

# AshtonRose - A Guide to Selling Your Home

At Ashton Rose we believe that being your agent is a privilege. It is important to us that you understand what we will be doing to sell your property and the service you should expect from us. Our process is also designed to give the client maximum feedback and so to this end we have listed what you can expect when you instruct Ashton Rose.

## WHAT YOU CAN EXPECT

- On requesting a property appraisal or valuation from Ashton Rose we will attend at your convenience and discuss all aspects of the appraisal with you in order to reach agreement on the best method to get your property to market.
- You will receive our appraisal and any supporting documentation promptly following our visit.
- On instructing Ashton Rose we will prepare high quality sales brochures including photographs and floor plans at no cost to you.
- Ashton Rose will instruct and progress the preparation of all HIPs Packs as required by law on your behalf soon after being instructed.
- The best internet advertising will be chosen for your property including our own website, Find a Property and Rightmove.co.uk. Over 80% of sold property in England is found using Rightmove. Internet marketing will begin as soon as your property details are approved. You will be advised when the property is live.
- Your property will be advertised in local papers in the next available slot. You will be advised when your property will appear.
- All viewings at your home will be accompanied unless specifically requested otherwise by yourselves.
- You will receive open, honest feedback following every viewing.
- You will receive an activity report weekly or fortnightly (depending on your requirement) as to the progress and marketing of your home together with full internet marketing feedback.

- Should your property not be sold after a reasonable period of time we will invite you to a review, we will discuss all viewings, feedback and advertising carried out with the aim of making some changes (if required) or discuss the way forward for the next period of marketing
- Ashton Rose will always act openly, honestly and professionally and aim to achieve the best price possible for our clients.
- Should you accept an offer on your property Ashton Rose will professionally progress the sale through every stage to completion.
- Ashton Rose will work with and liaise with your appointed solicitor, or if requested by you, will recommend a suitable solicitor to act for you in the sale.
- Ashton Rose will advise all our clients on any property that they may wish to move into as well as make available all advice required to achieve the clients goals through our network of professionals.

### **HOW TO SELL YOUR HOUSE MORE QUICKLY – A Sellers Guide**

**As your agent we would not be fulfilling our role if we didn't tell you this.**

A growing number of investors and buyers have become more sophisticated and demand a higher level of quality from potential house purchases. This is especially true in a declining market, where a greater number of houses become available, ultimately taking longer to sell and thus creating a buyers market.

The aim of this guide is to help you and Ashton Rose sell your home quickly irrespective of a growing or declining market. The key to selling quickly is to get into the mindset of the buyer and ensure that your house will live up to their expectations.

Selling a house has become an art form and this guide will help you understand some of the simple concepts you can apply to greatly increase your chances of selling your home faster. You will need to spend time and sometimes money in raising the level of upkeep within your home to obtain the best price and achieve a quick sale.

## Look at your Locality

You need to assess how well your house looks in comparison to the neighbours and the best kept houses in your street including neighbouring areas. Make a list of salient points where your house fails to meet the standards set by the more desirable neighbouring houses. This will prove to be a prominent starting point in improving your 'kerb' appeal.

## Kerb Appeal

The front of the house will always make a strong statement about how the remainder of the house has been maintained. So it's vital to get this right.

## Kerb

If you can, sweep up the kerb in front of your house on a regular basis so that it's always kept free of any litter, especially before a viewing.

## Wall or Fence

Remove moss or weeds that grow on or around a wall or fence. If possible, repaint, stain or re varnish to give a new clean look. Also repair any problem areas so they are in good condition. Ensure that any gates open and close securely, oil hinges and latches well to avoid any annoying squeaking noises.

## Path or Drive

Keep the area well swept especially during the autumn months due to falling leaves. If required remove any weeds or moss that may have grown a good hint is to use a power washer to create a clean and brighter path or drive.

## Lawn and Gardens

If you have a lawn or garden then ensure that it's mowed regularly especially during the spring and summer months. Remove weeds and litter from the lawn and borders. Tidy up overgrown trees, bushes and hedges by trimming them down. This may help to allow more light in through the windows.

## Gravelled or Pebbled areas

Remove litter and weeds growing through and ensure an even surface by raking. In general, repair or replace anything that is broken and repaint, stain or re varnish any areas that look worn or tired. Remove any rubbish that will distract the buyer and keep the gardens well maintained. If you have a 'For Sale' board then ensure that it's clean, tidy and visible from the road.

