

# Sinclair

*100% / Local*

ESTATE AGENTS



# Sinclair

## A guide to selling your property

Selling your property involves some important decisions about a hugely valuable asset. It also requires a great deal of organisation and an informed understanding of local market conditions.

For over 20 years we've been one of the area's leading estate agents, acting for thousands of clients in Charnwood and North West Leicestershire. We understand how a vendor can maximise the value of their property and how careful preparation can make the whole process run more smoothly.

We choose to be regulated by the leading bodies of our industry, namely the National Association of Estate Agents (NAEA), The Royal Institution of Chartered Surveyors (RICS) and the Property Ombudsman (TPO). We respect and value the protection and peace of mind this gives to our clients through each stage of the sales process, from the initial valuation to the complexities of sales progression.

This guide introduces you to our approach to ensuring a successful sale of your property. We hope you find it useful.

*“We were extremely happy with the service provided. We chose to use a local Estate Agency who had a good working knowledge of the area. We were not disappointed with our choice”*

*Mr Sewter*

## Our approach

We believe “people buy from people” and that personal interaction is a crucial part of ensuring every client has a positive experience when using our services. We remain 100% local and are dedicated to selling property in the communities we support and live in.

Our market-leading high street offices located across Charnwood and North West Leicestershire allow accessibility and a face to face service, which we know is valued by many of our clients.

Every member of staff at Sinclair is invited to contribute to the success of our business. Their knowledge and experience of the local market provides the necessary skills to sell your property efficiently and for the best price possible.

When you come into one of our local branches don't be surprised by “the same old faces”. Because we look after our staff, they tend to stay with us longer; ensuring your experience with us is the best that it can be. We think that's a very good thing indeed!



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*“Friendly, informative, knowledgeable and highly professional. They really knew about their properties and staff are prepared to go that extra distance to help”*

*Mrs Hurst*

## Valuing your property

Setting the right price is the first and most important stage in the sales process. Getting this wrong could deter viewers in the key first few weeks of marketing or, in the worst case scenario, even prevent a sale.

Our property valuations are always carried out by senior and experienced members of the company and we will base our valuation on 4 key factors –

- Location
- Competition
- Timescales
- Condition

Our assessments of property value will be supported by comparable evidence and an intimate knowledge of the local sales market. We will listen to your requirements and provide you with details of how our marketing can be tailored to suit you.

This will enable us to successfully find the right buyer, at the best price, working to your timescales.

*“We were extremely anxious about our first move in nearly 30 years – but you couldn’t have been more understanding, patient and reassuring. Well done and thanks a million!”*

