



MARTIN&CO

Guide to Selling **Your Property** in Scotland





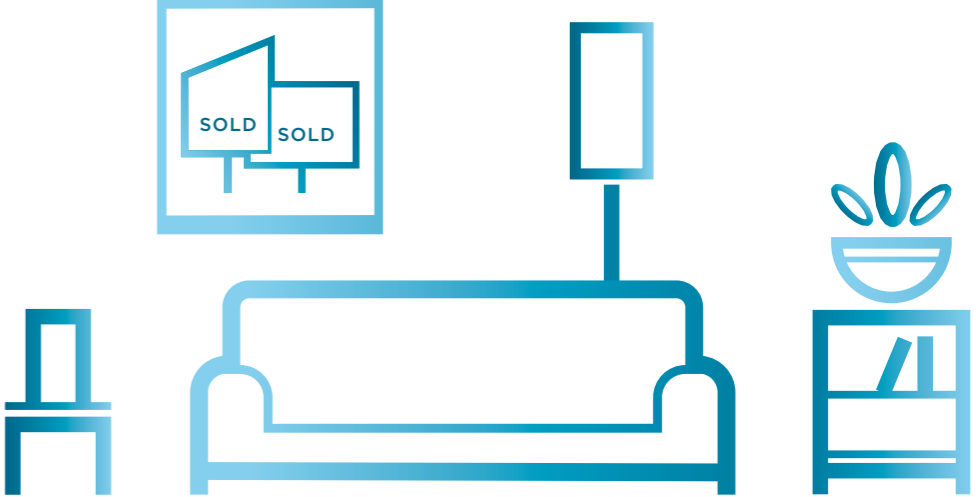
Welcome to Martin & Co

We are the property professionals, a national network of independently owned property agents. Each of these businesses has been built with pride, on personal service, local knowledge and investment expertise.

As one of the largest networks of estate agents in the UK, Martin & Co has got the experience and expertise to help you sell your property in the right time frame for the best price.

We provide the benefit of teams with local knowledge and experience of selling properties in your area, combined with a nationwide reach that gives you a wide pool of prospective buyers.

We can help you at every step of the way, from marketing your property, right through to managing viewings and progressing the sale. With our resources, people and brand reputation you can be confident in getting the right outcome.



Why choose Martin & Co?

Whether you're selling your family home or selling your investment property – with us you can trust that the service you receive will be second to none from the outset to the day of settlement.

We are all about real people with the integrity and commitment to do the right thing for you.

We listen and understand what's important to you, and we always keep you informed.

Our property sales professionals are local and know the market inside out.

We pride ourselves on providing honest advice and a realistic valuation, to ensure more potential buyers will want to view your property. We qualify potential buyers and work hard to obtain the best possible price for your property.

We promote your property online and offline, using latest technology and marketing techniques, including our industry-leading digital marketing footprint.

We are true experts, always honest, possessing credible knowledge and experience in property sales. We will work hard to make things clear and easy for you.

We set ourselves the highest standards and stay connected to all parties involved, paying attention to every detail.

Whatever the situation, whatever your needs, we are here and are happy to help.



Selling process

Scotland has its own legal system and law governing the ownership of land and property. Martin & Co sales experts have the skills and experience to guide you through the complex process of selling, because we understand that property is likely to be your biggest asset:



Property valuation

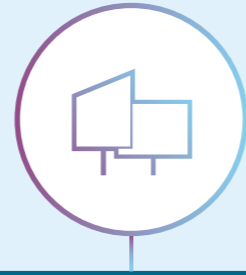
Deciding on the asking price is a very important first step as this will determine the amount of interest you will receive from potential buyers.

Factors to consider when determining what your property is worth:



Overall market trends

Seasonality, as well as economic conditions such as interest rates, income fluctuation and job stability can have an impact on property prices.



Properties sold in your area

Prices paid recently for similar properties in your neighbourhood are a good indicator of what price offers you can expect for yours.



