

whitegates



# Our Guide To Selling Your Home





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Selling your home can be one of the most stressful experiences in life. At Whitegates, our local experts are on hand to help ease the burden.

Here is our 12-step guide to selling your home, and how we can help make the process run as smoothly as possible.



## Who we are

**Whitegates is one of the largest and most successful estate agencies in the North of England, the Midlands and North Wales.**

Whitegates bases its core values on tradition and that is why we are trusted by thousands of people to look after their property interests every year.

Our customers know we are there for them and our proactive approach and unrivalled local knowledge can help ease the stress of moving home. Every branch is run by highly-qualified, experienced local

property experts who have owned and invested in property before, and they will always aim for a hassle-free sale at the highest possible price.

By working with us you will be choosing an award-winning agent with 40 years' experience and a leading high street name. Our reputation is underpinned by the testimonials of our happy clients and we are proud of our reputation.

**Start your journey with us today.**

## Preparing to sell your property

### 1. Arrange a valuation

We know how much your home means to you and you probably have an idea of what you believe your home is worth. Whitegates offer a free, no obligation instant online property valuation as well as a home valuation service by one of our local experts. With our 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.



### 2. Run your numbers

Find out exactly how much your outstanding mortgage is and, more importantly, if there are any early redemption penalties. These could hit you hard in the pocket so some forward planning before putting your home on the market is time well spent.

### 3. Speak to the lenders

Once you have established that your proposed move is financially viable from a sales perspective, speak to mortgage lenders about how much they would be able to lend you towards your next property. It is important to gather unbiased guidance on the options available. An independent broker, such as our partner L&C, who are the UK's leading fee-free mortgage broker, can provide unrivalled advice and guidance on the best mortgage for you.





#### 4. Find the right agent

There is much to consider when looking for the right estate agent to market your property - and it's not only down to the lowest commission rate! When is the branch open? How flexible is the agent's availability to show potential buyers around your property? How will they market it through digital media?

Whitegates is a member of one of the UK's largest property groups, which boasts five other highly-respected and trusted brands - and our network is growing.

We recognise that the internet is one of the most important tools for sellers and that is why we have made serious investment in online technology for promoting and selling property.

Our new mobile-responsive website ensures that buyers can view your property on the go, on any device. With links to Rightmove you can ensure your property will get the maximum exposure.

As the local property experts, we can take the stress out of selling your home. You will be kept informed about the progress of your sale by receiving immediate feedback from viewings and honest opinions. We are also on hand 24/7, offering support and guidance whenever you need it through our website's Live Chat portal.

#### 5. Find a solicitor

Once you have made the decision to sell and have chosen an agent, the to-do list moves on to finding the right conveyancer. Your local Whitegates office can recommend the most suitable solicitor for your sale, opening up those key lines of communication and ensuring a smooth sales process.



#### 6. Research your purchase area

Of course, it is always wise to have an agreeable offer on the table for your property before looking for your next one, but it can be worth doing some advance research into potential areas and postcodes beforehand.

Why not speak to your local Whitegates office who will be able to suggest options within your price range? With our network of Group offices across the UK, our knowledge and experience runs the length and breadth of the country, meaning we can help you find your perfect property.

#### 7. What stays and what goes?

It is 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 your agent with this information early in the sales process means they can give potential buyers a true picture of your property from the start.



#### 8. Organise an Energy Performance Certificate

This 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 Whitegates take the strain of arranging this so you can focus on finding your dream home.**





# Let the viewings commence

## 9. Picture perfect

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

Whitegates' experts use the latest camera technology and can advise on the best ways to photograph your home. We will also draw up an accurate floor plan to present to potential buyers.

## 10. First impressions count

A little bit of elbow grease can pay big dividends when it comes to selling your home. But fear not, we're not talking massive changes here - Whitegates' local experts can provide honest and transparent feedback from potential buyers based on their experience of the local market. Some 'quick fixes' can often make a big difference.

De-cluttering and removing personal items out of sight can enable those viewing your home to visualise themselves living there, so roll up those sleeves and get stuck in!



## Offers

### 11. Considering offers

Any offers you receive on your property should always be communicated by your agent both verbally and in writing. Whitegates 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. Whitegates is always on hand, as your agent, to listen and answer any queries you may have.

We also take the reins when it comes to establishing a buyer's ability to proceed and will pass on your feedback directly to the buyer, whether the offer is acceptable or not.

### 12. It's acceptable!

Whitegates aim to move quickly once you have accepted an offer on your home. Our experts will draw up a memorandum of sale and confirm the price with all parties, as well as compile details on solicitors.

We are also on hand to advise on searches and enquiries, including preliminary deeds, title deeds and fixtures and fittings confirmation.

Once a survey has been completed, both parties will be ready to exchange contracts and agree on a completion date. At this point, we can also help with the recommendation of a removals company.

And that's it! You've sold your home - time to celebrate and enjoy the next chapter in your life.



## Next steps

If you plan on selling your home in the near future, please organise a market appraisal. They are free of charge, no-obligation, and you will get an up-to-date valuation of your property as part of it.

**Already had your home valued?  
Now it's time to instruct an agent.**

**Contact us now to get things moving.**







Visit **whitegates.co.uk**  
to find your nearest branch.



Whitegates 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