



# Our Guide to Selling Your Home

OVER **70** YEARS OF  
EXCELLENCE

# Welcome to Parkers



## About us

Parkers is a well-known name within its local communities. We've been at the heart of neighbourhoods across the South of England since 1948. Our offices span Berkshire, Gloucestershire, Hampshire, Oxfordshire and Wiltshire, where we're known as one of the market leaders in property sales.

We see our job as helping you secure the place you need, for the life you want, while taking away the worry. We have over 70 years of experience working in the areas we live in, and play a full part in the communities we serve. Our friendly team look forward to making the process of moving your home a smooth and hassle-free experience.

## Why choose Parkers?

At Parkers, we genuinely care about people and their homes, and our unique personal service makes us truly stand out from other agents. Local communities have been putting their trust in us for over 70 years, and we always deliver. We'll help you at every step, from marketing your property through to managing viewings and progressing the sale through to completion.

With our strong network of branches, we are well placed to advise you on the local market, to sell your property in the right timeframe for the best possible price. Our understanding of the property market is exceptional, and you can always count on our honest advice and feedback from viewings too. We'll keep you in the loop at all times, and if you have any questions – you can get in touch with us 24/7, thanks to our live chat service.

With our strength in web and social media marketing, we'll make sure your property reaches a broader audience and gets maximum exposure through the UK's largest property portals.

If you have a home to sell, or are thinking of making a move, why not visit our office, give us a call or drop us an email? We'll be delighted to help.

# Selling your home

Selling a home can be one of the most stressful experiences we go through in our lives.

That’s when you need support, and at Parkers, our local experts are on hand to help ease the burden.

Here’s our step-by-step guide to selling your home, and how we can help make the process run as smoothly as possible for you.



# Arrange a valuation

It’s important to understand what people are likely to pay for your property, which might be less or more than you had hoped.

Parkers sales experts have access to the latest property data in your area, and are able to advise on how your local property market is performing. We will gladly visit your property to carry out a free, no-obligation appraisal.

In addition, we offer a free and instant online property valuation. Our Hometrack reports are used by most of the UK mortgage lenders, and you can download yours free of charge from [parkersproperties.co.uk](http://parkersproperties.co.uk).

With this wealth of knowledge at hand, we can ensure your property is on the market at a price that both suits your financial needs and maximises your chances of a quick sale.

Deciding on an accurate asking price is a very important first step as this could affect the amount of interest you receive from house hunters.

When helping you to come to a decision on asking price, we will consider:

## Overall market trends

The time of year, 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

We’ll look at what people have paid recently for similar properties in your neighbourhood. This is a good indicator of what offers you can expect for your home.

## Location of the property

Buyers are looking for lifestyle as well as a perfect new home. That means they will look at proximity to schools, public transport links, shops and other amenities. Being close to these can have a positive effect on your asking price.

## Condition of the property

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

## 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.



# Find the right agent

There is much to consider when looking for the right estate agent to market your property - and it's not necessarily down to the lowest commission rate or the highest valuation.

How flexible is the agent's availability to show potential buyers around your property? How will they market it through digital media? What services do they offer? Will they go the extra mile for you?

It can be tempting to go for the agent offering the lowest commission rate or highest valuation for your home. But consider that valuations above the market level can mean

fewer viewings, longer sale timeframes, and even not getting a sale at all. An agent on a lower commission rate is also unlikely to have the same drive and passion to sell your home. We have strong expertise to help you sell your property in the right time frame for the best price and offer a strong marketing package to get it the exposure it deserves.

Once an offer is accepted, we carry on working for you by letting you know how the sale is progressing and helping you navigate around any obstacles. Taking stress like this out of selling your home is priceless, and that's what we aim to do at Parkers.



## Find a solicitor

Once you have made the decision to sell and have chosen an agent, finding the right conveyancing solicitor would be your next step. Your local Parkers office can recommend the most suitable solicitor for your sale, opening up those key lines of communication and ensuring a smooth sales process.

Although a conveyancing solicitor might not officially come on board until you have accepted an offer on your property, it can save you a lot of time if you have them at the ready when you accept an offer.



## Research your purchase area

It is wise to have an agreeable offer for your property before looking for your next home, but it can be worth doing some advance research into potential areas and postcodes beforehand.

Why not speak to your local Parkers office who will be able to suggest options within your price range?



## Organise an Energy Performance Certificate

Having a valid Energy Performance Certificate is a legal requirement when selling your home. The certificate rates a property from "A" to "G" for both Energy Efficiency and Environmental Impact, with "A" being the best. It also shows how a property could potentially better its rating after making improvements.

Let Parkers take the strain of arranging this, so you can focus on finding your dream home.

# Preparing your home for sale

First impressions are key, but even more so when your property is listed alongside other homes in the area on websites like Rightmove, Zoopla and OnTheMarket.

Parkers experts use the latest technology and know the best ways to take photos of your home to make it stand out from the crowd.

## Here are the things you should do before your home is photographed:

- ✓ Thoroughly clean your home inside and out.
- ✓ 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 to doors and floor boards.
- ✓ Keep the garden tidy and lawn mown.
- ✓ Make sure all outdoor and indoor lights work and replace frayed door mats.

We'll help you stage your property correctly, and arrange photography to create a portfolio of images.

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

## We'll also help you to make sure your property is presented in its best light and is always ready for viewings. We recommend that you:

- ✓ 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.

### What stays and what goes?

Even before you have an acceptable offer on the table, it's worth making an early start on decisions regarding fixtures and fittings. What will you keep and what will you take to your new property?

Providing us with this information early in the sales process means we can give potential buyers a true picture of your property from the start.



