

# SELLING

## HOW TO SELL YOUR PROPERTY IN 8 WEEKS



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urbanspaces

## Maximise viewings

Appointing two different estate agents will create a bit of healthy rivalry to help you achieve the best price in the shortest amount of time. Estate agents respond best to competition!

## Speed up the process

Don't worry about being a nuisance. Nag everyone including the agent and your solicitor. Don't take no for an answer, whether it's with regard to viewings, securing the best offer or ensuring the sale goes through promptly.

## Once a sale is agreed

Get an email address for everyone involved in the sale, including the solicitors and mortgage broker. Then, on a regular basis, e.g. every other day, update all parties on the progress of the sale. If you're waiting for your buyer's surveyor to call you back to arrange a time to inspect the property, copy that information to everyone on the list as no one wants to appear unprofessional in front of other parties. One Urban Spaces seller even created a dedicated website for his transaction, providing each party with a password for access! Don't always expect solicitors to email you back however, as this can be against Law Society rules if they are acting for the other party.

You should also look out for things you can do to reduce delays. For example, if you're waiting for some information from the managing agents in order to progress the sale of your flat, go to their office to collect it. Or call on a neighbour in the block who may perhaps have access to the information. Has another flat in the same block sold recently? If so, maybe the same questions have already been asked and the answers are readily available. It might only take a few calls for you to clear a blockage in the flow of information.

Not many people realise it, but if you're unhappy with your solicitor you can switch to another one halfway through a sale. Your new solicitor will tell you what you need to do in terms of paperwork to make the move. It's much better to upset an inefficient solicitor than for your sale to fall through.

## Clear the clutter and clean

If your property is a mess, no amount of smooth talking from the agent conducting the viewing is going to help you sell it. The most effective action of all is to clear away any clutter. Move unnecessary furniture out of sight or, better still, move it away from the property altogether. Self-storage depots are an invaluable tool for the property mover. They're inexpensive and convenient, and enable you to temporarily store all the junk you don't want to throw out.

### Try:

[www.store-safe.co.uk](http://www.store-safe.co.uk)

[www.storing.com](http://www.storing.com)

[www.self-store.co.uk](http://www.self-store.co.uk)

[www.safestore.co.uk](http://www.safestore.co.uk)

[www.thebigyellow.co.uk](http://www.thebigyellow.co.uk)



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### Once the main clutter is out of the way:

- Clean any stains from kitchen sinks, bathrooms and toilets
- Arrange for your carpets to be professionally cleaned
- Install brighter light bulbs
- Clean your windows
- Tidy away any knick-knacks, bottles and cosmetics

Think about the overall package you're presenting. If tidiness and presentation isn't your thing, a home staging company or house doctor may be willing to offer a free initial consultation to discuss your property's potential, and of course, the value of their services! Desreslondon.co.uk offers a free half-hour consultation and its services have helped many of our vendors to sell their property more quickly and for more money. Seemingly insignificant details can add thousands to the price you eventually achieve.



### Clear the air

Don't be tempted to spend big money on your property before selling it. After all, if you spend time and money painting a wall green, the buyer may hate the shade you've chosen and paint it blue as soon as they move in! Instead concentrate more on odours, lighting, ventilation and warmth. Have you thought about how your property smells? Ask a friend to be brutally honest.

Stale cigarette smoke is one of the worst offenders. If you've got pets, you probably don't even notice their smell or that their hair is everywhere, but a buyer will. It may be an old cliché, but the smell of freshly baked bread or real coffee brewing will give a property a 'homely' aroma which will appeal to buyers. Okay, not many of us have the time to bake bread before each viewing (or even know how to!) but at least you can make sure the place smells nice. Before a viewing, open the windows and air the whole property. Fresh flowers can also help, as they will

make your property seem cared for; scented candles are another option. If you're trying to sell an empty space, leave the heating on low and ideally move some furniture in to make it look more habitable. Never be afraid to ask a friend for an honest opinion.

### First impressions count

Your property should make a good first impression, if buyers don't like the look of it at first glance, they'll strike it off their list. There will be some things you can't do anything about, but you should at least ensure that you maximise your chances by sprucing things up. Cross the street and take a long, hard look at your property. What does it look like from here? Does it compare well with neighbouring properties? Walk into your property as a potential buyer, noting anything that requires attention.

#### For instance:

- Do you have an outside space, e.g. balcony or terrace? If so, ensure that the space is completely clear of personal effects and that plants are presentable
- Make sure any bikes are removed from both outside and inside spaces
- Think about adding some fresh flowers, candles and artfully placed lamps
- Consider ways to make your decor more neutral as people like to imagine the stamp they can put on a property
- Ensure the intercom is working properly

### Appointments to view

An effective way to ensure lots of people view your property is to arrange a show day. These are usually conducted over the weekend for an hour or more, with the agent overseeing viewings, but allowing potential buyers to stroll around at their leisure.

The more people who view (and see others viewing), the better. Also, people feel under less pressure on a show day, so generally more of them come. Make sure your agent has the name and contact details of everyone who enters your property. Ensure the property looks cosy and inviting and then leave the agent to do their job. Buyers are more at ease without the owners peering around the kitchen cupboards listening for feedback. The agent should give you an update at the end of the day and a few days later to inform you if any offers have been received as a result.

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## Be prepared

If you are going to give the agents a set of keys, get enough keys cut for each agent instructed. It's amazing how many times agents will squabble amongst themselves about who had the set of keys last, or even worse, one agent may not even bother to go down the road to another agency to collect your keys if it's easier to show an applicant another property instead.

## Showing your property in its best light

Sometimes you may want to show viewers around your property yourself. Perhaps the agent has booked a second viewing after office hours or at the weekend and is unable to attend. If so, here are a few tips to make sure it all goes smoothly:

- Always show your property in a clockwise direction. Try and make sure you finish with the nicest area in your flat, so they can appreciate it properly when they ask you any additional questions. And be careful, you would be amazed at how many people forget to show one of the rooms!

- Do a last minute vacuum, clean the kitchen, make the beds, tidy up and light some scented candles for thirty minutes or so before the viewers arrive.
- Make sure all loos are flushed and the loo seats are down.
- Try not to drone on and on or state the obvious. Point out your property's good features, such as high beams, exposed brick work and good views, but try not to oversell. Give viewers a copy of the property details if they don't have them so they can make notes if required.
- Be chatty and friendly, but also give people the chance to roam and take their time without feeling crowded or pressured. Give them the space to imagine living in your property.
- Don't feel that you have to point out every single power point and feature. Remember, often on a first appointment people just want to get an idea of what the place is like. Heavy selling will just turn them off.
- At the end of the viewing ask them if there's anything else they would like to know. This gives them a chance to ask about local services, transport and the neighbourhood's vibe.



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For more information about buying or selling your home, contact one of our dedicated Account Managers.

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