



# SOVEREIGN ESTATES



OUR 10 STEP GUIDE  
TO SELLING YOUR PROPERTY





# Hello

*THIS GUIDE  
RESULTS IN  
OUR CLIENTS  
ACHIEVING A  
SALE PRICE OF  
APPROX 2%  
MORE THAN  
THE AVERAGE  
SALE PRICE*

You might be thinking about selling your property or you may have a property currently for sale. It's only natural you will want to achieve the best price when you sell and to the right buyer. With our years of experience, we have written this 10 Step Guide to help you achieve just that. The average sale price we achieve is 99% of the asking price – which is more than the current national average. Many clients have taken the time to give us a 5-star review for the service we delivered and the great price we secured for their home.

Follow our simple steps and strategy, you too can achieve the same results as the hundreds of delighted sellers we've had the pleasure of working with over the last decade.

Finding a buyer can be relatively easy but finding the right buyer – someone who is willing to offer the best price in a timely manner – isn't.

Many sellers switch agents because their chosen agent doesn't have a strategy in place to ensure maximum interest in their property. At Sovereign Estates our 10 Step Guide delivers the very best results. Talk to us about how we market every property and how we will put it into practice for you.

We are the agent making it happen.

***Caron Bunclark***  
***Director***





# Step 1: price

*THE  
PURPOSE OF  
A MARKETING  
PRICE IS ONLY  
TO ATTRACT  
MAXIMUM  
INTEREST*

The first step is to agree a price at which to market your property. This should be based on factual market evidence that we will provide for you and not simply be the price you would like.

The purpose of a marketing price is only to attract maximum interest, and that is key. An incorrect marketing price can seriously affect your chances of achieving the right price. If the price is too high, your house may not attract enough interest and sit for too long on the market, too low and you will attract people who are unable to pay the right price, even if they wanted to.

For example, it could be that you feel your property should be worth £925,000, but it's agreed that the best marketing approach to adopt in this particular instance is to ask for 'offers in excess of £900,000.'

It's best to market at a round figure i.e. £700,000 rather than £699,950. This will mean you appear in searches up to £700,000 and also from £700,000. At £699,950, you would only appear in searches up to £700,000.





## Step 2: marketing



The majority of buyers begin their property search online, so it's really important that the photography of your property sets it apart and creates the best first impression.

We always use our regular, trusted professional photographers to ensure your property is captured in its best light and we have the option of aerial and drone photography too.

Many estate agents still believe using a professional photographer isn't necessary but spending time lighting a home and knowing what angles will give a better overall effect, are all key to the marketing.

Creating a brochure that not only shows off the visual appeal of your property but is well-written and describes the features and lifestyle a potential new owner could have, is just as important. Showing quality throughout the marketing really gives the impression of a quality home.

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## Step 3: property launch

*PREPARATION  
IS VERY  
IMPORTANT TO  
ENSURE YOUR  
PROPERTY  
CREATES THE  
RIGHT LEVEL OF  
INTEREST AND  
ACHIEVES THE  
BEST PRICE.*

The launch of your property to the market is hugely important.

Both research and our experience tell us that your property will get the most interest within the first two weeks of marketing. Preparation is very important to ensure your property creates the right level of interest and achieves the best price. Professional photography will create a great first impression, whether it be online, in a brochure or in the window of your estate agent. Utilising the major property portals such as RightMove and OnTheMarket will provide a good online presence alongside your estate agent's own website.

This should be accompanied with posts and/or videos on social media channels such as Facebook and Instagram to reach a wider audience and maximise interest. Social media is a great way of introducing potential buyers to your property, even if they aren't actively looking!

Open Days can often be a good way of introducing prospective buyers to your property. Marketing begins a week or two before the event and the diary is filled up with back-to-back pre-booked viewings, which can create competition between buyers and will often assist in maximising the sale price. Your agent is best placed to advise if this is the right marketing strategy for your property and circumstances.

Part of an estate agent's expertise is conducting viewings, and a good agent will know what to say so your property is shown in its best light. There can often be an ongoing relationship with the people viewing, so features and lifestyle that would be positive to them can be highlighted.



