

A large, stylized green key graphic is positioned diagonally across the right side of the page. The key is oriented vertically, with the head at the bottom and the shaft extending towards the top right. The head of the key is a large, rounded shape with a dark blue circular hole in the center. The shaft is a narrower, rectangular shape that tapers slightly towards the top. The background is a dark blue color.

a guide for
property sellers

Key facts to consider when selling a property

The initial step – choosing the correct agent

When looking to sell, owners are understandably unsure about which firm of estate agents to trust when selling their home.

Owners would be well advised to look for the following criteria to ensure a smooth sale – after all it is the seller who employs an estate agent.



- Company reputation and integrity.
- Personal recommendations.
- In-depth knowledge of local area and market.
- Professional dedicated and experienced members of staff with an established track record in the area.
- Membership of both the National Association of Estate Agents (NAEA) and of The Property Ombudsman (TPO).
- Sensible and accurate advice on all aspects of your property and local market conditions.
- General presentation skills especially with regards to property particulars and advertising.
- Mature trustworthy staff.
- Regular feedback to ensure all parties are kept informed of the selling/buying process.
- Client testimonials on service (for example AllAgents.co.uk).

On choosing your agent, by law the agent must confirm in writing their terms and conditions of engagement and fees before marketing commences. It is our experience that the majority of agents will ask you to sign an agency agreement giving them a sole agency period of up to 12 weeks. This can be detrimental to your ability to sell the property so it is our advice not to sign for longer than 3-4 weeks. This allows you to make changes should the agent you have chosen not produce the result you are looking for. You need to be aware that some agents will require you to give them two weeks or more notice in writing if you wish to terminate the sole agency after this initial period.



Seek the local, professional estate agent who has expert knowledge of the market and who can offer a personalised appraisal; they should have a proven track record and an established reputation. Such agents are committed to achieving the best possible price for you. Aggressive agents using “hard sell” tactics can, and often do, lead to sales falling through and are effectively not working for you, the client. Agents should adhere to the strict code of conduct as detailed by the industry bodies such as the National Association of Estate Agents and The Property Ombudsman scheme.

a guide for property sellers

What to expect from a professional firm of estate agents

- To accurately assess the market value of the property supported with comparable evidence and ensure its maximum price is achieved.
- To advise the owner on current trends and the best way to market their property.
- To produce a professional set of property particulars including floor plans, colour photos, a full honest description and an EPC (Energy Performance Certificate)
- To broadly advertise the property in local publications, national press and on the internet.
- To carry out accompanied viewings at all times and provide feedback on all viewings and market conditions.
- To advise of any and all offers at the earliest opportunity to be followed up with a written confirmation of the offer.
- Qualify all potential purchasers in terms of their ability to buy, perceived timescales and advise the owners on the applicant's suitability.
- Liaise with solicitors handling the conveyancing process and to aid that process where possible.
- Co-ordinate and process the sale to their best ability.
- Organise surveyors and mortgage valuation visits and ensure these are carried out quickly and efficiently.
- Ensure that the day of completion runs smoothly.
- To use knowledge and expertise to facilitate a stress free move.
- To recommend other local, property professionals such as solicitors, surveyors, mortgage brokers etc.

Once you have chosen the agent, what should you expect?

Once you have chosen an estate agent they should immediately do the following:

- Set about measuring and photographing the property in order to produce a quality set of property particulars. Two sets of details along with a property questionnaire and an agency agreement should be provided for your approval and signature.
- All members of the sales team should inspect the property in order to effectively convey your home to potential buyers.
- Erect a for sale board outside your property (if requested to do so) and where applicable advertise on the board the type of property for sale.
- Contact prospective buyers on the mailing list and accompany all viewings that arise.
- Publish the details on their website and other property portals.
- Organise any advertising if applicable.
- Provide constant feedback from all viewings and advise on all and any offers in writing as soon as possible.
- Qualify any buyer putting forward an offer in terms of ability to purchase.



