

# A Guide for Selling with

**O'Connell**  
PROPERTY AGENTS



GUIDE FOR HOME SELLERS





# Thinking of moving?

Can we help you move? If you are thinking of moving, we would love to help.  
Remember our advice is not just FREE, it is also invaluable!

Gloucester: 01452 387 437 | Cheltenham: 01242 506 550 | Tewkesbury: 01684 367 000

Head Office: 20 Worcester Street, Gloucester, GL1 3AA





Your reason for moving may vary, it could be that you want to move to a specific new location, a bigger home, a smaller home, a fixer-upper but selling your home can be extremely daunting.

Some sellers do not know where to begin and perhaps you're in a rush to sell, perhaps you're only just thinking about selling your house .

Whatever your unique and specific circumstances, we've created this guide to help you prepare to sell your home.



# 1 Prepare your home

You want to make sure that potential buyers see your home in the best possible condition to boost interest, ensure a faster sale and of course, secure the highest value possible!

People viewing your house must be able to envision themselves living there so cleaning, tidying, decluttering and repairing your house will make sure that viewers can do the above, but also frame your house as move -in ready!

If you're thinking of selling in the distant future, there are many upgrades you can do to your home to increase its value! Updating your kitchen, decorating and even changing your carpets are just some of the simple things you can do that could add value to your home.



# 2.

# Choosing the best Estate Agent for the job!

The process of listing to selling normally takes up to 4 months but it could take longer depending on a plethora of factors so it's important that you and your agent get along well.

Some things to consider when choosing your agent; Online agent or traditional agency?

Traditional agencies handle everything and have a physical office you can visit. They will charge a commission on the sale. Online agencies aren't as commonly used locally, don't have an office you can pop in to but will charge a fee upfront to list and advertise your property.



# Experience and local knowledge

Is the agent experienced in selling homes specifically like yours? An agent selling similar homes will understand how to best market that type of property. Some agents specialise in the top end market, some specialise in rural properties. It is worth checking.





# Compare fees of agents and find out what services each one offers.

Do they have any additional fees on top of that such as withdrawing a house? Many agents charge extra from additions such as video marketing, marketing on all property portals and social media marketing. Always check as At O'Connell Property Agents it is all included!



# Reviews

Read reviews wherever you can find them, it will give you a good indication of what your experience will be like. You can also ask neighbours, friends and family who have sold a property before which agent they worked with and what their experience was like.



# COVID-19 compliance

Find out what rules your agent is currently practising, from viewing arrangements to wearing PPE and how this will affect your sale.



