

GUIDE TO.....

4 MAIN FACTORS THAT INFLUENCE THE PRICE OF YOUR PROPERTY



The essential
guide on
which factors
influence the
price of your
home.





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INTRODUCTION:

Getting the pricing right for your property is one of the areas where a good agent can add significant value.

Getting the pricing wrong can result in you losing money or buyers! For example, if you overprice your home and it doesn't sell, you'll then have to reduce the price to generate interest, which could raise alarm bells for potential buyers.

Additionally, if you price your home too low, you risk losing money by not achieving the best possible price and if you increased the price once you've already listed, it creates distrust among potential buyers.

The best price at which you should list your home is a combination of many factors which will create the best pricing strategy for your property at the time of listing.





1. YOUR MOTIVATION WHEN SELLING

Your motivation for selling will affect part of the pricing. If you are in a rush to sell, you will price the property lower in the hopes of selling it faster, or if you're happy to wait for the right buyer you might price a little higher.





2. RECENT PROPERTIES SOLD FOR

Knowing what comparable properties in your area have sold for will guide you on a benchmark figure for your property. Of course the property price will still need to take other factors into consideration but its a great jump off point. It will also give you an indication of the level of interest that buyers have in your neighbourhood





3. THE WIDER MARKET AND ECONOMY

People are still cautious when it comes to spending such a large amount of money especially when there is a lack of confidence in the economy caused by, for example, the variety of views on Brexit. This results in people waiting rather than buying right away. They want to see how things unfold.

However, with the still historically low interest rates available for mortgages, you might believe that this is actually a good time to buy and sell.

The economy will also influence the number of newly built properties coming on to the market which may cause a shortage and therefore drive up the price of homes on the market.





4. MOTIVATION OF THE BUYER

The number of available buyers will impact the actual price that you will achieve when selling your home.

If you have multiple buyers interested, you will create competition and achieve a higher price because you could ask each buyer to offer their best price.

Their timeline also impacts the price that they will pay, a shorter timeline means less time to look around or negotiate





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The Walters Way!

At Walters, we simply have one goal – to help you sell your home in a straightforward and stress-free way, securing you the best possible price.

Selling a property doesn't need to be complicated and we are confident that we have the best team in place to move your sale forward positively and professionally. We look after you every step of the way, helping you make a move in the right direction.

Our Team manages every detail of the sales process – from the day the property goes on the market, to the day the sale is completed. However, we never forget that property is all about people too, and that you want to feel involved and informed. That's our approach and it's what we believe makes Walters different.



Marketing

“Our aim is to give you an opportunity to have some control in the marketing of your home”.

So, we decided that we didn't want to tell you how we should market your home - you know it better than us: you know which features attracted you to the property, you also know the local residents and what local people want and the mediums they use.

So, we have created a service offering which is, in our opinion, far greater than any other agent. It is also flexible and allows you to add in additional services if you deem them important”.



