



The essential
guide on
how to
market your
property.





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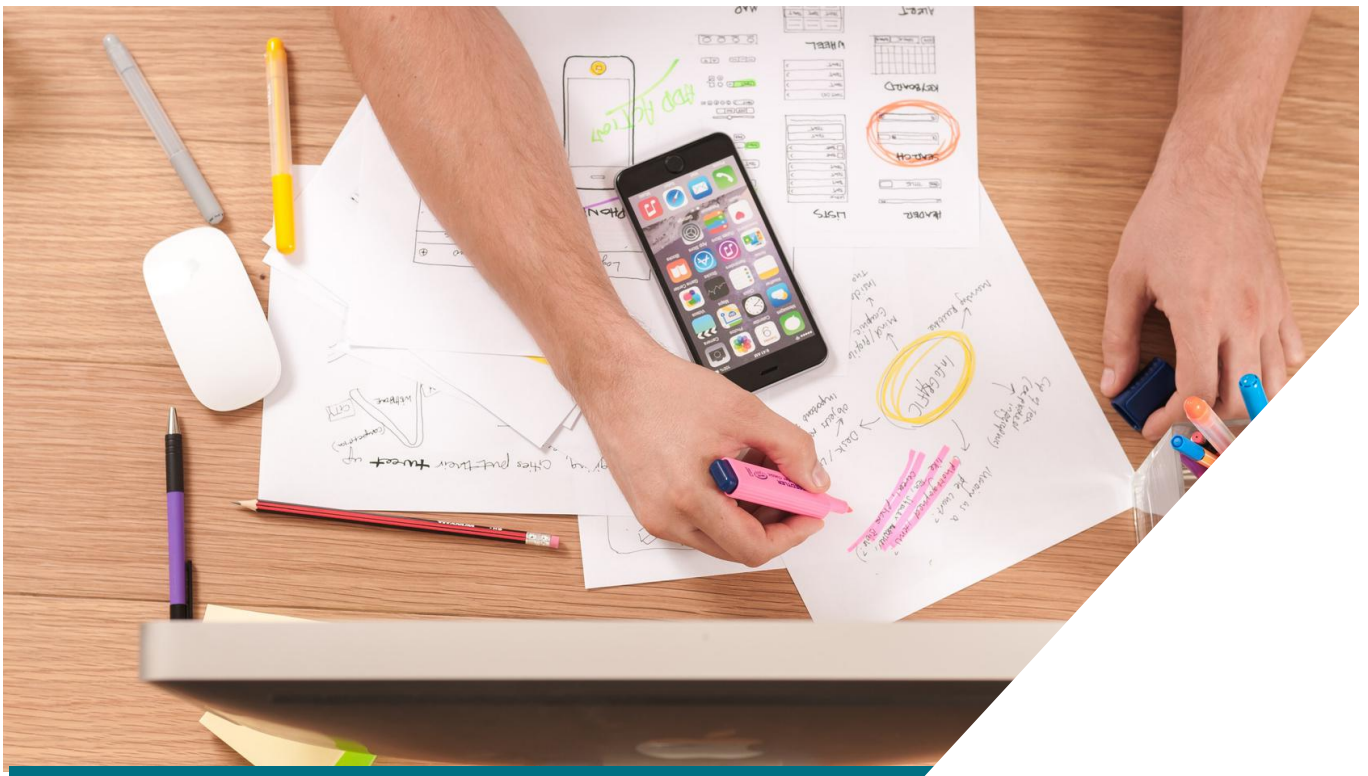


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INTRODUCTION: HOW TO MARKET YOUR PROPERTY

When it comes to selling your property its all good and well renovating, doing some maintenance and staging your property well but these things mean nothing when people aren't aware of your property, that is is for sale or coming to view it!

Its important to speak to your estate agent about what type of marketing they will do and whether or not those fees are already included or not.





1. PHOTOS

Potential buyers have looked through countless houses, property portals and social media listings, making sure that your photos are high quality, crisp and well lit will make an impression on them and make them remember your home!

The right photos can illustrate to potential buyers how they could live in your property and show them what their life could be like in the future should they choose your home.

Consider even using drone photography to give people a better impression of the exterior space and neighbourhood!





2. VIDEOS

Video brings anything to life as you get a 3D impression of the space!

Video is also massively popular on social media so it is definitely something that you should include in your marketing and selling process!





3. FLOOR PLANS

Floor plans allow people to see everything that you have shown them in a simplified birds eye view. This allows them to plan their lifestyle in your home and imagine themselves in the space!

Perhaps there is a nook that was overlooked in photos and videos because to us it seems unimportant, but a potential buyer has been looking for that exact nook to develop a reading space, or safely display their valuable collectors items.