# Step 4: passive buyer marketing

YOUR  
PROPERTY  
NEEDS TO  
ATTRACT  
ACTIVE AND  
PASSIVE  
BUYERS

Many advertising strategies recommended by agents only target active buyers, that is, buyers that are actively on the internet looking for properties. These are the buyers that check property portals every day and are often registered to receive alerts when a new property comes onto the market.

There is another group of buyers though that are just as important to target – passive buyers. Passive buyers are people that are not actively looking to buy property, in fact, they might not have even considered moving at all. It might be that they've driven or walked past your property and always admired it. It might be a local that would consider moving for the right home. Or it might be that there is some aspect of your home that so suits them and that they fall in love with that it entices them to move, even though they had no intention to.

Whatever it is, you want a marketing strategy that also targets passive buyers because they are typically making a decision that's driven by emotions, and thereby more likely to pay a premium price for your property. A for sale board can be a great way of reaching these buyers, as can social media.





## Step 5: monitor & review



Marketing is all good and well but, for it to be effective and worthwhile, it needs to be monitored. Having everything online enables this to be measured much more easily and looking at click through rates assists with this week on week, throughout the duration of your property's marketing. A simple adjustment that can be made is the photography sequence featured online can be changed, which can promote new interest and a click through from a buyer who has been drawn to one lead photograph.

Good communication is key to keeping your property on track and your estate agent should be proactively advising you on any marketing adjustments they feel would have a positive effect.





# Step 6: enquiries

*WE PRIDE  
OURSELVES ON  
RELATIONSHIP  
BUILDING*

Having put in the hard work and implemented all the steps, it's crucial that your agent responds to all enquiries and deals with them efficiently and effectively. Building a good relationship with potential buyers and giving them guidance and support whilst responding to any questions they have is essential.

We pride ourselves on relationship-building and before a property goes onto the market, we will be considering the applicants we have registered on our database who might be ideal for prospective buyers for your property.

We set up WhatsApp groups for each sales or lettings property so we can stay in direct contact with you, advising of viewings, providing feedback and to keep communication open.



## Step 7: viewings



First impressions count when viewing a property, so both the exterior and interior should be considered and maintained. An entrance hall should be clutter-free and airy, and have a fresh and welcoming smell, evoking a positive feeling when potential buyers arrive.

Having well-organised cupboards and rooms will make your whole home look much more appealing. Don't just think of decluttering in terms of cupboards and storage, though. Think about spaces like your kitchen worktop: the less clutter, the bigger the worktop space will look.

Your agent should be carrying out all viewings, as they are the ones building a rapport with potential buyers. Buyers feel much more comfortable and will give more honest feedback as they walk around a property if the owners aren't present. First viewings can be led by the heart, whereas second viewings, by the head.





## Step 8: feedback



Honest feedback from each viewing is very important. Initial feedback should be given the same day, and then followed up within 48 hours.

It takes on average, at least ten viewings to secure a buyer. Feedback from the other nine viewings can be beneficial and can help secure the right offer.







## Step 9: reviewing



After three to four weeks, if your property is still for sale, a review of the marketing should be done, including a discussion of the interest to date.

During a review, feedback should be examined and a look at any similar properties that might have been sold or brought to the market can be discussed, before planning for the next stage of marketing.

At every step you should be fully informed of activity and discuss plans moving forward.



# Step 10: offers & negotiation



By this stage, you will have hopefully received one or more offers from prospective buyers, so it's important that this step is handled with care.

Emotional attachment plays a big part in a prospective buyer making an offer on a property and it can be used to a seller's advantage during negotiation. Although a low offer can feel disheartening, you must remember that it is an offer from someone who wants to buy your property, and it's down to your agent to negotiate effectively and achieve the highest price. Research shows that offers received in the early stages of marketing are usually the best offers. It can be tempting to reject them in the hope that you will receive something higher, but this is often not the case.

Every offer should be fully qualified before being put forward to the seller. The financial position of a buyer and any chain they are part of should be fully checked to give a seller as much information as possible to be able to make an informed decision. One of the main reasons property sales fall through is due to estate agents not doing their job properly at the time of negotiating and not fully qualifying a buyer.