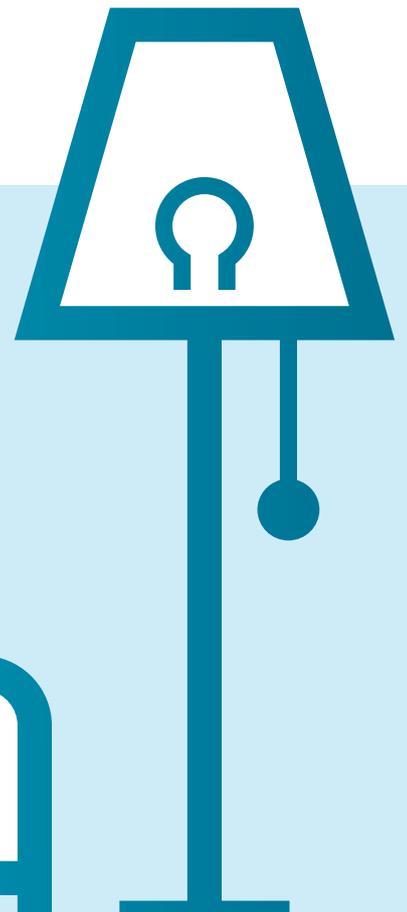
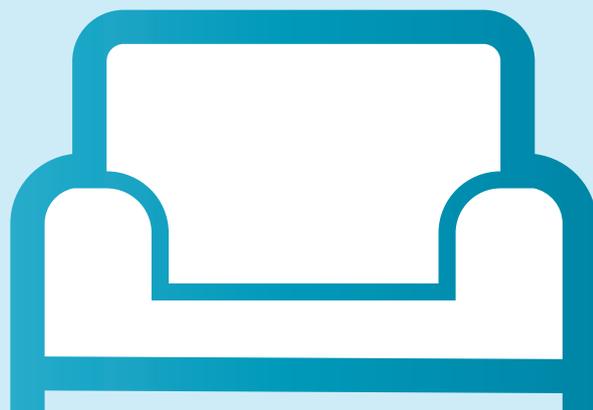
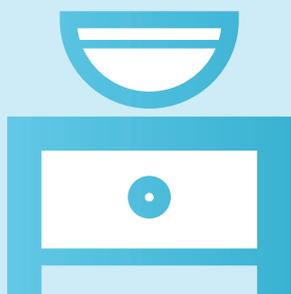


# Guide to Selling Your Property



# 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 completion.

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.

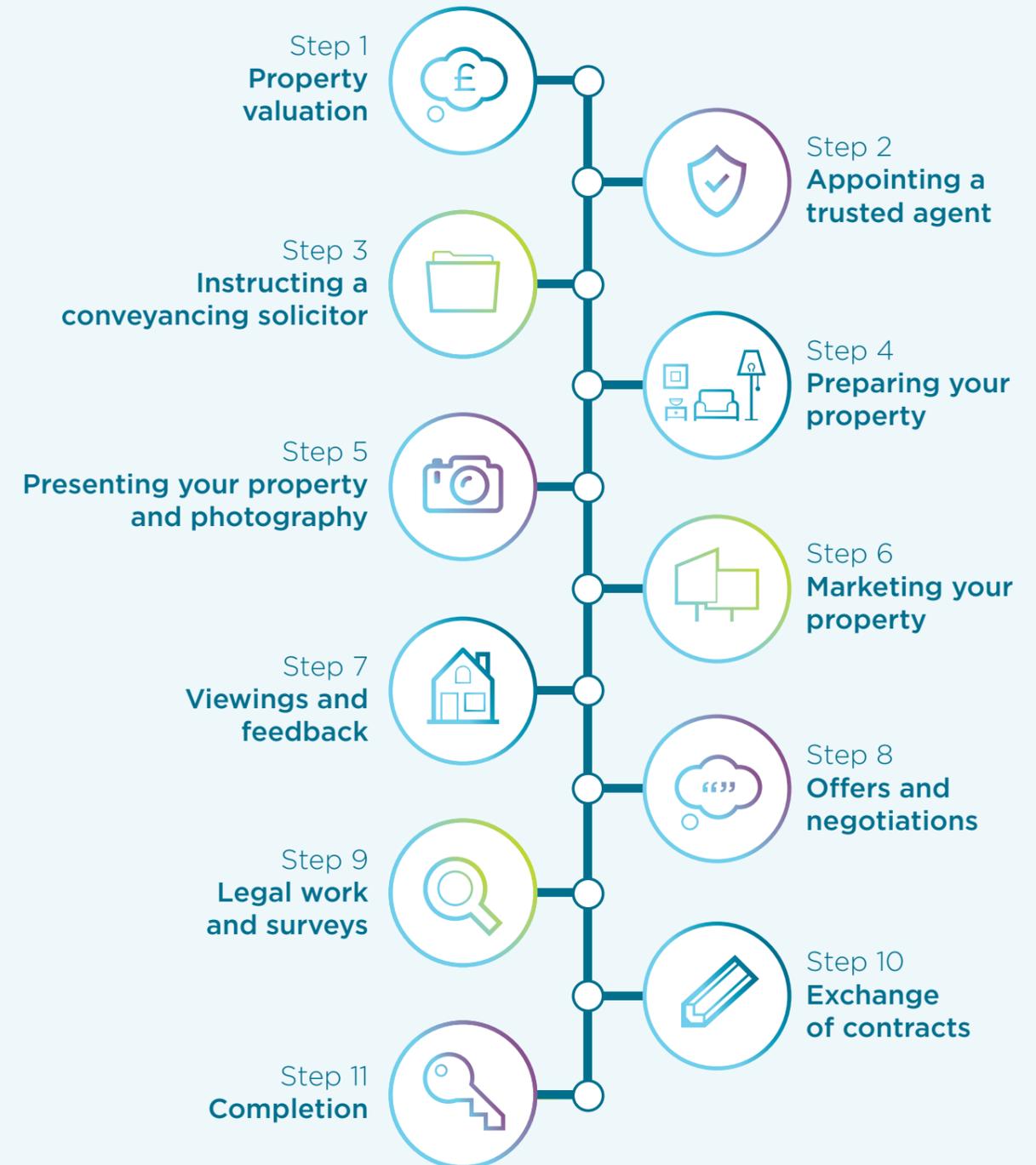
We are true experts with credible knowledge and experience in property selling. We are keen to make things clear and easy for you.