Location of the property

Buyers seek lifestyle. Proximity to schools, public transport links, shops, playing grounds and other amenities can be very important and have a positive effect on your asking price.



Condition of the property

The value of your property can increase if it is well presented and requires no or little work, compared to those where repairs and renovations might be necessary.

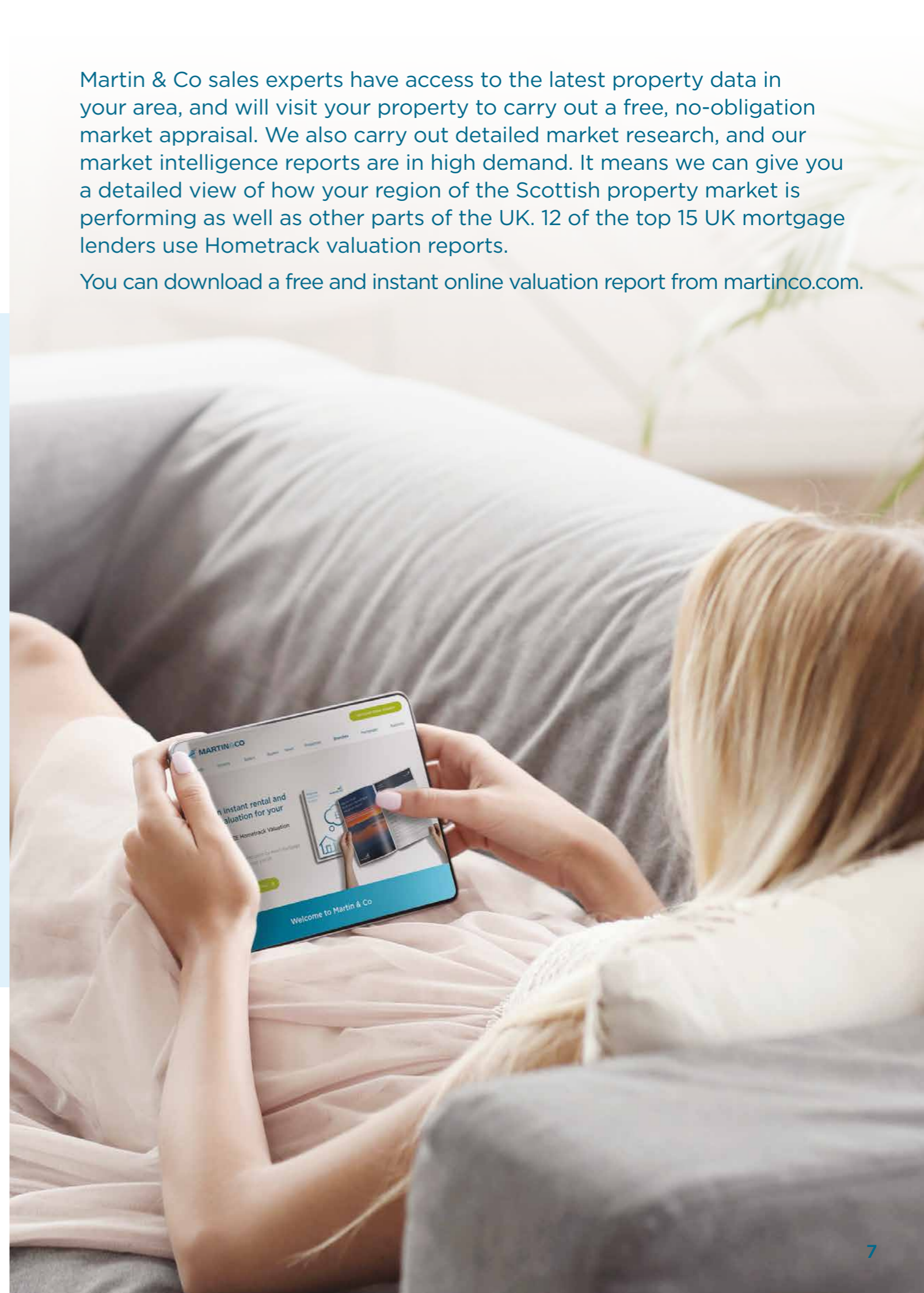
Setting your asking price

You will be able to decide how to set your asking price. Your property can be advertised as 'fixed price', 'offers over' or 'offers around'. 'Fixed price' means the property is usually sold to the first person to offer the advertised price. 'Offers over' means you intend to sell to the highest bidder. 'Offers around' indicates that you're willing to negotiate. Martin & Co experts will help you determine which option suits best for your individual circumstances.

We can also advise where setting a Closing Date is the best approach - usually this will be when there are several seriously interested parties all wanting to offer. This can result in a sale at a price in excess of the Home Report valuation.

Martin & Co sales experts have access to the latest property data in your area, and will visit your property to carry out a free, no-obligation market appraisal. We also carry out detailed market research, and our market intelligence reports are in high demand. It means we can give you a detailed view of how your region of the Scottish property market is performing as well as other parts of the UK. 12 of the top 15 UK mortgage lenders use Hometrack valuation reports.

You can download a free and instant online valuation report from martinco.com.



Appointing a trusted agent

To make the selling process as hassle-free as possible, it's important you find an estate agent you can rely on. Make sure you do your research and evaluate a number of local agents. Don't automatically go for the agent that gives you the highest valuation, because unrealistic valuations result in fewer viewings. Learn about the services agents offer. Look at agents who are selling properties of a style and type similar to yours. This means they'll have expertise in your area of the property market.

You also need to know that not only can the agent market your property well, but they have the skill set to qualify applicants before they view your property. This will ensure potential buyers are financially able to purchase it.

At Martin & Co, we're committed to complying with the Money Laundering Regulations 2017 and ensure all property owners and potential buyers undergo relevant checks.