# Marketing your home

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

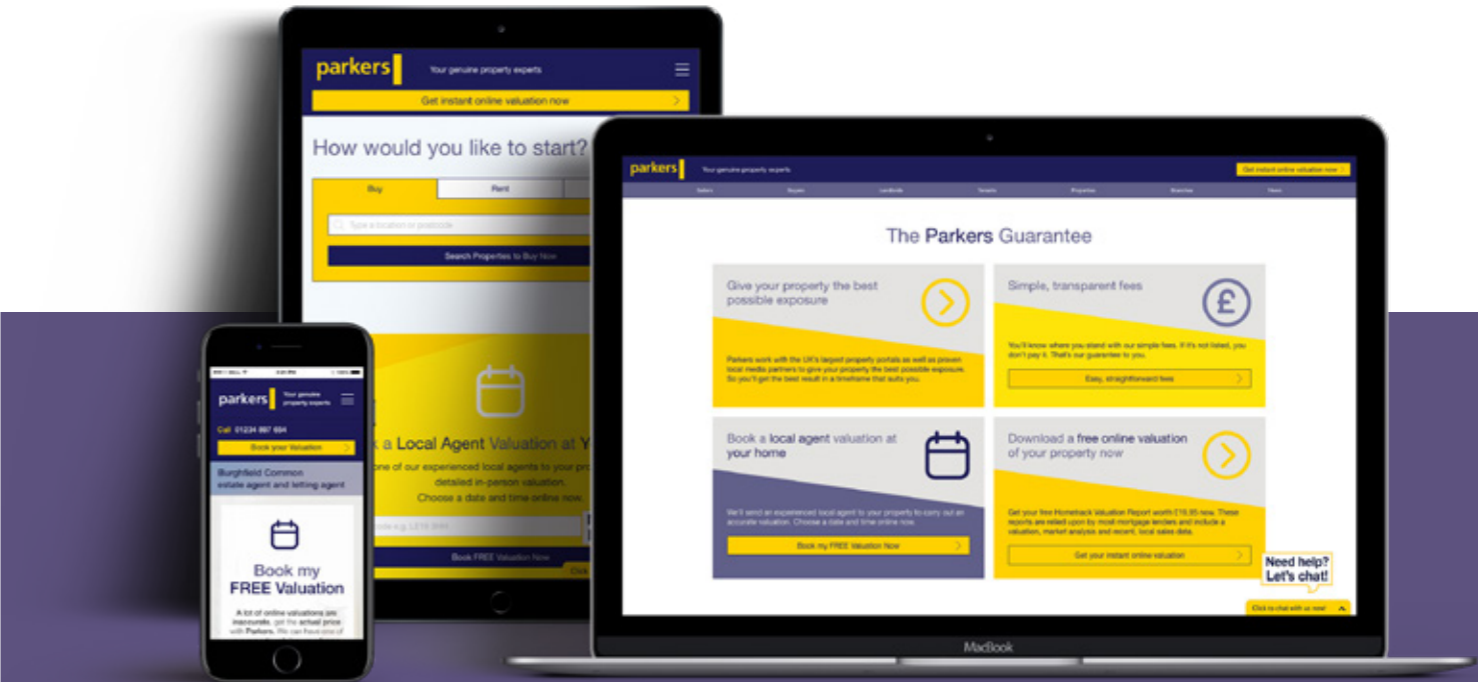
Research suggests that 90% of buyers start their property search online. That's why Parkers have invested heavily in online technology for promoting and selling property.

Our website is optimised to present properties exceptionally well on mobile, tablet and desktop devices, and it also allows potential buyers to chat with us 24/7. So, no matter when or how people are looking, we are working to sell your property.

With links to the UK's largest property portals, our website offers a sophisticated but simple-to-use method for buyers to access the details of your property.

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

On top of that, we'll proactively notify potential buyers on our database as soon as we take on your property. We also prepare 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.



# Viewings and offers

Once your property is on the market, we'll start conducting viewings and monitoring interest levels. We'll always provide you with feedback and honest opinions from the people who view your home.

Any offers you receive on your property should always be communicated by your agent both verbally and in writing. Parkers will never deviate from this.

Take your time to consider any offers and whether they work for you, both in terms of your sale property and your next home. The Parkers team is always on hand, as your agent, to listen and answer any questions or concerns you may have.

We also make sure we establish a buyer's ability to proceed and will pass on your feedback directly to the buyer, whether the offer is acceptable or not.

# Next steps

Once you have accepted an offer, you'll want to move forward quickly. Our experts will immediately draw up a memorandum of sale and confirm the price with all parties, as well as provide relevant information to the solicitors.

We'll also be happy to advise you on searches and enquiries, including preliminary deeds, title deeds and fixtures and fittings confirmation.

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, both parties will be ready to exchange contracts and agree on a completion date. We'll work to move this along for you. At this point, we can also help with the recommendation of a removals company.

This completes the process of selling your home. Time to celebrate and enjoy the next chapter in your life!

# We set high standards



As part of one of the UK's largest property groups, we pride ourselves on maintaining 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 signifies best industry standards and qualifications.

With our friendly approach, experience and in-depth knowledge of the local property market, you can trust us to guide you through the complexities and opportunities of selling your home. We look forward to working with you and making this process smooth and hassle-free.



Visit us at [parkersproperties.co.uk](https://parkersproperties.co.uk)  
to find your nearest branch

Parkers is a franchise group and each office is independently owned and operated under licence from Xperience Franchising Ltd.  
Registered office: 2 - 3 St. Stephen's Court, St. Stephen's Road, Bournemouth, BH2 6LA

Issue 06/19