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

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

## Selling process

At Martin & Co, we understand that property is likely to be your biggest asset, and it's important to find the right agent to guide you through the complex process of selling:



# Property valuation

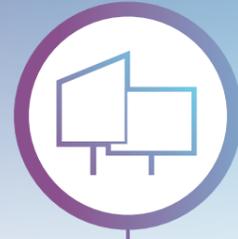
Deciding on the asking price is a very important first step as this will determine the amount of interest you will receive from potential buyers.

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.



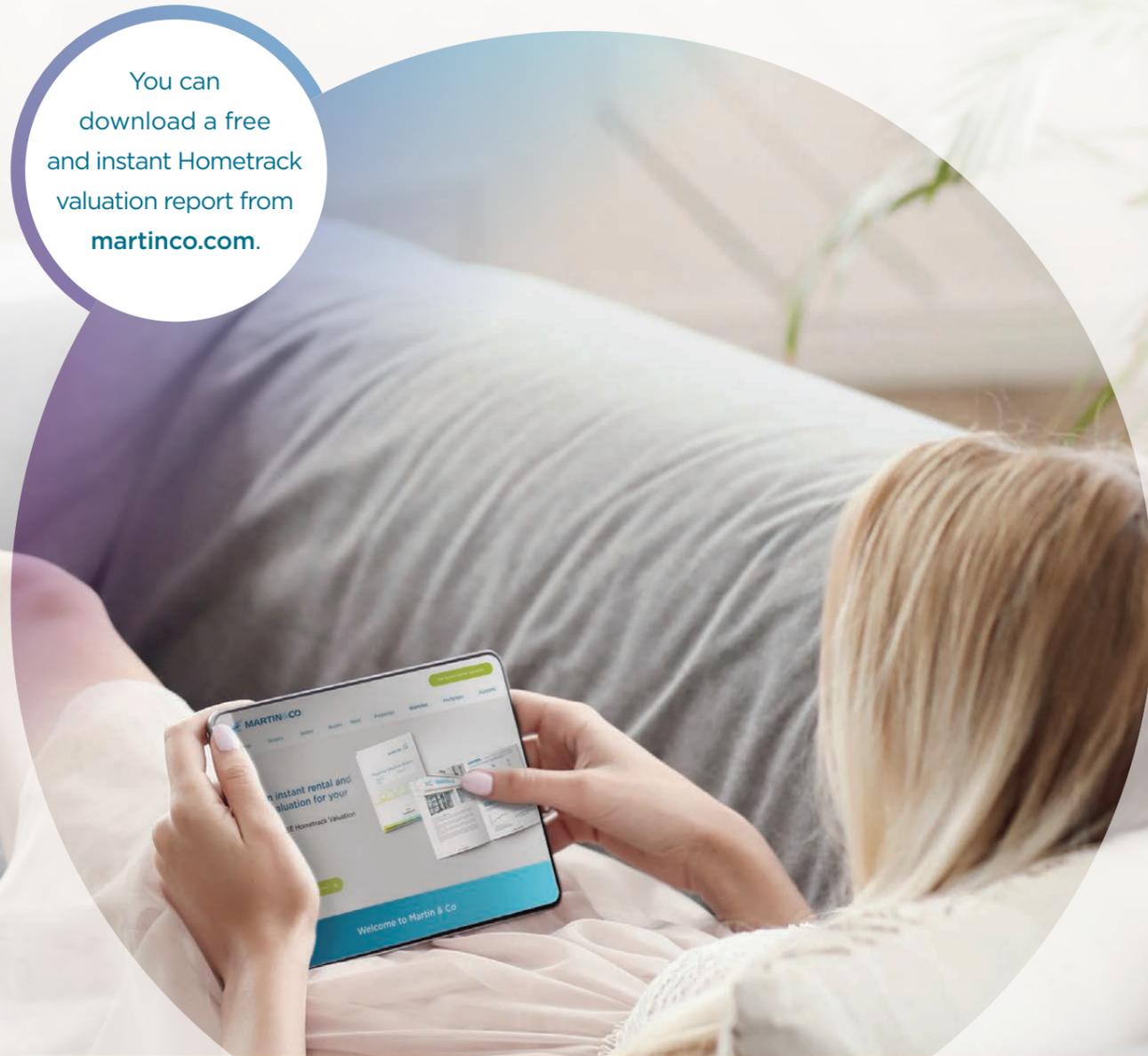
## Condition of the property

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.



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 regional UK property markets are performing.

Our Hometrack instant valuation reports are relied upon by most UK mortgage lenders.



You can download a free and instant Hometrack valuation report from [martinco.com](http://martinco.com).

### Run your numbers

Before agreeing your asking price, find out exactly how much your outstanding mortgage is and, more importantly, if there are any early redemption penalties. These could have a significant impact, so it's a good idea to do a proper assessment of your financials before putting your home on the market. It will help make sure your property is on the market for a price that works for you.

### Speak to the lenders

Once you are certain your move is achievable financially, speak to mortgage lenders about how much they would be able to lend you towards your next property. It's important to seek guidance on the options available. An independent broker can provide valuable advice and guidance on the best mortgage for you.

## 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 are 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 right time frame for the best price. We offer a strong marketing package to get it the exposure it deserves.

### 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 property portals such as Rightmove, Zoopla and OnTheMarket, 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 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.

| Sole selling rights   | Sole agency   | Multiple agency   |
|---|---|---|