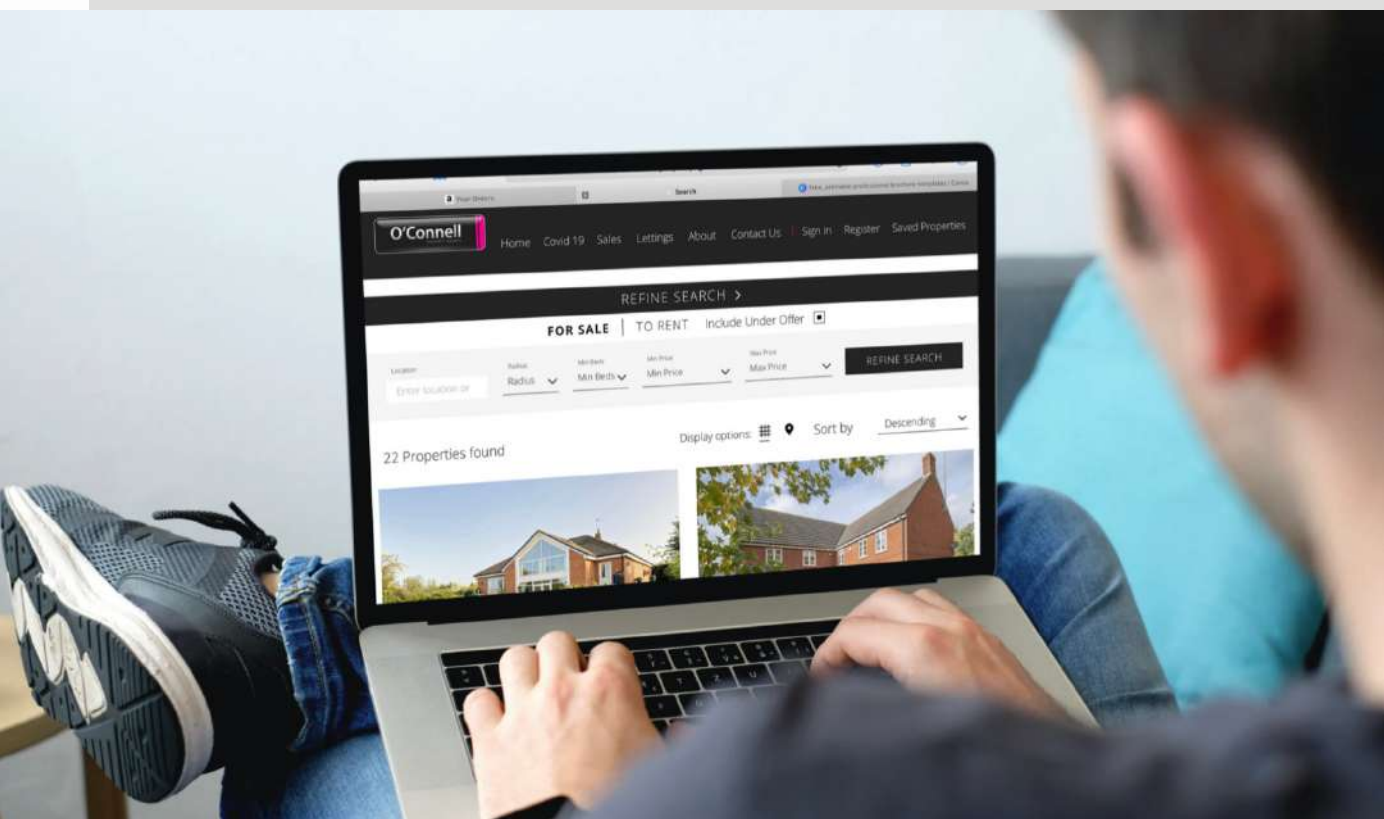


# 3. Set the right price!

The pricing of your home can have a big effect on the interest that your property generates, how quickly buyers put in offers and how quickly it sells.

This is where a great agent comes in as they will talk to you about their pricing strategy for your home. Online valuations can give you a rough idea but a real valuation is where you can find out the true value of your home.

A good estate agent will also show you comparable properties and be able to explain how the price of your home. Plus they can also advise you anything you can do to help get the best possible price!



# The costs involved with selling

## 4 Conveyancing Fees

A conveyancer deals with the legal transfer of property between buyers and sellers.

Your conveyancer should be instructed as soon as you decide to sell your property. The cost of conveyancing fees will depend on the value of your home. Ask your estate agent to help you get a few quotes.

## Estate agency fees

Before you hire an agent, it is a good idea to do some research. Compare fees and ask your potential choice of agents about the fees involved with selling. Also, check what is included with the fee.

Agents do offer different levels of marketing



## Energy Performance Certificates(EPC)

In England, Wales and Northern Ireland, you must have an EPC before you list your home. This contains information about the energy-efficiency of the home and the typical energy costs. Your estate agent can help you arrange for a chartered surveyor to complete a home report for you. Energy Performance Certificates(EPC) Costs so don't forget to put it in your budget for the cost of moving.

## Removals

Get a few quotes from moving companies online and check out their Covid-19 safety policies to see if this will affect your move.



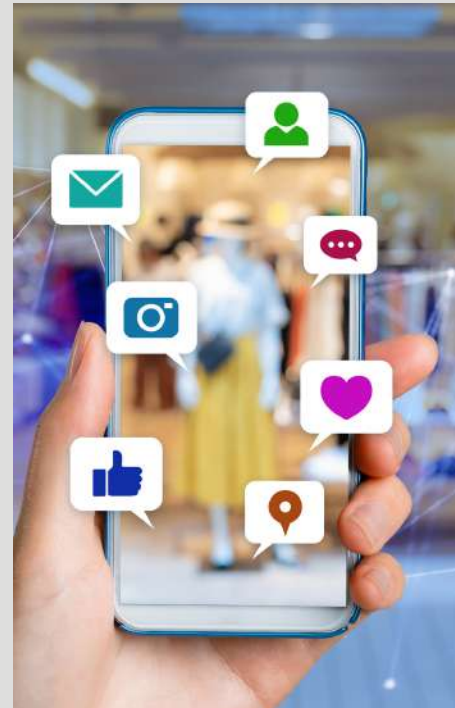


# Putting your property on the market

5.

Once you've hired an agent, they will visit your property to measure, gather information, take photos and create a video tour all for advertising purposes. Some marketing tools they might use include - Photos, Video marketing, Floorplans, Brochure Features, a "For Sale" sign, The agent's existing database, Social Media including Facebook & Instagram, Property Portals

Please always check your agents marketing plans, as dont assume they all do the same thing....some agents are NOT on Rightmove, at O'Connell Property Agents we include everything and do ALL



# 6

## Viewings

• Does your estate agents accompany all the viewings and do they actually have the capacity to do so? It's quite important as it's a busy market and buyers don't like to be left waiting!

During Covid restrictions, you will need to go out for viewings. It is always advisable to leave an upstairs window open for airflow. Remember to make sure your home looks at its best, so make sure beds are neatly made, kids toys are popped away and the kitchen is clean and tidy.

Your estate agent should follow up with viewing feedback so you know how the viewing went.



# Accepting an Offer



When considering an offer, think about other things that impact the sale, not just the cash value.

- Take some time to think about how the offer will affect the selling process, like;
- What is the buyers financial status, how will this affect the timeline of the sale?
- Is the buyer in a chain or are they someone who can pay immediately?
- Do you need to accept the offer, are you in a rush to sell?
- Are you willing to wait for a higher offer?







# Thinking of moving?

Can we help you move? If you are thinking of moving, we would love to help.  
Remember our advice is not just FREE, it is also invaluable!

Gloucester: 01452 387 437 | Cheltenham: 01242 506 550 | Tewkesbury: 01684 367 000

Head Office: 20 Worcester Street, Gloucester, GL1 3AA

# O'Connell

PROPERTY AGENTS

[CONTACT US NOW](#)