We pride ourselves on effective lines of communication and set expectations with our clients. As one of the largest networks of estate agents in the UK, we have strong expertise to help you sell your property in the timeframe you have given us and for the best possible price. We offer a strong marketing package to get it the exposure it deserves.

We are especially proud of our industry-leading digital marketing presence.

When choosing your agent, it's important that you ask the right questions:

- How will they market your property?
- On average, what percentage of the asking price do they achieve?
- What is their average time to agree a sale?
- Do they list properties on major property portals and take advantage of the 'premium' listing products?
- What is their plan if your property isn't under offer within 4 weeks?
- Do they accompany all viewings?
- Will they be your agent throughout the process, will they manage the sale for you and are they based locally?
- What type of contract do they use and what fees do they charge?
- How will they communicate with you, and how often?



Types of contract

Choosing which type of contract to use depends on what type of property you have and the current market conditions. Some of our offices can also offer a Listing Service in addition to the options detailed below.

Sole selling rights	Sole agency	Multiple agency
The estate agent in the contract has the exclusive right to sell your property during the time period stipulated. You will be required to pay fees to that estate agent, even if you find your own buyer, or sell the property through another estate agent.	The estate agent in the contract has the exclusive right to sell your property during the time period stipulated. Fees will only be payable if the agent finds a buyer for your property. If you find your own buyer, you won't have to pay anything to the estate agent.	You may instruct more than one agency, and only pay commission to the one who sells your property.

Marketing Fee

The marketing fee is for photography, floor plans, production of sales particulars and the erection of a 'For Sale' board. It also includes advertising on our website and the property portals, as well as any other material produced in connection with the marketing of your property.

This fee is non-refundable, even if a property sale is agreed prior to the production of particulars or in the event that the property is not sold or that instructions are withdrawn.

Instructing a conveyancing solicitor

You will need to find a solicitor to transfer the legal ownership of the property to the buyer - a process called conveyancing. Look for a conveyancing solicitor who focuses largely on residential property, progressing transactions like yours every day.

