



GUIDE TO.....

FIRST TIME SELLERS



The essential  
guide on how  
to sell your  
home if you're  
a first-time  
seller.





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# INTRODUCTION:

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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 for the first time can be extremely daunting! Especially because you might not know the processes and it can be a little overwhelming!

Perhaps you're in a rush to sell, perhaps you're only thinking about selling your house and will only list it in 6 months or a year!

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





# 1. PREPARE YOUR HOME

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You want to make sure that potential buyers see your house in the best possible condition in order 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! Modernising your kitchen, installing a heating system or even adding an extension like a small home office are great examples!





## 2. HIRING THE BEST ESTATE AGENT FOR THE JOB

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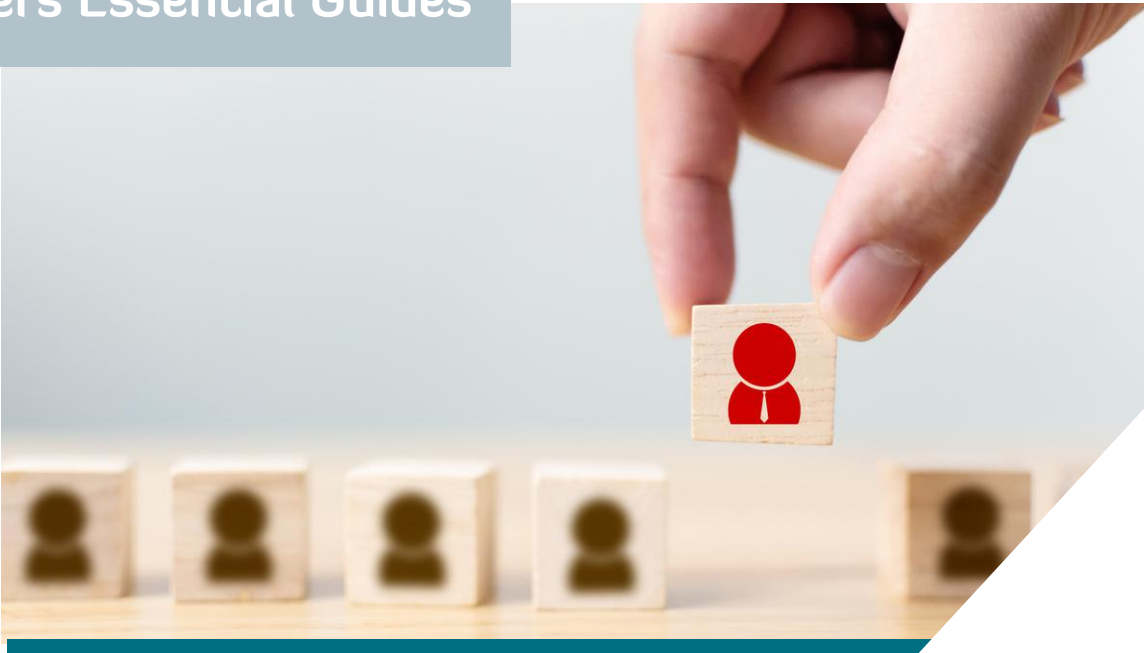
The process of hiring to selling normally takes up to 3 months but it could take longer depending on a plethora of factors so its important that you and your agent get along well.

Some things to consider when chosing 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, don't have an office you can pop in to but will charge a fee upfront to list and advertise your property.

- \_ Qualifications & Experience. Some agents aren't qualified, but might have more experience selling homes specifically like yours. An agent selling similar homes will understand how to best market that type of property.





- Professional memberships. Agents with professional memberships will constantly be updated with things like codes of conduct, government guidelines and more!
- 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? Lower fees might signal what is included in their service as a standard fee probably doesn't cover additional advertising services.
- Marketing! Find out what your agent will do to advertise your property. Are they using virtual Viewing tours? Where will your house be posted online? Do they only use digital advertising or traditional print media?
- Reviews on your agent. 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 property before which agent they worked with and what their experience was like.





### 3. SET THE RIGHT PRICE!

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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.

Consider getting an online valuation to get an indication of how much your home is worth, consider any properties in the area that have recently sold as well. After that you can speak to an agent and get an idea of what your property is likely to sell for.

Most agents can offer safe in-person valuations as well. However, this can be done remotely and doesn't need to be delayed.





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## 4. THE COSTS INVOLVED WITH SELLING

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### 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. You should expect to pay between 1.5% and 2.5% + VAT of the final selling price of your property on average.





### Energy Performance Certificates (EPC) or Home Reports

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.