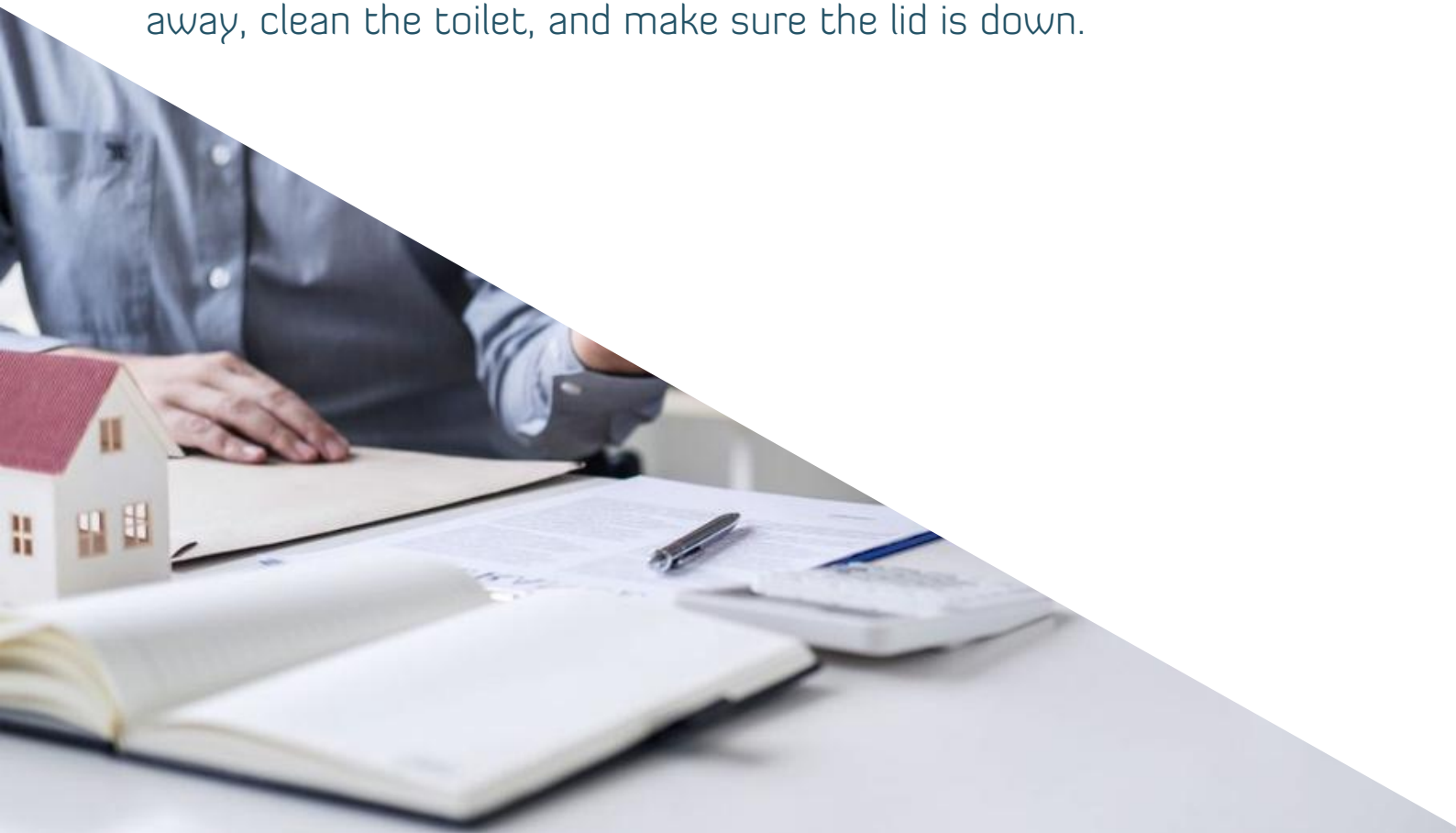
Getting it ready to sell...

First impressions really do count. We have seen a great number of houses in our time, so we have compiled a list of handy tips to make your home stand out from the crowd.

Tidy the front garden, mend the gate, trim the hedges, and weed the flowers beds.

Make those minor repairs - fix that dripping tap, replace mouldy grout, repaint the cracks, replace the doors on cupboards that are broken, turn on the lights, open all the doors, and replace any lightbulbs that aren't working.

Kitchens and bathrooms are key rooms – clearing the surfaces will make them look larger. Do the washing up, put your laundry away, clean the toilet, and make sure the lid is down.





FAMILY

IS A GIFT THAT LASTS FOREVER

GIVE THEM THE HOME THEY DESERVE

Our award-winning Team are with you from the beginning. Our Valuer will visit your property and work with the office team to put a marketing strategy in place. They will then guide you through any interest, negotiate offers and then progress your sale all the way through, from when you accept an offer, to completion day.

As a local high street agent, our team of property professionals are here to help seven days a week, maximising interest and ensure we achieve the best possible outcome.