## Front of the House

This will be the first area a potential buyer will study and will form an immediate judgement regarding the condition of the rest of the house. So it's very important to get this right. The front of the house needs to be appealing, well appointed and welcoming otherwise you will lose a potential sale before ever meeting the potential buyer. Newly painted and clean windows always give a fresh look to a property.

## Roof

Ensure there are no loose or missing tiles and make sure that the lead flashing is tidy and free from damage.

## Guttering

Clean debris from all the guttering and repair any damaged sections. Repaint metal guttering if necessary.

## Brickwork

Re-point areas of damaged mortar otherwise the buyer may suspect damp problems to the internal walls.

Painting is a great way to give a clean look to the outside surface. Avoid bright colours. Use a light cream or magnolia to the main areas and white to any features such as areas above and below windows.

## Front Doors and Windows

Clean all windows and windowsills. Repair any broken glass or frames. Make sure the front door works properly with an emphasis on security and ensure that it's clean. Paint, stain or varnish if necessary. Clean all the door furniture i.e. handle, knockers, letterboxes and house numbers. Oil all hinges if necessary. Again, keep all areas clean and free of litter.

## Garage

Keep all areas around the garage door clean and free from debris, make sure that they open and close properly. Repaint stain or re varnish paintwork that may be flaky or peeling. If requested, Ashton Rose can recommend suitable trades people to carry out the any of the above tasks which are thought to be necessary.

## Inside the House

Now you have completed the first stage of creating the 'right' impression by improving the front of your house, it is imperative you now replicate this process throughout the rest of the viewing. There are some general concepts that you need to bear in mind that relate to the whole of the house inside or out.

## De-clutter

Throughout the months or years in a home, the collection of personal items grow at an alarming rate. Remember that when you're selling your home, you're attempting to show the buyer that it's a place they can call home. The only way to do this is by making rooms clutter free. Remove any items of furniture that you do not want. Remove or store away all items that will distract the buyer. Less is creatively more. Allow the buyer to imagine that the space will become home to their ornaments and furniture. You can store your clutter in temporary storage facilities. This will cost money but can greatly improve the chances of selling your home quickly.

## Colour Schemes

Your existing colour schemes are a reflection of your taste and could put off potential buyers who may have their own ideas. The best way to tackle this is to neutralise the overall colour scheme throughout the house creating a blank canvass. This will make it easier for the buyer to imagine their own colour schemes and give an added advantage of a spacious feeling. Cream, white, magnolia and beiges are a great way to neutralise a colour scheme. If paintwork needs to be freshened up then redecorate if possible or necessary.

## Lights

Ensure that all lights work and replace any bulbs that are blown. It may be advantageous to keep all the lights on when showing a potential buyer around helping to give a light and spacious feel. Use the highest wattage bulbs to show your house off for maximum effect.

## Scents

Whatever your taste in fragrances you must remove any lingering odours of food, pets and smoking. This is especially important in the kitchen and bathroom where all work surfaces and tiles should be disinfected.

## Entrance Hall

This important reception area of the house needs to feel welcoming. Keep it as spacious as possible and remove any letters or newspapers that may have come through the letterbox. Place a new welcome mat by the door to stop the dirt being walked through the house. Put all loose footwear in racks or away from sight. Place coats and scarves on hooks and not draped over the stairs or banister. A well-placed mirror will also make a small hallway feel spacious and will add interest to any hallway.

## Living room

Remove all large or striking items, photos and ornaments that may reflect your own personality or lifestyle as this will detract from the viewing. Arrange furniture to give

the most open and spacious feeling removing any obstructions that could get in the way of the viewing.

### **Dining room**

Use a clean or new dining table cloth or table runner. Ensure that seat covers are clean and tidy. Create a centre piece on the dining table with a plant or flowers, thus creating an interesting focal point to the room.

### **Kitchen**

This is one of the major rooms in the house that determine a successful sale of a home. It is important to get this room right, replace or repair broken worktops, replacing the doors on wall and base units with a modern style. If any appliances are kept on the worktop then make sure they are clean, keeping all tiled areas spotless ensuring all grouting is dirt free. Keep the sink clean, disinfected and tidy and free from dirty dishes. If you have a boiler in the kitchen then box in all pipe work.