*Liz Jones*

## Preparing to sell

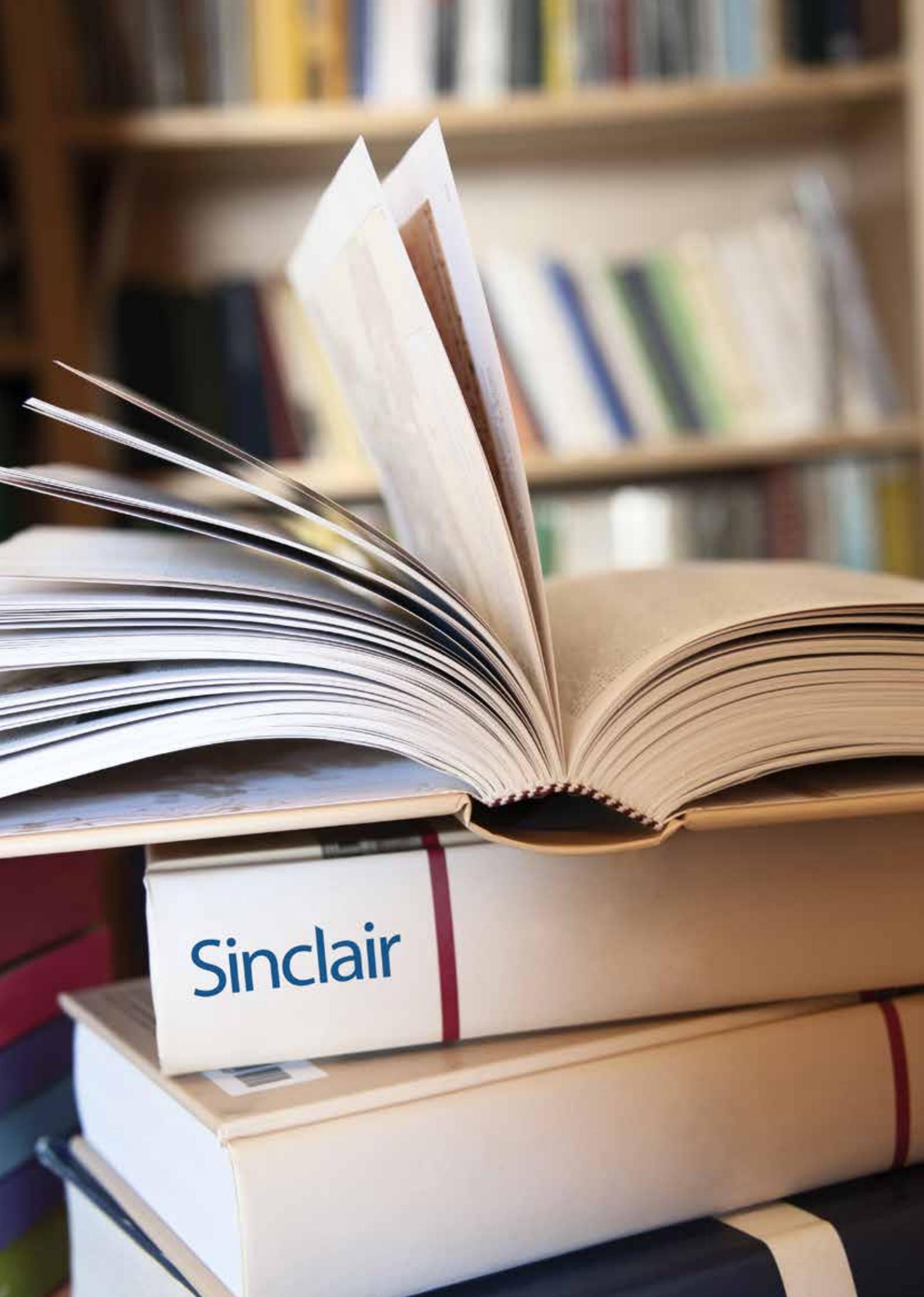
Before placing your property on the market, we undertake to prepare a quality marketing campaign that attains the highest standards across all media.

Once instructed, we will need to re-visit your property in order to take all of the details necessary to ensure your property is presented at its very best, whether on the internet or social media; in print or in the window of one of our local branches.

### **We will:**

- Take full internal measurements of your property
- Prepare floor plans
- Produce detailed property particulars
- Take quality, unlimited photographs
- Organise your Energy Performance Certificate - EPC (if required)
- Carry out ID verification checks to comply with The Money Laundering Regulations
- Fully explain all the necessary paperwork and legalities

Only when you are completely satisfied and comfortable with your marketing plan will we move forward and place your property on the open market.



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*“We had a main point of contact who was always incredibly thorough and made us feel supported and more importantly updated throughout the process”*

*Sarah Macone*

## Finding your buyer

Whether maisonette or mansion, our approach to marketing is always informed by the same principle: to showcase your property to the widest possible pool of buyers.

### **Technology**

Right from the start we embraced the power of technology within our business. From being early adoptors of the internet and all things digital, to the introduction of specialist estate agency software across our computer linked branch network. Fast forward to the present day and cloud computing allied to a new generation of specialist software allows us to stay at the cutting edge. Mobile technology frees our negotiators to serve your best interests from anywhere, not just the office. Our website is continually updated making it relevant and ensuring high search engine rankings.

### **Internet Coverage**

As well as a continually updated showcase of our properties for sale, [sinclairstateagents.co.uk](http://sinclairstateagents.co.uk) feeds directly to major national property portal sites, including Rightmove and Zoopla.