4. FLYERS

Imagine your house as a product, a product needs a brochure to show it off and highlight its best attributes while also telling a story, how it might benefit the future buyer and other details that potential buyers need to know but might not be the most exciting thing to talk about!

These brochures can be emailed or posted to your estate agent's database.





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5. EMAIL

Agents should all have their own buyers database. These emails are captured from their personal lead generating efforts. They will include people who are actively looking to buy to move, buy to let, buy a holiday home or a retirement home.



6. FOR SALE SIGNS

Don't underestimate how powerful a 'for sale' sign could be on your front lawn. People who see that already know the area and have had a peep at your home!

Perhaps it could entice someone nearby who hadn't actively thought of moving, but would now like to.





7. PRINT MEDIA

Don't neglect print media such as local newspapers, magazines. Listing in such places will attract more local buyers.





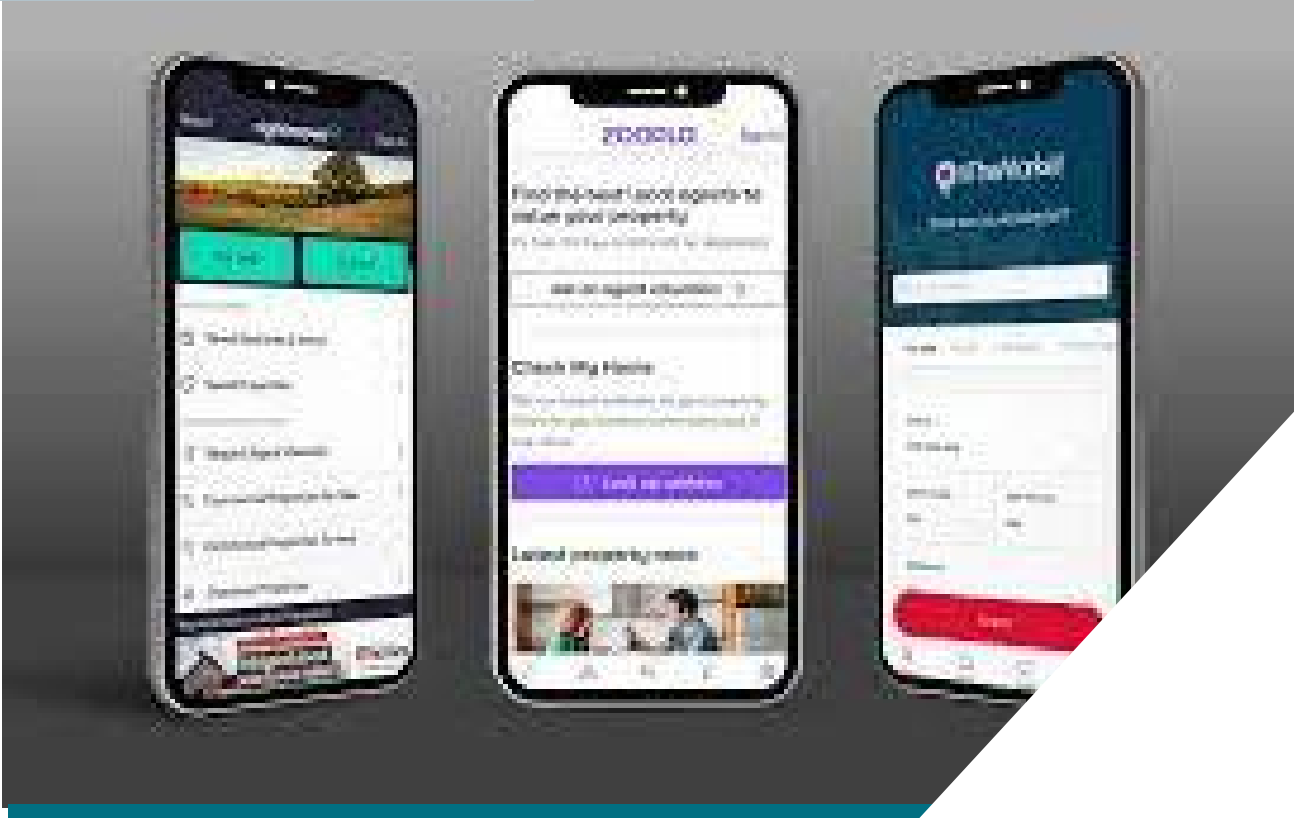
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8. ONLINE PORTALS

Listing on major online portals shows a level of credibility to your sale. Consider portals such as Rightmove and Zoopla. It is also where people who are actively looking to buy will go so its key that those people are aware of your property.





9. SOCIAL MEDIA

Social media is fast becoming a key tool in marketing and selling property. Ensure that your property is posted on your agent's social media platforms and that they are using targeted social media advertising to reach the right demographic in the right location that might want to buy your property.





