads on Facebook.

It's important that we give honest advice as opposed to telling homeowners what they'd like to hear.

Ads on platforms such as Facebook and Instagram are unlikely to get your property sold. We often have homeowners asking us to push on socials; in all honesty the **biggest benefit doing this is pushing the Bayzos brand as opposed to getting a property sold subject to contract.**

With that said, if you'd like to use paid ads then please do let us know.

However, we strongly recommend that you share the listing in the local community groups and your own Facebook page as it's free.

As a business we're only allowed into these groups once a week.

It's also important to:

Have a Board:

If you already have a board erected, then brilliant you've ticked another marketing box. **If you don't then please continue to review.** There is still a small percentage of properties that sell via the board. You'll have people not thinking of moving but see a property for sales near their family members and next minute they want to make the move.

Actively View Properties:

When you're planning to move, it's always a good idea to start looking for your next home as soon as possible. We've noticed that some homeowners hesitate to browse sites like Rightmove as they don't want to miss out. **It's all part of the moving process**—unfortunately, even after being sold STC, there's a high chance you could miss out on a property. By actively viewing properties, **you give yourself more options such as the chance to negotiate a price down.** If you'd like guide on how to negotiate, please let us know.



Final message from the founder.

Estate agents often have a reputation for overvaluing homes to win business, tying sellers into long contracts, and later suggesting significant price changes, blaming the market. At Bayzos, we're working hard to change that.

We're committed to full transparency in how your property is performing, and our no tie-in policy ensures we stay proactive rather than reactive. That's how we've become number one for properties sold subject to contract (STC) in the areas we cover. The only difference between properties we've sold and those still on the market is how potential buyers have responded.

We're **always looking for ways to improve** the chances of achieving the best possible price for your property.

Got any ideas? Please share them – gary@bayzos.co.uk

Good luck with your sale!



- GARY (FOUNDER) &
THE BAYZOS TEAM