*“The staff were friendly, helpful and efficient, making the experience less stressful than is often the case with house sales/purchases. The service was excellent”*

*Mrs Collins*



# Local High Street Offices

Our group of offices occupy prominent town centre settings strategically located to dominate the markets they serve.

Each office and every negotiator has access to a central sales database of active and managed buyers so no matter which office you're with your property will receive the maximum exposure.

Our offices offer a comfortable and professional environment for sellers and purchasers alike to discuss all their property needs and requirements.

# 'For Sale' Boards

For Sale Boards are a proven and very effective marketing tool.

Our distinctive boards generate a large number of applicant enquiries and registrations so we would always recommend erecting a board wherever possible.

A photograph of a building facade featuring a large, illuminated sign for 'Sinclair'. The sign is white with a blue glow underneath, set against a dark grey background. The building has a tiled roof visible above the sign.

*Sinclair*

*“One of the better estate agents I have dealt with and would definitely use them in the future. They always returned calls and fantastic customer service”*

*Miss Fancourt*



# Generating Viewings

Our managed data base of buyers will be our first port of call; in fact on many occasions our staff will potentially already have a buyer(s) in mind.

All matching buyers will be contacted by telephone in the first instance, to enable us to talk through the key points of the property and secure a viewing appointment.

Once approved by you, details of your property will immediately be uploaded to the major property portals, which will naturally generate further enquiries.

Our experienced negotiators will qualify the buyer's position and circumstances, encouraging them to commit to viewing the property.

Once a viewing has taken place we will endeavour to get feedback; primarily to encourage offers, but also to assist with the overall marketing strategy. The thoughts of potential buyers either positive or negative are invaluable in ensuring our marketing is both proactive and targeted.

# Negotiating Offers

Receiving an offer for your property is an exciting part of the process. At this point the help and support of our experienced negotiators will be critical.

We will always aim to maximise your sale price, qualify the buyer's position and where there are multiple offers, ensure we close the sale to the best buyer possible.

We will only agree a sale to a buyer when we can advise that we are fully satisfied with the buyer's ability to proceed and only when we have been provided with all the necessary documentation required, namely;

- Proof of identification
- Proof of funding
- Full chain details
- Solicitors to be instructed

At this stage we will instruct solicitors, send our Memorandum of Sale and work on your behalf towards an exchange of contracts and completion.



*“Thank you so much for making the whole process of selling our home much, much easier. We already miss your phone calls and emails!”*

*Mr & Mrs Paris*

## Progressing Your Sale

Our ability to handle and manage difficult sales, even those with long and complicated chains, is key to successfully getting you safely across the line; moreover we pride ourselves on a low ‘fall through’ rate.

Remember, nothing is legally binding until exchange of contracts, so our assistance in keeping those involved in the chain working in harmony and ensuring that all parties are doing what they should be doing is crucial. We will liaise with:

- Vendors and Buyers
- Solicitors
- Financial Advisors
- Surveyors
- Contractors for Additional Surveys (if required)

A chain that is left unmanaged and allowed to follow a natural course has a much higher chance of delay, leading to increased frustrations and a greater chance of falling through.

You will receive regular sale progression updates from a negotiator dedicated to your sale; they will offer you support, a sense of calm and an in-depth knowledge of the process to overcome any hurdles.

## Exchange to Completion

We are almost there! On exchange you become legally committed to the sale but there will be a few jobs still to do before completion day:

- Building Insurances
- Removals (this should be done in advance of this stage to ensure availability)
- Utility Companies – To be informed of your intended completion date
- Council tax – Local Authorities to be informed
- Post – Redirection of post to the new address.

Next... The BIG day



## Completion

This is the moment we have all been working towards and where you finally hand over the keys.

Once monies have safely transferred through the chain and official key release has been received from your solicitor, we will liaise with those in the chain to organise the hand over.

A milestone day for you, moving onto another chapter in your life. A very satisfying day for us seeing another client safely through what can certainly at times be a very difficult process.

**CONGRATULATIONS!!**



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