



Our Guide To Selling Your Home



Who are we?

Ellis & Co is London through and through and, with our in depth knowledge of the capital market place, you couldn't be in safer hands.

We have more than 160 years of experience in the property industry and, with 19 branches across London and Kent, we are superbly placed to ensure you sell your home at the right price and with the minimum stress.

Within those hundred-plus years of service to the capital's property market lies traditional values we have retained right up to the present day. We achieve results through exemplary customer service.

We are the London experts - speak to your local branch today to discover for yourself.

Our guide to selling your home

Many people find moving house a stressful time - especially in London where time is a precious commodity and the variety of buyers and sellers are more diverse than ever before.

That is where Ellis & Co comes in. London estate agents at our heart, we know the city better than anyone and are on hand to help the process of selling run as smoothly as possible.

Here is our 12 step guide to selling your London home - and how we can help.

Preparing to sell your property

1. Arrange a valuation

The London property market can be difficult to judge due to the sheer scale and variety of postcodes, so your gut feeling on the true value of your home could be off target.

Ellis & Co's local experts offer a free, no obligation valuation service and, knowing London as we do, we can ensure your property is on the market at price to suit your needs and maximise your chances of a speedy sale.

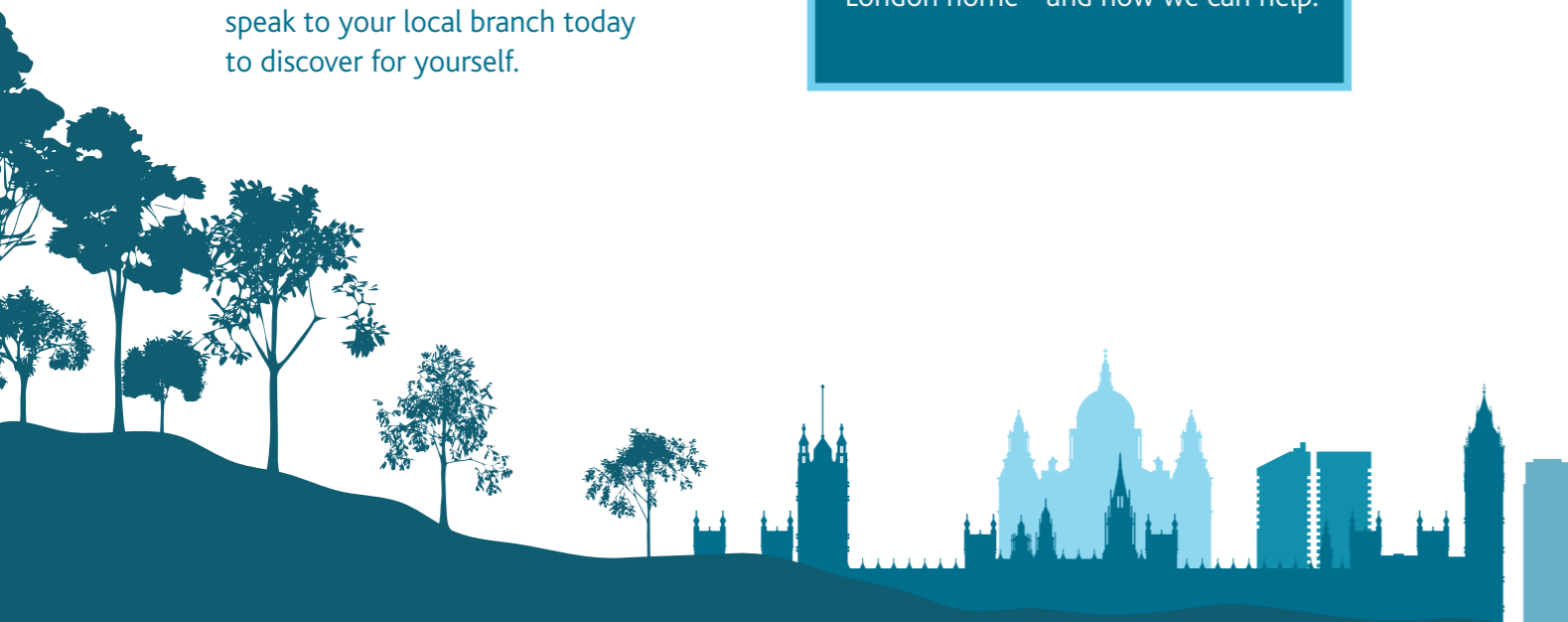
3. Find the best mortgage

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.

