



GUIDE TO.....

EVERYTHING YOU NEED TO  
KNOW ABOUT CHOOSING AN  
ESTATE AGENT



The essential  
guide on  
Everything  
You Need To  
Know About  
Choosing An  
Estate Agent.





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# INTRODUCTION: CHOOSING AN ESTATE AGENT

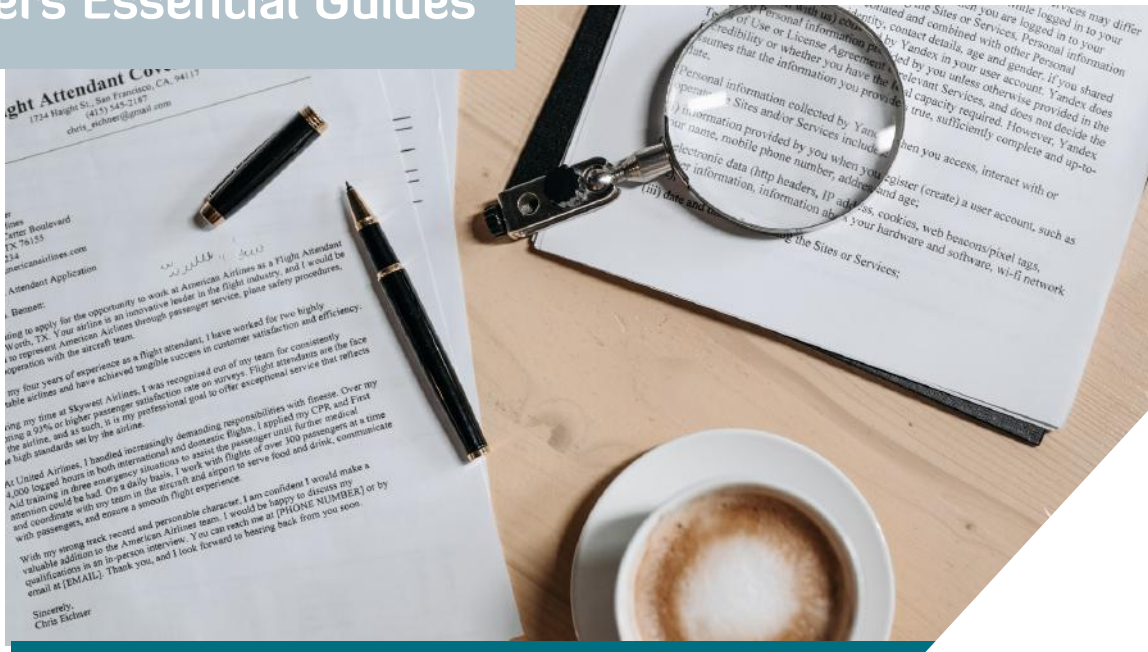
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Once you have decided to sell your home, one of the first steps to take is to choose an estate agent that is trustworthy and will look after everything for you while still achieving the best price.

Often it feels like they all claim to be the best, offer the best solutions, achieve the best prices. A good estate agent will take all the stress out of selling or buying a property. So how do you find someone who will actually do that? Here are some tips to help you make that decision!



# Walters Essential Guides



## 1. RESEARCH

Ask for referrals:

Ask your friends and family if they have any recommendations. They will give you true honest feedback about their experiences. And if they had a good experience and achieved a good price, your search could very well be over before it even started, or you will know exactly which agent to steer clear of.

Does Your House Have A Niche?

Does the agent you might want to work with have experience in selling a property like yours?

Fees

Don't consider fees in isolation, factor in customer service, efficiency and ask whether the marketing of the property is included as well. Always request a full breakdown of costs.





# 1. RESEARCH (Continued)

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### Ask About Marketing:

Always find out how your estate agent will market your property. Find out which digital platforms they use, how do they plan on making your property more visible and stand out on these platforms, do they also advertise in print media, and do they use social media and social media advertising?

### Formalities

Ask them about their qualifications and experience.