10. FACE TO FACE

Ensure that you, your agent and friends and family are speaking to other people about your property. We never know who's friend, client, mother in law or colleague might be looking to purchase and they could refer your property.





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11. OPEN HOUSES

When possible, it's definitely a good idea to have an open house. This allows people to experience the space for themselves, first hand and imagine their lives in the space. It gives them opportunity to see and notice things that would have been lost on photos or videos, like what high ceilings feel like, the warmth of the light coming from the window, or the sound of birds in the backyard.

If in person viewings are not possible, ensure a virtual viewing is available as these have also proven to be successful on social media.





12. NETWORKING

Network organisations can offer bigger and better exposure. If your agent is a member of a networking organisation they might have unique value that they can add to the marketing process that isn't readily available to all other agents.



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”.



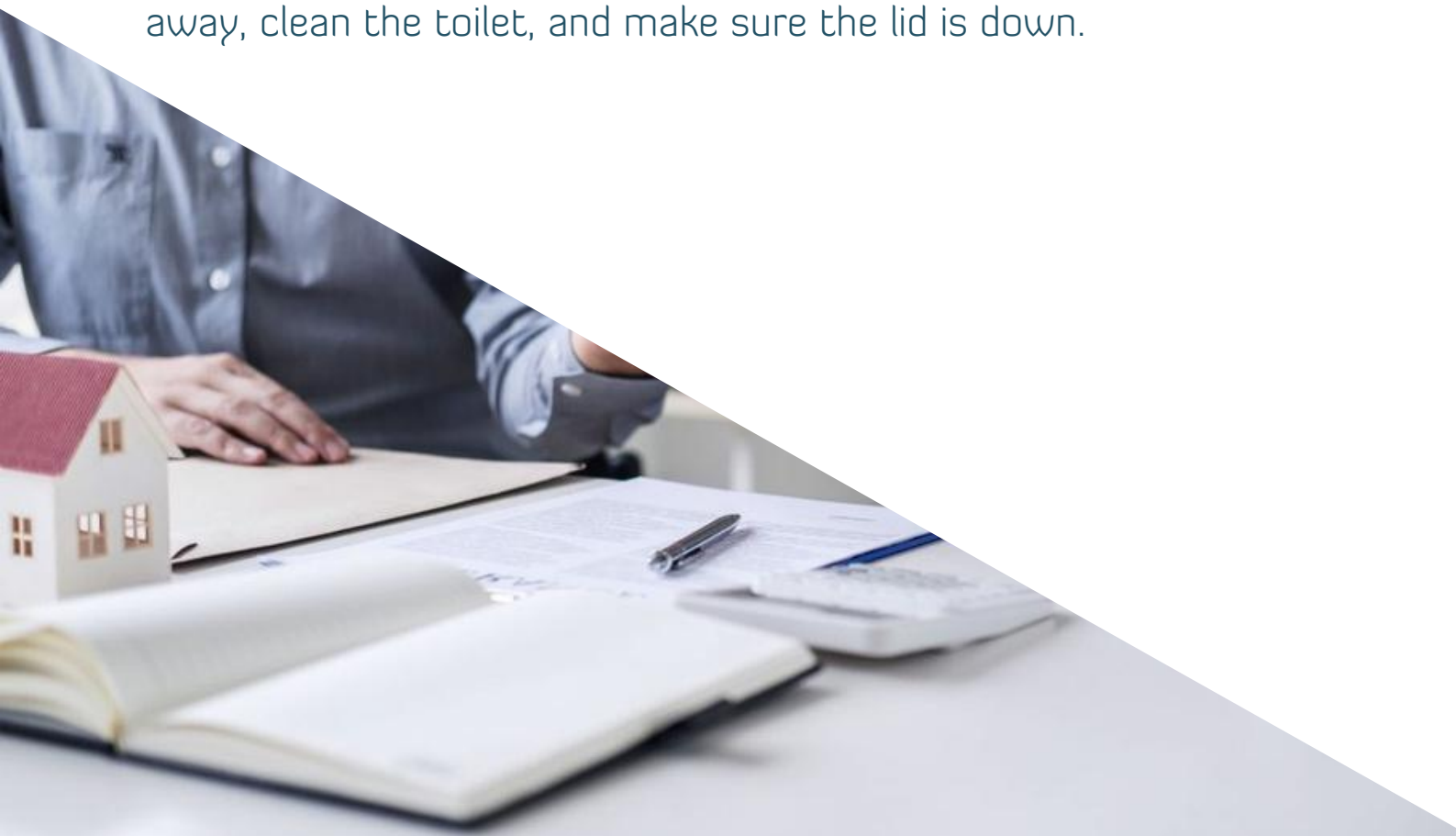
Getting it ready to sell...

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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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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