Ellis & Co has teamed up with L&C, the UK's leading fee-free mortgage broker, who can offer you unrivalled advice and guidance on the best mortgage for you.

2. Do the maths

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.





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 commission percentage! When is the branch open? How flexible is the agent's availability to show potential buyers around your property? How will they market it on digital media?

Ellis & Co 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.

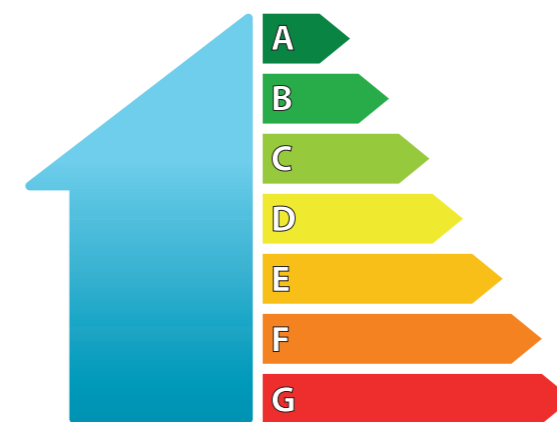
We recognise that the internet is one of the most important tools for sellers and that is why we have

invested in online technology for promoting and selling property. Our new mobile-responsive website, ensures that buyers can view your property on the move, on any device. With links to Rightmove you can ensure your property will get the maximum exposure.

We can take the stress out of selling your home because we know our market. You will be kept well informed about the progress of your sale by providing you with immediate feedback from viewings and honest opinions. We're 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. Ellis & Co can recommend the most suitable solicitor for your sale, often suggesting a London operator to open up those key lines of communication and ensuring a smooth sales process.



7. Organise an Energy Performance Certificate

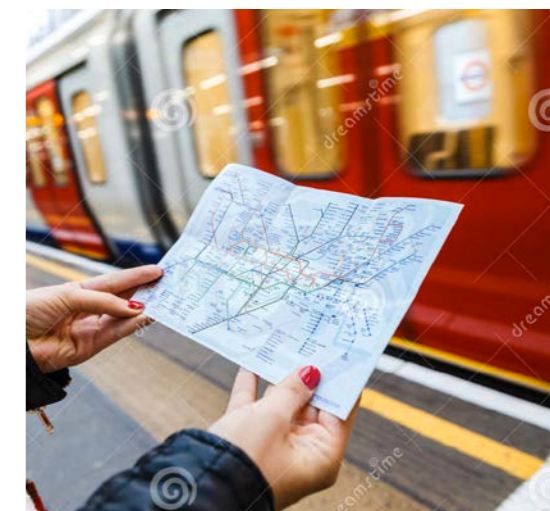
This is a legal requirement when selling your home. The certificate rates a property from "A" to "G" for both Energy Efficiency and Environmental Impact with "A" being the best. It also shows how a property could potentially better its rating after making improvements.

Let Ellis & Co take the strain of arranging this so you can focus on finding your dream home.

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, particularly when it comes to the vast landscape that is London.

Ellis & Co's local experts will be able to suggest options within your price range and, with our network of offices across London and Kent, our knowledge and experience runs the length and breadth of the capital.



8. What stays and 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 we can give potential buyers a true picture of your property.





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.

Ellis & Co's 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 wholesale changes here - Ellis & Co's local experts can provide honest and transparent feedback from potential buyers and based on their experience of the local market. Some 'quick fixes' can often make a big difference.