| <p>The estate agent in the contract has the exclusive right to sell your property during the time period stipulated.</p> <p>You will be required to pay fees to that estate agent, even if you find your own buyer.</p> | <p>The estate agent in the contract has the exclusive right to sell your property during the time period stipulated.</p> <p>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.</p> | <p>You may instruct more than one agency, and only pay commission to the one who sells your property.</p> |

## 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 licensed conveyancer (or conveyancing solicitor), who focus largely on residential property, progressing transactions like yours every day. Although a conveyancing solicitor won't officially come on board until you have accepted an offer on your property, you should have them at the ready when you accept an offer.

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



## 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 small repairs where necessary:

- ✓ Touch up wall paint and fix peeling wallpaper.
- ✓ Make any minor repairs to doors and floor boards.
- ✓ Repair any cracks in walls and ceilings.
- ✓ Keep the garden tidy and lawn mown.
- ✓ Clean the windows and make any minor repairs.
- ✓ Make sure all outdoor and indoor lights work and replace frayed door mats.
- ✓ Repair any leaky taps and other plumbing issues.
- ✓ Ensure your property has a 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 presenting 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 it, 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.
- ✓ Try to keep pets, as well as their bedding and toys, out of sight.

## Photography and floorplans 360° virtual tours and property videos

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

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

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

Many of our branches offer 360° virtual tours and videos of your property, which are an effective way to qualify buyers and minimise disruption to sellers.

At Martin & Co, we use industry leading 360° camera systems\* to produce virtual tours of your home, and potential buyers can virtually 'walk' around it at any time, interacting with it as though they were there in person. Our property videos\* will showcase your home to prospective buyers both internally and externally, which helps generate significantly more enquiries for your property listing online.