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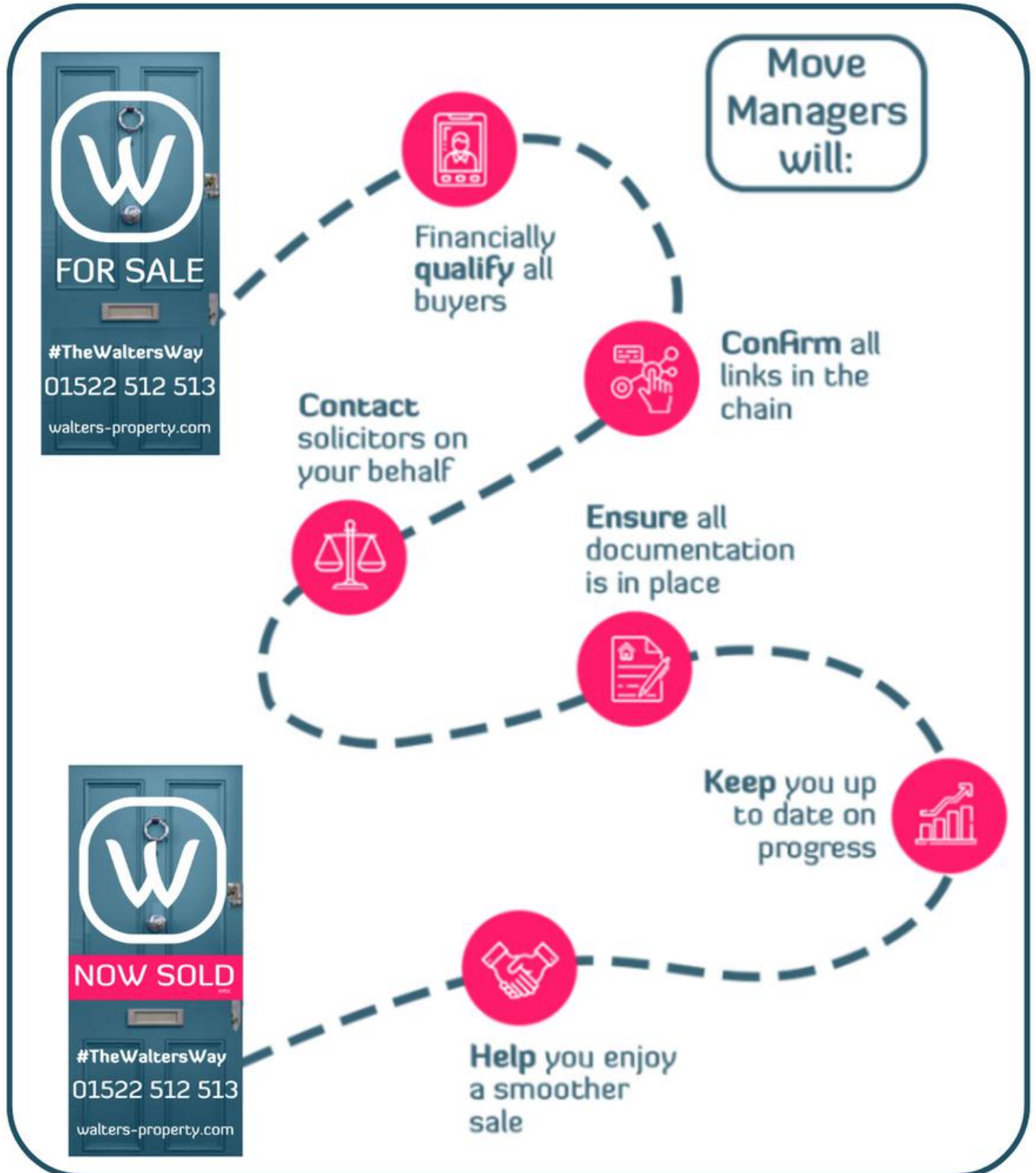
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End-to-end property experts

The selling journey and milestones.



Notes and Actions

Two months to go...

- Talk to a van hire or removals company to get initial feedback and quotes.
- Buy your boxes, packing, and storage supplies.
- Start sorting out your belongings. Get rid/donate things you don't need.
- Begin packing non-essential items.
- Do you need kennels or a cattery for the move? Book it in advance.
- Think about putting items of excess furniture into storage until you've settled in.

One month to go...

- If you're moving a long way, get your car serviced and tyres checked well before the trip.
- Register with local Doctors and Dentists if you are moving to a new area.
- Inform your local council of your change of address and cancel council tax payments.
- Inform your phone and internet providers of your change of address.
- Update the DVLA.
- Notify your bank of your change of address.
- Inform Inland Revenue.
- Update your insurance providers, ensure you have home insurance sorted for the day you move in.
- Confirm your moving arrangements with moving firms.
- Start putting items you don't use every day into boxes and label them.
- Arrange for someone to look after the children and pets If possible.

Could some of those items go into longer term storage to free up more room in your new home?

Two weeks to go...

- Let people know about your change of address, including friends, online shops, mail order, milk, newspapers, and magazine subscriptions.
- Clean your house as you pack.
- Organise your mail to be re-directed for at least three months.



Notes and Actions

One week to go...

- Confirm with your solicitor and estate agents that the move is going to plan.
- Notify TV Licensing of your new address.
- Make sure your packing is nearing completion - double-check the loft & garage.
- Ask your neighbours to make sure there is room outside your home for the removal van.
- Empty and defrost / dry out your fridge / freezer.
- Clear out your kitchen cupboards.
- Work out the moving route.
- Remind friends and family you'll need a hand next week.
- Pack valuables and important documents in a safe place to take in the car with you.

The day before...

- Charge your mobile phone.
- Put everything practical you'll need to one side in a clearly marked box, tape measure, extension lead, step ladder etc.
- Get a box of first night essentials together.
- Collect your hire van or confirm tomorrow's schedule with your removal firm.
- Move all your packed boxes into a downstairs room if needed.

Things to do on moving day...

- Record all utility meter readings for Water, Electricity, and Gas. Take a photo of the meter and let your providers know you are moving today.
- Strip the beds, curtains, and pack into clearly marked bags.
- Check the bathrooms for toiletries.

Loading the van...

- Instruct your movers on what is moving and what is not.
- Check everywhere and do a final house clean.
- Leave all the sets of keys as arranged for the new owners.

Say goodbye and then hello to your new home.



Notes and Actions





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