De-cluttering and removing 'personal' items from view can allow those viewing your home the luxury of visualising 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. 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. Ellis & Co 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!

Ellis & Co aims 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 compiling 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 and both parties are ready to exchange contracts, we will arrange a day that works for both you and your buyer - we can also help with the recommendation of a removals company once a completion date has been agreed.

All that's left to do is congratulate you! You've sold your home and it's now time to celebrate and enjoy the next chapter in your life!

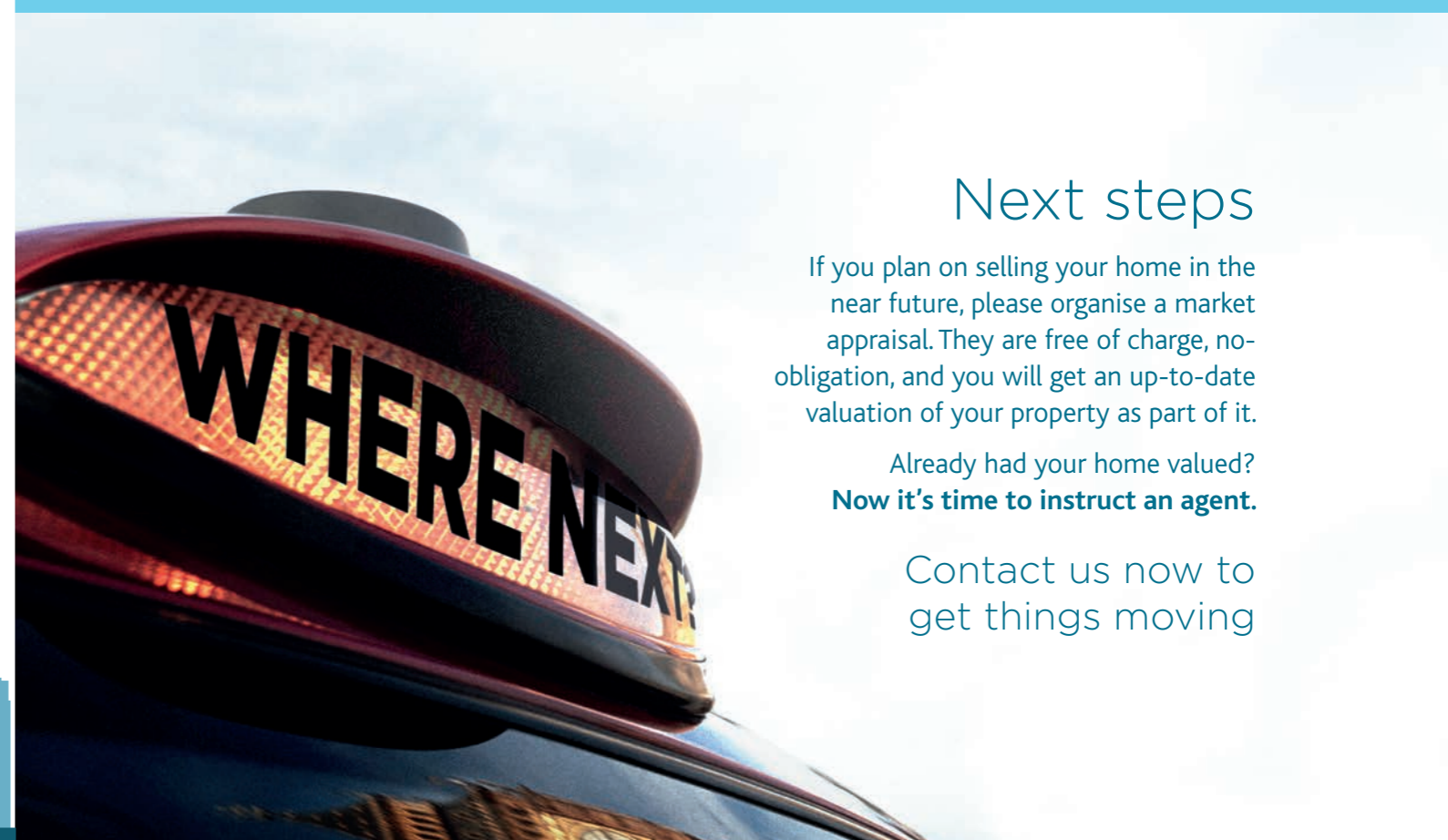
Next steps

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.

