



# Our Guide to Selling Your Home



# Welcome to Ellis & Co

## Why choose Ellis & Co?

At every Ellis & Co branch you'll find a team ready to listen to you and work out how to make your plans come together. You'll notice the careful attention we pay to you – staying in touch, keeping you in the picture and constantly looking for ways to give you a better experience.

We'll help you at every step, from marketing your property and managing viewings to progressing the sale through to completion. Our local market knowledge runs deep, and we understand the opportunities and complexities of buying, selling and investing in London property. You can trust us to guide you and give honest advice and feedback in order to achieve the best possible price for your property.

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.

Our resources, results, expertise and courteous personal service make Ellis & Co the name Londoners trust. If you live in London, have a home to sell or are thinking of making a move, then we're in your neighbourhood and we're here to help.

## About us

Ellis & Co is all about London, its communities, people and their homes. We are one of the original London estate agents — a constant and trusted name in sales and lettings through changing times, since the day we started out in leafy Swiss Cottage in 1850. There's a rare degree of loyalty and goodwill among our customers, often reaching back through generations of families.

We have a strong network of branches across the London region. Each has strong local roots in the neighbourhood it serves, yet all share the same qualities that set Ellis & Co apart: unrivalled London market knowledge, first-rate service and outstanding value.





## 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 Ellis & Co, 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.

Ellis & Co 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 [ellisandco.co.uk](http://ellisandco.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 neighbourhood

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 Ellis & Co.



## 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 Ellis & Co 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.

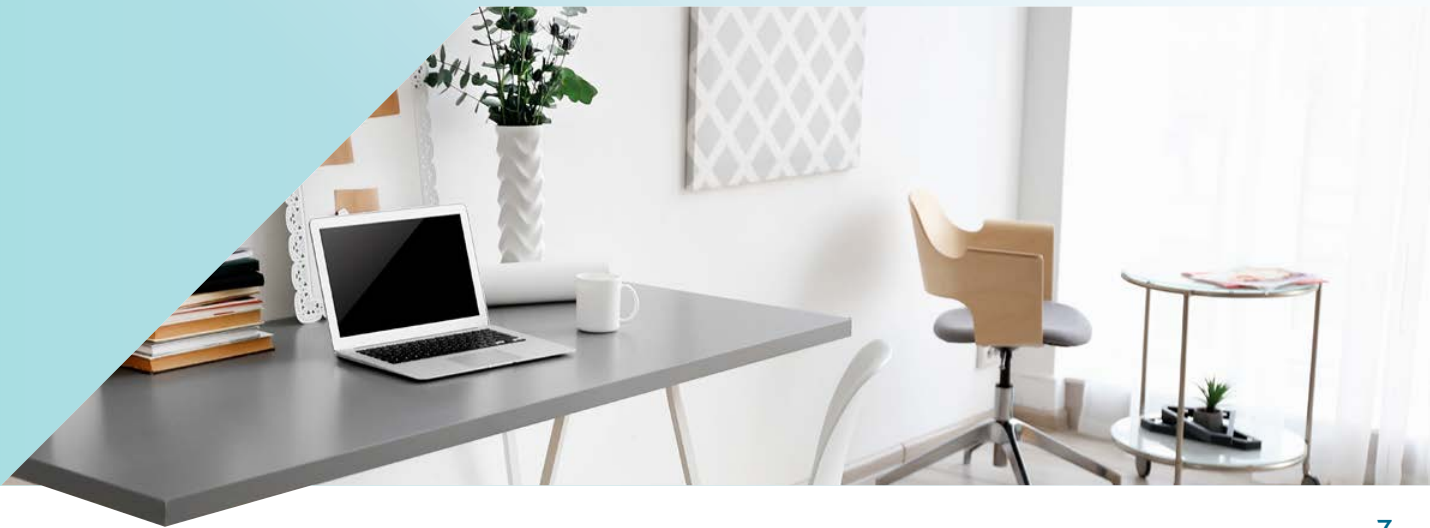
Why not speak to your local Ellis & Co office who will be able to suggest options within your price range?



## 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 Ellis & Co 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.

Ellis & Co experts use the latest technology and know the best ways to take photos of your home to make it stand out from the crowd. We'll help you stage your property correctly, and arrange photography to create a portfolio of images.

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 also help you to make sure your property is presented in its best light and is always ready for viewings.

- ✓ 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.

# 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 Ellis & Co have invested heavily in online technology for promoting and selling property.

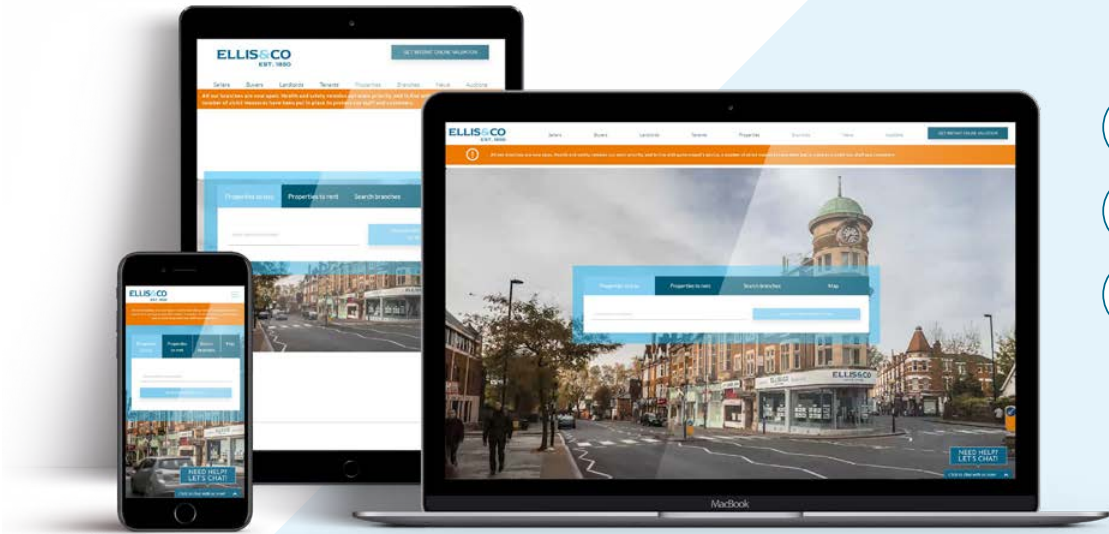
Our website is optimised to present properties exceptionally well on mobile, tablet and desktop devices, and it also allows potential buyers to chat with us 24/7\*. So, no matter when or

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.

Ellis & Co 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.

\*At participating branches.





## 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. Ellis & Co 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 Ellis & Co 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 [ellisandco.co.uk](http://ellisandco.co.uk) to  
find your nearest branch.