Although a conveyancing solicitor generally won't start the main body of their work until you have accepted an offer on your property, it is helpful if you appointed a firm at the time you start marketing the property as this will save time once an offer is accepted.

It is a good idea to do some research in advance and find an efficient and experienced solicitor. Martin & Co will gladly provide you with recommendations.

Arranging a Home Report

There is a legal requirement for most properties in Scotland to have a Home Report, a copy of which is given to potential buyers. The Home Report must be prepared in advance of marketing the property.

A Home Report consists of three documents that give buyers a clear picture of the condition of the property for sale:

- A Single Survey, which details the condition of the property, its accessibility and any repairs that may be required.
- An Energy Report, which gives the property an energy efficiency rating and provides information on the cost of running the property.
- A Property Questionnaire, which outlines other key information such as the property's council tax band, details of alterations to the property, fixtures and fittings to be included in the sale (or not) and details of any issues that have affected or may affect the property.

To ensure that your Home Report includes current information, it must be no more than 12 weeks old when you put your home on the market

There are some circumstances when you do not have to produce a Home Report, and the Martin & Co sales experts can advise if this is the case for your property. If you don't have your own Surveyor then we can recommend a firm of surveyors who can prepare a Home Report for you.



Preparing to market your property

To make the best impression possible on potential buyers, make sure your property is presented in its best light and is always ready for viewings. Thoroughly clean it inside and out and make any small repairs where these are necessary:

- Touch up wall paint and fix peeling wallpaper.
- Repair any cracks in walls and ceilings.
- Clean the windows and make any minor repairs.
- Repair any leaky taps and other plumbing issues.
- Make any minor repairs required to doors and floor boards.
- Keep the garden tidy and lawns regularly mown.
- Make sure all outdoor and indoor lights work and replace any frayed or worn door mats.
- Ensure your property has the legally required Energy Performance Certificate (EPC).

Martin & Co sales experts are happy to discuss with you the type of buyer that might be interested in your property, as well as advise on how best to present your property's most desirable traits.

Presentation

Seeing the property from a buyer's perspective is important to enable potential buyers to relate to it and envisage themselves living in the property, which is key to successful viewings. There are a number of ways to help present your property:

- ✔ Keep the property clean and tidy, paying special attention to the kitchen and bathrooms.
- ✔ Remove all unnecessary items and create a sense of space, to showcase your property's best features.
- ✔ Give all rooms a purpose to help potential buyers visualise what each room could be. For example, if you are marketing the room as a bedroom, make sure it has a bed, a wardrobe and drawers.
- ✔ Keep the property bright: let the light in by opening the curtains, clean the windows and switch on the lights where necessary. If your property has a real fireplace, then light it.
- ✔ Run the heating in advance of any viewing so as to ensure the property is warm, cosy and inviting.
- ✔ Try to keep pets, as well as their bedding and toys, out of sight.

Photography and floorplans

Potential buyers are much less likely to enquire about the property if it has no photos or poor quality photos. Our high quality professional photography will create a strong and positive first impression, helping to showcase your property in the most appealing way.

We will also ensure your property has the right number of images to maximise interest on the property portals - we know that properties with the right number of images and a floorplan attract more interest.

The Martin & Co team can help you dress and prepare your property correctly, and will arrange photography to create a portfolio of images. We'll ensure your property looks fantastic and any standout features are captured.

We will also create a set of floorplans to help potential buyers understand the layout of your property.