It is also important to ask if they are a member of a redress scheme to ensure they provide a fair, impartial and independent service. This means that you could be compensated for financial loss and/or aggravation, distress and inconvenience. They are there for your protection.





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## 2. OVER-VALUATIONS

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Its best to choose an estate agent who knows your local area and understands the market of that particular area so that they have a clear understanding of how much your property is worth. A sure way to know if your property is over valued is if you are receiving little to no interest or perhaps when you do receive offers, they are significantly less than what you listed for.

Overvaluing homes is becoming a concerning trend, often led by estate agents more interested in listing as many properties as possible rather than making actual sales. Such overvaluation harms homeowners, tempting them with unrealistically high prices only to advise price reductions later. The problem is your dream home might have sold by then.

Research from Which shows that overpriced properties linger on the market and eventually sell for less than those priced correctly from the start. Additionally, some estate agencies incentivise their staff to list properties rather than sell them, exacerbating the issue.







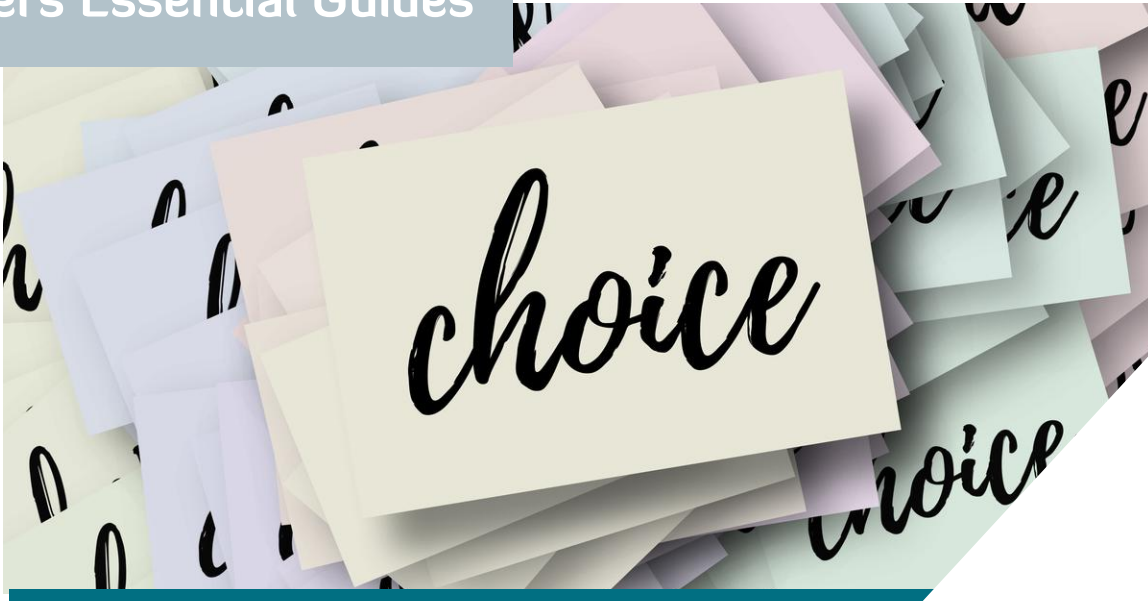
### 3. SHORTLIST AGENTS

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Once you have completed your research, its a good idea to shortlist around 3 estate agents and invite them individually to offer a valuation on your home.

Not only do you want an agency with a strong track record of success, but you also want one that is dedicated to ongoing professional development.