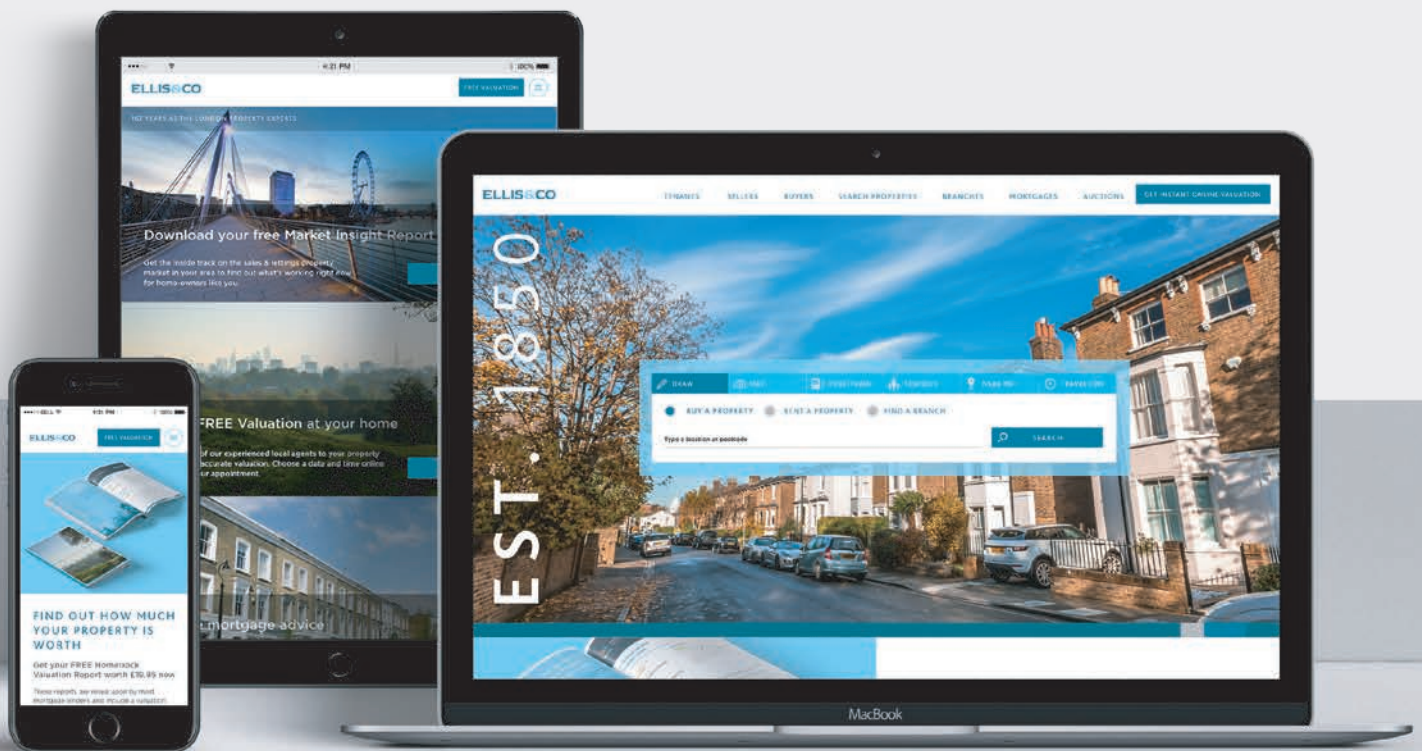
Contact us now to get things moving



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Sales & Lettings

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to find your nearest branch.



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