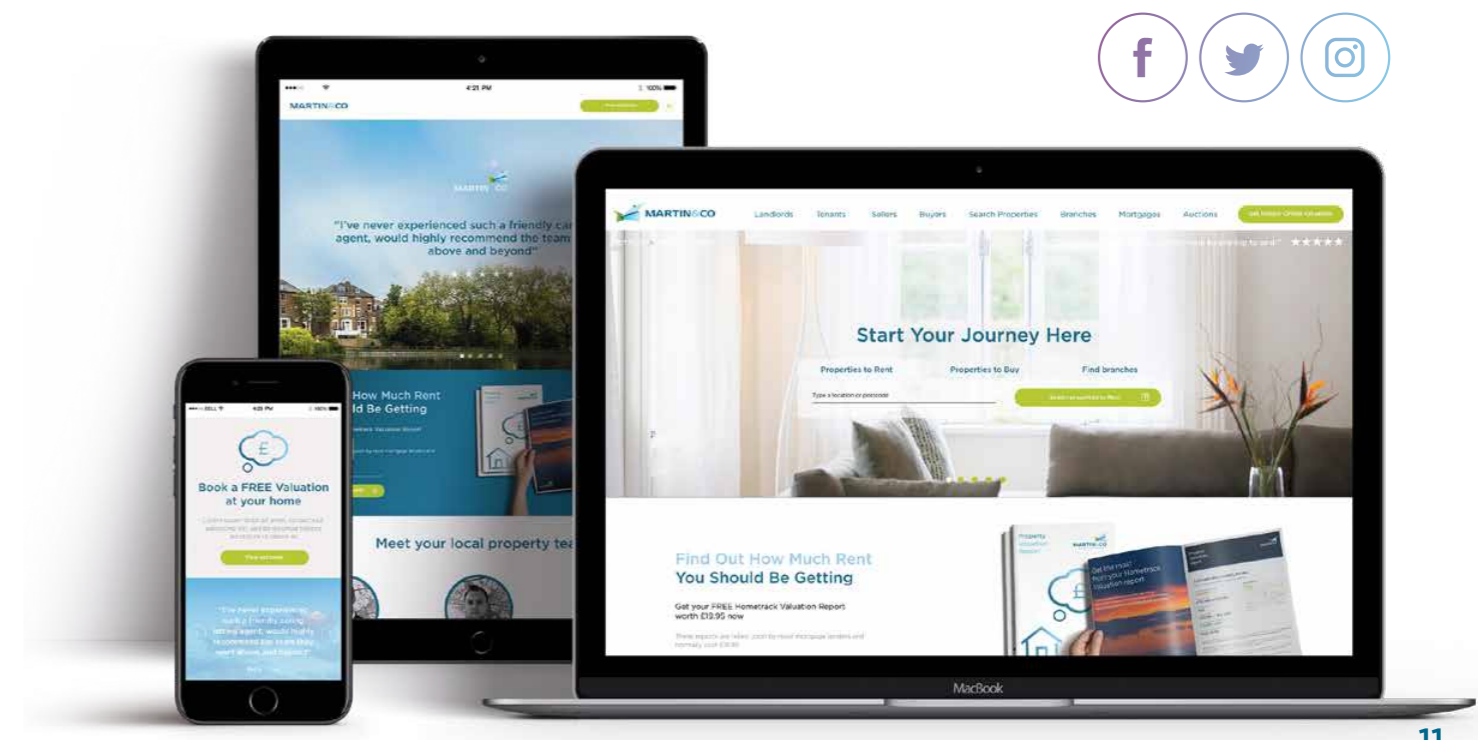
Marketing your property

Buyers use many sources to search for property, and it's very important to maximise interest from them across all marketing media channels.

Research suggests that 90% of buyers start their property search online. That's why Martin & Co have heavily invested in digital marketing technology for promoting and selling your property. Our website uses cutting edge technology and is updated when a property's status changes in real time. With links to major property portals, it offers a sophisticated but simple-to-use method of accessing property details and ensuring these details are available to a broad audience of potential buyers.

Martin & Co also communicates with potential buyers across social media platforms, including Twitter, Facebook and Instagram to ensure your property gets maximum exposure.

We also notify potential buyers on our database as soon as we take on your property. We use offline marketing channels such as professional property listings and brochures with property description, photos and floorplans, as well as display 'For Sale' boards next to your property to attract maximum attention. We can also market your property to our exclusive investor database.