## 4. WHAT CAN THEY CAN OFFER?

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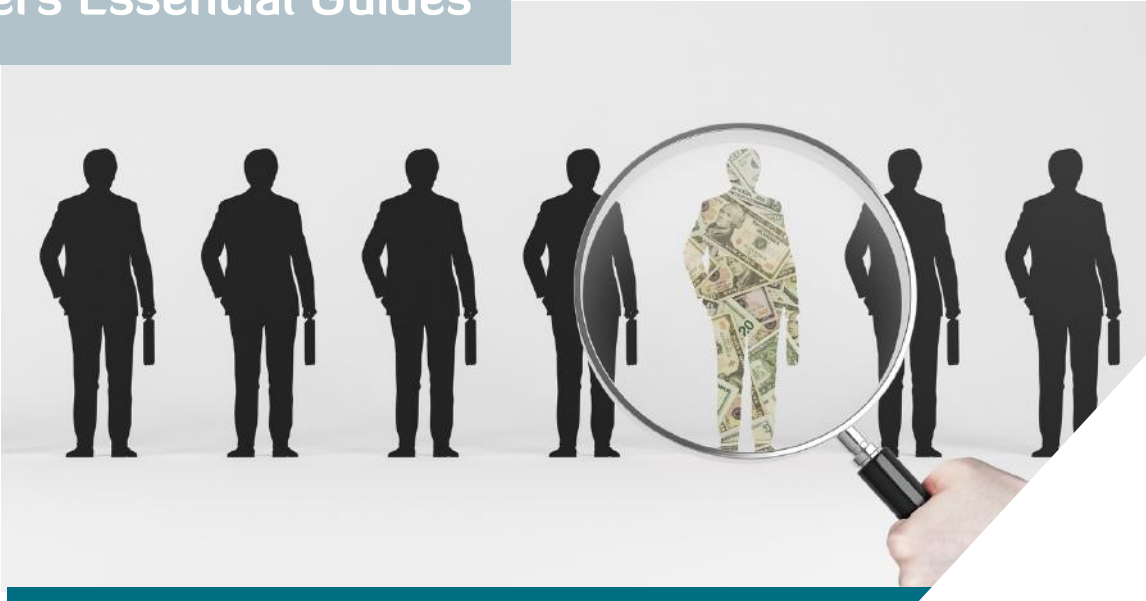
Each valuation will help you decide which agent you would like to work with, by shortlisting agents you have the opportunity to compare their services in action.

They should understand that selling your home can be a stressful and emotional experience, which is why we go above and beyond to make the process as smooth and seamless as possible.

Are they committed to ongoing professional development, we always developing their skills to use the latest technology to give your home the exposure it deserves.

Does their website and social media platforms reach a wide audience of potential buyers, and use top-of-the-line software to track and analyse market trends to get the best price for your home.





## 5. NATIONAL EXPOSURE

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Finding a buyer isn't just about getting lots of viewings at your home and listing on every portal. Its about finding serious buyers. This takes the work of a local estate agents who knows how to find these serious buyers not only locally but nationally as well since a lot of people who are moving are actually moving to different towns and cities.





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## 6. MARKETING

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### Property Magazines

Does your agent have affiliations or relationships with property and lifestyle magazines that could be used to market your property?

### Graphic Design

Does your agent have access to a design team or have the necessary skills to create professional promotional materials for your property?

### Video

Does your agent have access to someone who can generate high quality video content around your home or perhaps a virtual viewing?

### Electronic Magazines

Does your agent have access to electronic magazines that can be sent out in a targeted way to buyers in your area?

### Responsive Websites

Does your agent have a responsive website? Meaning it is easily viewed on desktop, tablets and mobile devices?





## 7. CONVEYANCING, REMOVALS AND MORTGAGE

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Choosing a good agent is about taking the stress out of buying and selling but also to help you choose a suitable mortgage and find an expert conveyancer. Your agent should also be able to help you with things like reputable moving companies.





## 8. SOLE AGENCY VS JOINT AGENCY

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**Sole Agency:** A Sole Agent is when one agent has “exclusive marketing rights” of the property in question. This will provide you with a more seamless marketing campaign, and perhaps lower commission fees.

**Joint Agency:** This is when two agents normally share the commission of the property. The benefits of opting for a Joint Agency sale is that you have two agents with access to a larger field of contacts, and may have larger market reach/coverage. However, the downside to opting for a Joint Agency is that there may be two adverts appearing under two different names and two separate sale signs - meaning that it could look a little desperate on the market.



