



SELLERS' GUIDE

The making of a successful sale

Why choose Mark Smith Estate Agents to sell your home? Because we want to make selling your home as easy and as enjoyable as possible.

Mark Smith Estate Agents is a truly independent business run by Mark and Michelle Smith who between them have decades of experience in the local market and offer a one to one service that most agents simply cannot achieve.

“ Since opening for business in 2012, our approach to property marketing has ensured that we always adopt the most beneficial methods for our clients’ properties, at every stage of the sales process.

We know that when it comes to buying and selling sometimes there can be anxious moments along the way. We are able to offer guidance and reassurance based on our own personal and professional experiences of selling and buying property. ”

Mark Smith



Valuation

We will provide an accurate valuation of your home using our local knowledge, our experience of the market and comparable evidence from our property market resources.

We will answer any questions you may have about our service, your property and the market honestly and will provide you with a comprehensive marketing brochure and contact details.

Upon instruction

We will discuss our marketing strategy with you so that it suits your property.

We will set to work preparing a full set of particulars including quality photos, EPC and floor plan for your approval.

We will email and telephone our database of vetted buyers who are ready to view and upload the property to our website, Rightmove, Zoopla, Prime Location and a host of other portals as well as Facebook and Twitter

We advertise in the local press every week.

You will hear from us regularly with updates on all developments and expressions for interest.

Point of offer

When buyers make an offer on your property, we check their ability to proceed before we put the offer forward to you. We want you to be as fully informed as possible at every stage of the sale.

We offer to support you in negotiating the offer and to confirm all offers in writing to you if you require it.

Acceptance of offer

At this point, we undertake a comprehensive review of every part of the property chain, confirming details of all parties and solicitors and identifying the progress of each transaction in the chain.

We maintain regular contact with all parties as part of our sales progression service and keep all parties regularly updated on progress and any changes that have occurred.

Progression of the Sale

We confirm which solicitors have been instructed and check that client information packs have been issued and returned. We look to see that relevant mortgage applications are underway and that surveys have been booked.

We stay in touch with solicitors about searches and enquiries and continue to monitor the chain below.

An Exchange of Contracts comes next and we help achieve a moving date agreed by all parties.

On the day of completion, we liaise with solicitors and hand over keys when advised.

Choosing the right agent is possibly the most important decision you take when selling your property. This is our checklist for choosing an effective estate agent:

Look for...	Our approach...
Free no obligation valuations	Booking a valuation with our team gives you an opportunity to discover for yourself what it's like to work with us. Ask us questions about the market, recent sales in your area and how to prepare your house for sale.
Effective marketing advice	One size does not fit all. We will discuss our marketing plans for your property with you to make sure you get the service you want.
Professional market insight	We put our expert knowledge at your disposal to ensure you achieve the maximum price possible for your property.
Communication	You'll find that we like to keep you updated on interest and viewings. We are open seven days a week and have an out of hours number for updates at a time to suit you. We also accompany 95% of our viewings and aim to give feedback within 24 hours of every viewing.
Premium brochures & photography	We provide clients with specialist advice in selling all kinds of properties and offer bespoke options on photography and high quality sales particulars.
Targeted marketing techniques	We maintain a valuable database of current applicants so that we can build and manage successful chains. We can even implement targeted marketing techniques to ensure your property's details reach the right buyers.
Local and national reach	We advertise in local newspapers and maintain an active presence on national property search sites such as Right Move, Zoopla and Prime Location. This means local and national applicants can find your property wherever they are looking.
Effective online presence	Our website is designed to work properly on all devices including iPads, tablets and smart phones. We offer free home search apps for iTunes and Android. You can also find us on social media, such as Twitter and Facebook, talking to potential buyers about properties in Whitstable and Herne Bay.
Dedicated sales progressors	We work hard at progressing sales through to completion because we want to make selling your property as straightforward and rewarding as possible for you.



OUR MARKETING PLAN FOR YOUR PROPERTY

We will listen to your specific needs and requirements and create a bespoke package that suits both you and your home. What's more, we put our expert knowledge at your disposal to ensure you achieve the maximum price possible for your property.

“ You can be confident we are using all the tools in the box to show your property to its best advantage. With thousands of buyers visiting all types of media every day, we are confident you will start to see interest in your property from day one. ”

Michelle Smith

OUR PEOPLE MAKE ALL THE DIFFERENCE



OUR OFFICE ATTRACTS ATTENTION



OUR VALUATION SERVICE GIVES YOU MARKET INSIGHT



OUR PREMIUM BROCHURES GIVE BUYERS EVERYTHING THEY NEED

Book Your Valuation now

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www.marksmithestateagents.co.uk