In Scotland, sellers must have a Home Report, which contains a property questionnaire, a single survey and valuation, and an energy report. Your estate agent can help you arrange for a chartered surveyor to complete a home report for you.

### Moving Costs

Don't forget to budget for the cost of moving. Get a few quotes from moving companies online and check out their safety policies to see if this will affect your move.





## 5. PUTTING YOUR PROPERTY ON THE MARKET

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Once you've hired an agent, they might visit your property to measure, gather information and take photos all for advertising purposes. Some marketing tools they might use include

- professional Photos
- Virtual Tours, 3D Modelling or Professional Video
- Floorplans
- Brochure Features
- "For Sale" signs
- The agent's existing database
- Social Media
- Property Portals
- Hosting an open house





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## 6. VIEWINGS

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When you're ready for viewings you would have already prepared your home by cleaning, repairing and decluttering.

### Physical viewings

With physical viewings, your agent will most likely show the potential buyers around your home. This is normally best as they are professional, objective and can answer any questions. Its best to be removed from viewings to make potential buyers feel more comfortable.

### Virtual viewings

Virtual viewings offer a wide range of benefits such as being faster, safer, and can host more people than normal at the same time! Potential buyers can also revisit your property over and over, on their own time.





## 7. ACCEPTING AN OFFER

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

Take some time to think 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?



# 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”.



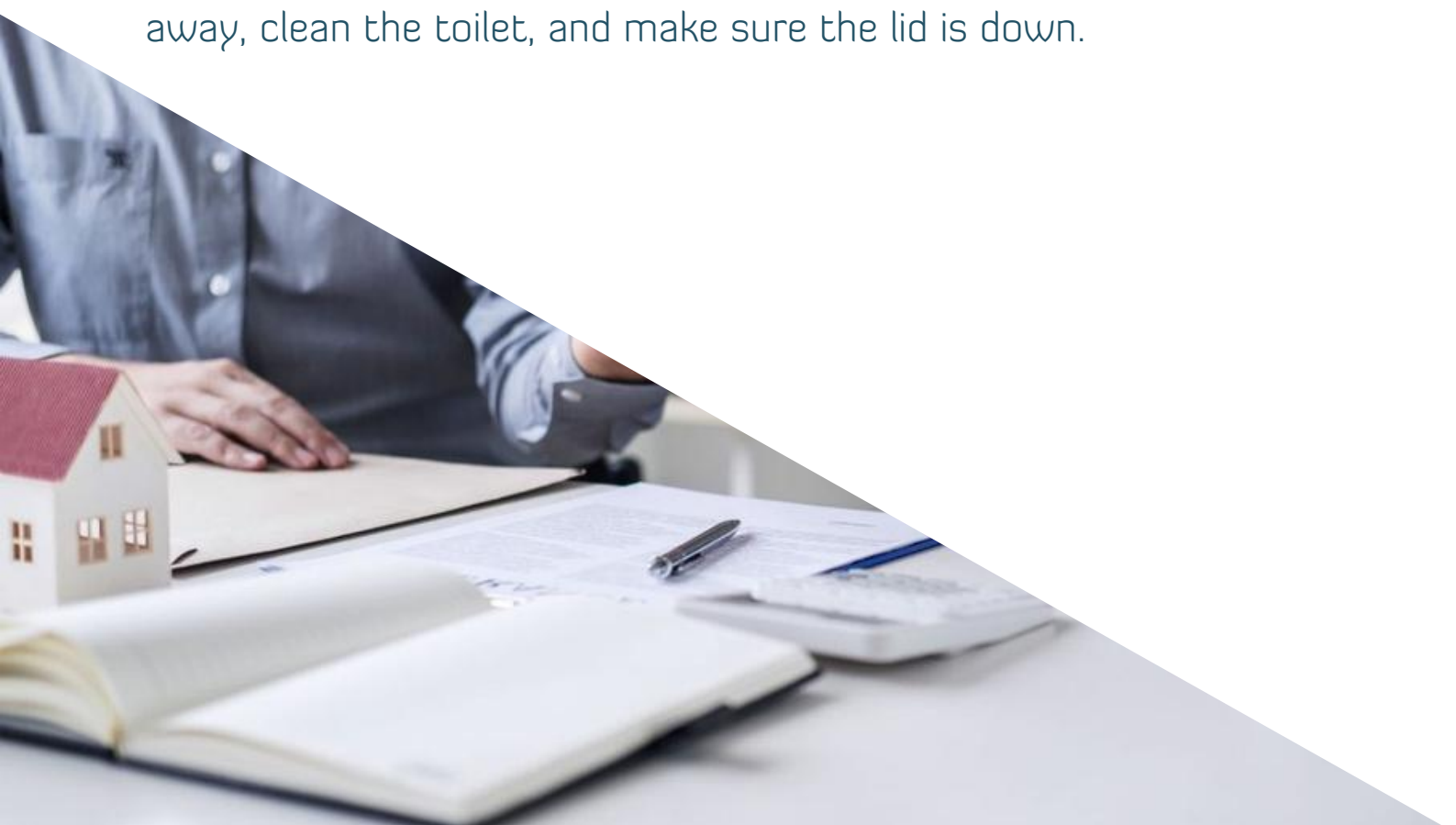
# Getting it ready to sell...