# 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”.



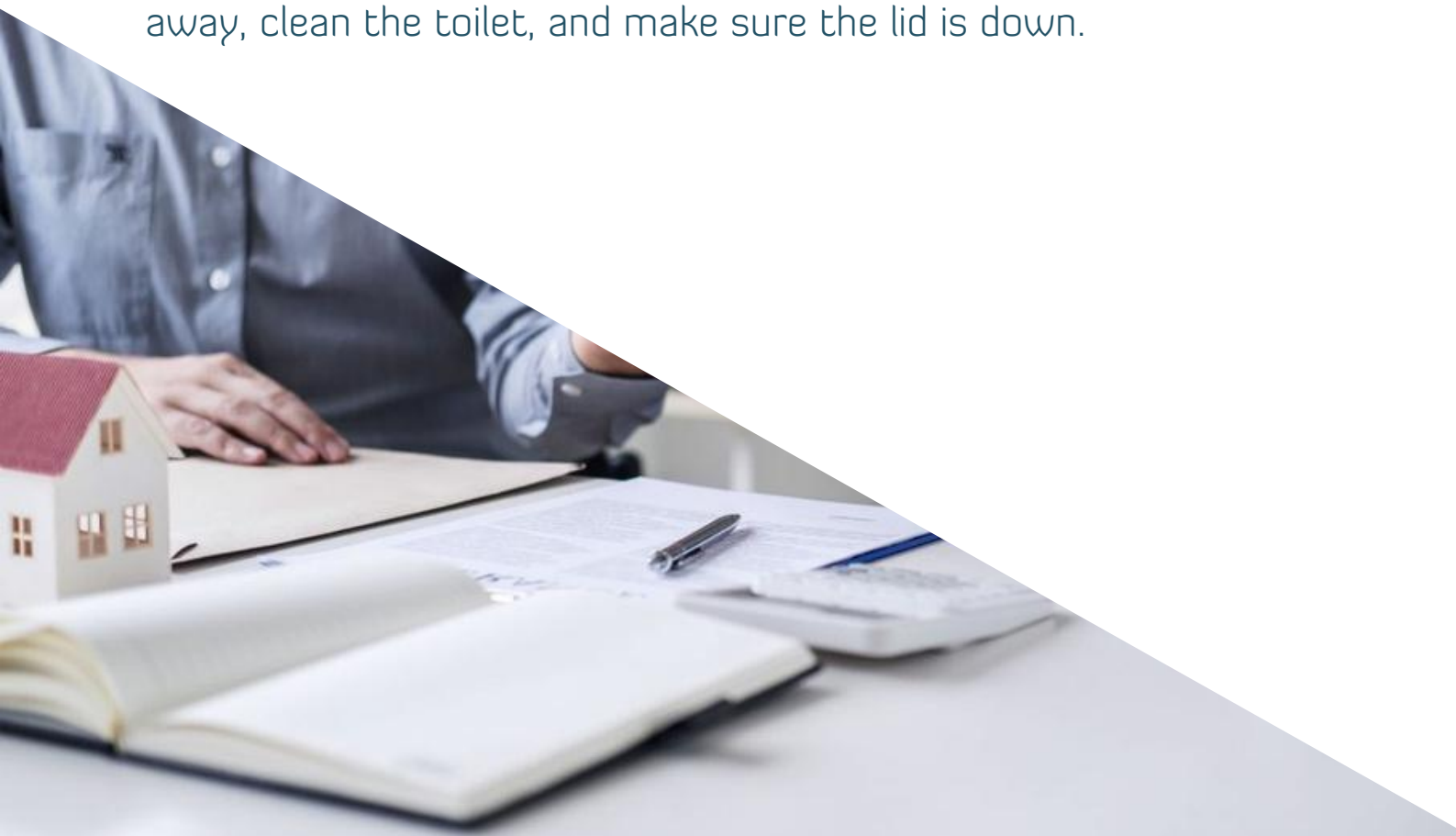
# Getting it ready to sell...

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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