Viewings and feedback

Once your property is on the market, we will start conducting viewings.

One of our sales experts will always be accompanying the viewing and asking the right questions. Do they have a mortgage finance agreement in principle (AIP), are they first time buyers? If not, then have they sold their current property? Are they in a chain? These are all important points for us to raise. Anyone can book a viewing, but it takes an experienced estate agent to match the right buyer to your property.

Martin & Co will always provide you with immediate feedback and honest opinions from potential buyers. Finding a buyer can take time and skill, so it's very important to appoint the right estate agent from day one.

Accepting an offer

We will provide, on request, a copy of your Home Report to prospective buyers, advise you on offers and pass any formal offers to your solicitor. If a number of potential buyers formally express interest in your property, we can advise you on fixing a closing date, which is the time and date by which any formal written offers must be given to your solicitor.

When reviewing the offers, you don't have to accept the highest one, as there are a number of factors to consider, such as your personal circumstances as well as any conditions set by the buyer. Martin & Co have the experience to advise if offers are reasonable and will negotiate on your behalf to agree the best possible deal. Once an offer is accepted, we will obtain proof of identity from the purchaser together with proof of funds as this is a requirement of the money laundering regulations.

Our job isn't over once the deal is tied up - that's where the process begins. Sales progression is a vital part of it, and it's important that you have chosen an agent who can not only sell your property, but can manage this for you, giving comfort and continuity throughout the entire process.

What happens next?

Once you accept the offer, some further negotiations may take place, for example about the date of entry or details of additional items included in the sale.

The buyer may also choose to arrange an independent survey of the property in addition to the Home Report. At a later stage, the buyer's mortgage lender may arrange to have your property surveyed as part of the buyer's loan application process.

Concluding the missives

Once the offer has been verbally accepted on your behalf by the estate agent, the written offer is passed to your solicitor who will take your instructions regarding the offer and issue a written acceptance called a Qualified Acceptance.

The terms of the Qualified Acceptance may not all be agreed by the buyer, in which case further formal letters may be exchanged until there is final agreement and missives are concluded. This means that there is a legally binding contract in place and neither party can back out without the other's agreement.

The missives contain various legal clauses and conditions and can vary from transaction to transaction as can the length of time they take to conclude. If your buyer requires to sell and/or obtain a mortgage to purchase your property, then they will not conclude missives until they have done so.

It is important to realise that receiving a written offer does not mean that you have formed a binding contract to sell the property. At this stage, your solicitor will do the conveyancing. If they have not already done so, they will obtain the title deeds and any local authority consents for alterations to the property which, ideally, should be held with the title deeds.

They will also instruct the required searches which include a Registers of Scotland search against the title and in the personal register, a Property Enquiry Report which discloses if there are any local authority notices or orders affecting the property and if it is served by public roads, pavements, water and sewerage and a Coal Mining Report (if in an area where this is required) which discloses if there are any mine shafts in the vicinity of the property which adversely affect it.

Further, they will agree the disposition (the document that transfers the title of the property from you to the buyer), which is drafted by the buyer's solicitor and signed by you prior to settlement.

Once the purchase funds have been transferred by the buyer's solicitor and your lawyer has confirmed the funds have been received by them, your solicitor will instruct us to release the keys to the property to the new owner and arrange for the repayment and discharge of your loan over the property if you have a mortgage, as well as arrange the payment of any sums due to you from the sale.



We set high standards

As a national network, we maintain the highest regulatory standards, with recognised codes of practice that include data protection and money laundering.

We are members of The Property Ombudsman (TPO) scheme. We also offer ongoing training programmes to our teams and many of our offices are members of NAEA Propertymark, which provides education and regulated qualifications within the property sector.

Martin & Co have over 30 years' experience of delivering great customer service and innovation, meaning you can trust us to give you the right outcome, with confidence and peace of mind when you sell with us.



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