\*At participating branches



## 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.

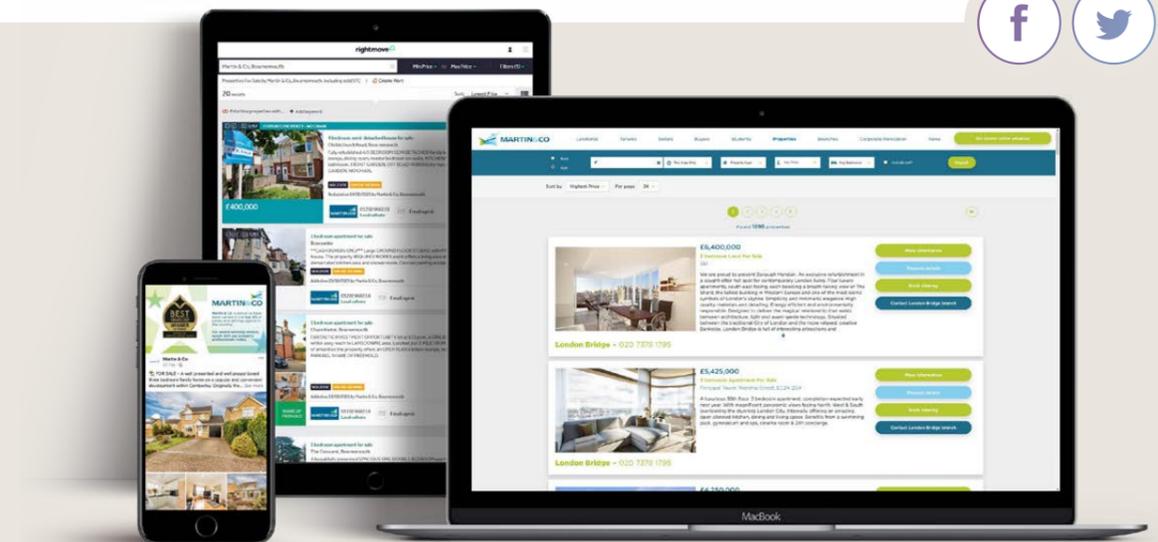
Research suggests that 90% of buyers start their property search online. That's why Martin & Co have heavily invested in online technology for promoting and selling property.

Our website is optimised to present properties exceptionally well on mobile, tablet and desktop devices, and links directly to the UK's largest property portals such as Rightmove, Zoopla and OnTheMarket. It enables a broad audience to access property details at all times and allows potential buyers to enquire about properties 24/7 using our Live Chat\*.

Martin & Co communicates with potential buyers across social media platforms, including Facebook, Instagram and Twitter, 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 tools such as professional property listings and brochures with property description, photos and floorplans, as well as display a 'For Sale' board next to your property to attract maximum attention.

\*At participating branches



## Viewings and negotiating offers

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

One of our sales experts will accompany the viewing, asking the right questions. Are they first time buyers? Do they have an agreement in principle (AIP)? Have they sold their property? Are they in a chain? These are all important points 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 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. If you don't receive an early offer, be patient and take on-board advice from our experienced sales team.

We will notify you as soon as an offer is received, and advise if we feel it's reasonable. We will negotiate on your behalf to complete the best possible deal for the sale of your property.

Our job isn't over once the offer is accepted – that's where the process begins. Sales progression is a vital part of our services, and it's important that you have chosen an agent who can not only sell your property, but can hold your hand throughout the entire process.



## What happens next?

As soon as you accept an offer, we will do the relevant money laundering checks with the buyer and then issue a memorandum of sale to all parties, and provide relevant information to conveyancing solicitors. They will then prepare the contract and supporting documentation in order to transfer the ownership of the property to the buyer. You will need to provide your solicitors with documents and certificates concerning works and repairs in your property. Be prepared that the whole process can take a few weeks to complete.

It's a legal requirement to provide an Energy Performance Certificate (EPC) when you market your property, which details the average cost for hot water, heating and lighting, as well as assesses your property's energy efficiency rating. It needs to be

carried out by a certified assessor, and Martin & Co will be happy to provide further advice.

As soon as all the legal work has been completed, the buyer's mortgage offer finalised, searches and surveys carried out and all enquiries agreed, exchange of contracts will occur. At this point, the buyer will make a deposit payment. Once both you and the buyer sign your copies of the contract, it becomes legally binding.

The completion date is then set by mutual agreement. It can be on the same day as the exchange of contracts, however it usually happens two weeks after contracts are exchanged. On completion, the keys are handed over to the buyer, either directly by yourself, via your solicitor or your estate agent.



## 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.

With over 30 years' experience of delivering great customer service and innovation, you can trust us to give you the right outcome, with confidence and peace of mind.

## Why choose Martin & Co to sell your property?

At Martin & Co, we are proud of our reputation for delivering exceptional service to sellers and buyers across the UK. We'll ensure you receive a true value for money service other agents simply can't rival.

|   |  |
|---|--|
|  Personal service  |  Maximum exposure on UK's top portals |
|  THE local knowledge   |  Accompanied viewings                 |
|  Property market expertise                                   |  Expert negotiation                   |
|  Realistic valuation  |  Buyer qualification                 |
|  Professional marketing                                    |  Full sales progression             |
|  Professional standard photography and accurate floorplans |  Local contacts                     |
|  360° Virtual tours and property videos                    |  Regular communication              |



Visit us at [martinco.com](https://martinco.com)  
to find your nearest branch.

We have  
more than  
**150 offices**  
across the UK

We sell a  
property every  
**26 minutes**

In the last  
year we sold  
**5,700**  
properties