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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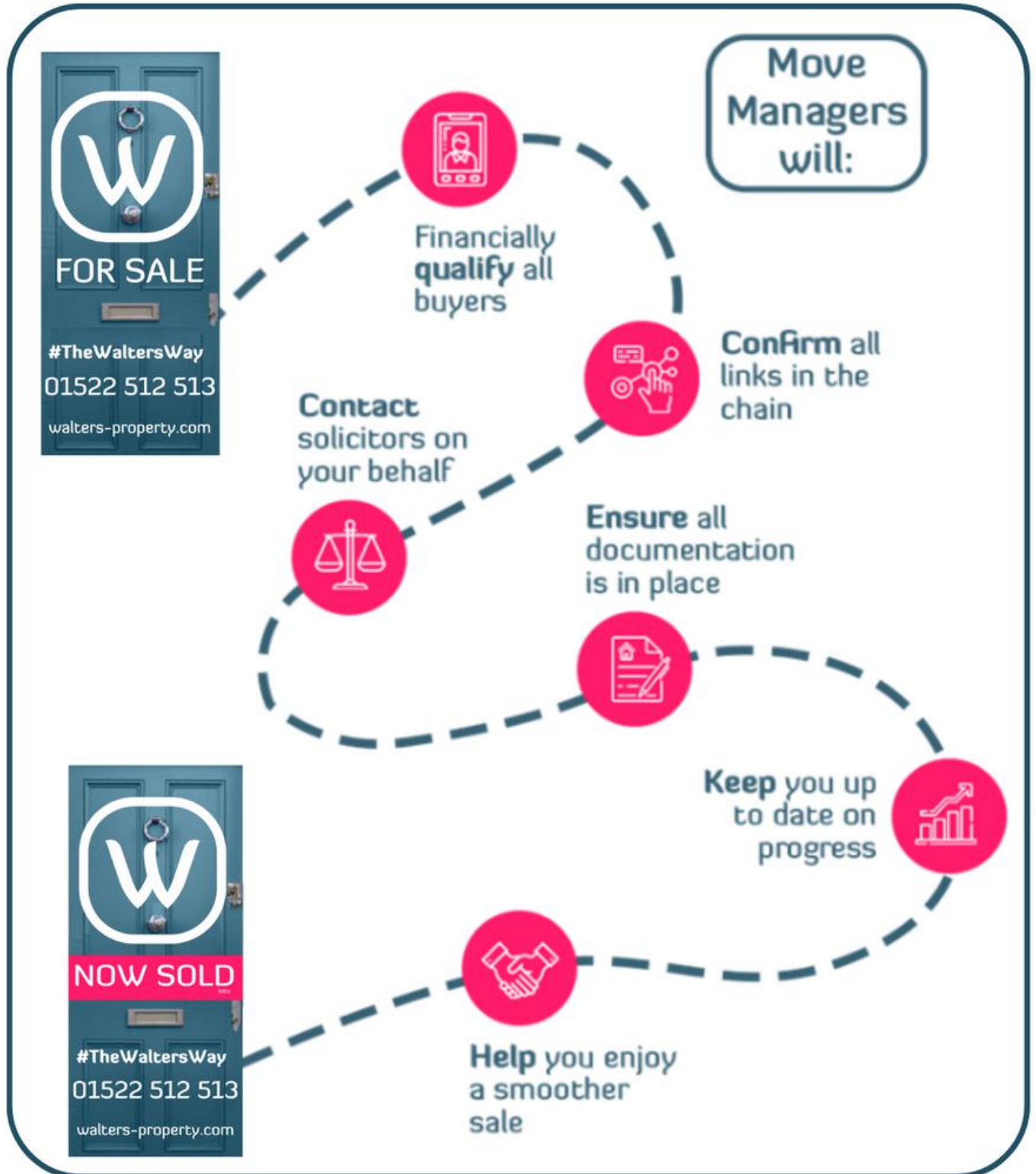
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End-to-end property experts

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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