### **Bathrooms**

Keep all personal toiletries and cleaning materials stored out of view. Ensure all the surfaces are sanitised especially the taps, toilet, sink and bath. Replace the shower curtain if necessary and adorn the room with fresh towels

### **Bedroom**

Characterising a bedroom is important. The bedroom is used for relaxing, unwinding and sleeping the look and feel should reflect this. To portray the idea that it's also used for watching TV or for working would give the impression that there is not enough room provided throughout the rest of the house. Store or lock away all items like TVs, entertainment systems, computers, work desks, fax machines etc. Keep the room tidy and free from clutter, this is very important in the bedroom as more space that is created the greater the feeling of spaciousness. Never leave clothing lying on the bed or hanging over the back of a chair as this also gives the impression of untidiness and a lack of storage space. Remove storage boxes or suitcases from view keeping everything stored away in cupboards, loft or shed. If the bedding looks worn then replace with new.

### **Spare rooms**

Every room must have a function. If you have a spare room then define it's purpose. A spare room upstairs needs to be identified as a spare bedroom for guests, nursery or playroom, a study or office. A spare room downstairs can be interpreted as a utility room, washroom, study or office. Add furniture if necessary to help define the use of the room.

## Back Gardens

Apply the same points as dealt with in the lawn, gravelled and pebbles areas. Add outdoor lighting that comes in useful during evening or winter months viewing. If you don't already have one, a shed is useful for storing household or garden items. Outdoor furniture increases the usability of the garden and is essential if space allows. All outdoor furniture should be kept clean, tidy and in good working order.

## Conservatory

Ensure that all the windows and doors are clean both inside and out, making sure that the blinds are working and dust free. All furniture should be arranged to allow for maximum floor space

## Certificates & Receipts

If you have recently had major work done to the house then its imperative to keep certificates or receipts handy to show prospective buyers. This could include structural repairs, double-glazing, central heating, roof repairs etc. Many buyers who wish to purchase your property for renting purposes often ask for NICEIC certificates for electrical installations and CORGI certificates for gas installations.

## Summary

This guide has been compiled to give you a glimpse into areas that need particular attention when selling your house. You will need to spend time and money throughout each area in preparation of selling your house quickly. It will give you an added advantage over similar houses for sale in your area by creating a 'WOW factor'.

## MOVING GUIDE - Strategies To Ensure You Are Organized For The Big Day

Are you in the process of moving? If the answer is yes then sit back for a couple of minutes and pay attention. Set out below are some of the strategies to help you become supremely organized for moving day.

### Strategy 1 - Choosing The Best Mover

Be organized about choosing your mover.

- Firstly, explore the different types of moving process available and choose the one that best suits your requirements. Different types of moving services include self-service, PODS, truck rental etc.
- Obtain at least three written quotes.

- Examine the quotes carefully and read the small print, do not concentrate on the cheapest, ensure you fully understand exactly what type of service you will be paying for.
- If at all possible meet a representative from each company and ask questions to gain an overall impression as to the level of professionalism of the firm.

### **Strategy -2 - Use A Moving Checklist**

A moving checklist will help you to organise your moving tasks and the dates by which they need to be completed. You can create a simple checklist using a spreadsheet such as Excel by adding your key tasks and assigning dates and priorities. Display your moving checklist on a notice board in your home if other family members need to see it.

### **Strategy 3. - Call In Favours From Family And Friends**

If this is your first move don't be fooled into thinking its going to be a pushover. Furthermore, if you have very young children your time will be limited. This is a good time to call in the favours and get help when you really need it.

### **Strategy 4. - Hire A Skip If Necessary**

It is essential to begin packing as soon as you can. The first room you should start with is the attic (especially if you have lived in your current house for a number of years). By tackling this problem early you will probably realise that you have a lot of "junk" which is only fit for the local charity shop or junkyard. Do yourself a favour, hire a skip and remove all unwanted clutter from the house prior to moving. Not only will this save you money when move, it will also give you more space in the new house.

### **Strategy 5 - Inform all necessary people of your change of address.**

Whilst your buyers may be accommodating at the time and offer to forward on all mail to you, once you have left your old house they have no legal duty to do so. It is always worth paying a small charge to have your local post office direct all mail to your new address for three months or so following the date of your move. This is especially important given the increasing incidences of identity theft these days.

### **Strategy 6 - Use Boxes For Packing**

Pack your belongings in sturdy cardboard boxes with plenty of wrapping. So that your movers leave your boxes in the correct rooms in your new house, use the following marking system each box:

- Name the destination room for the box e.g. dining room.
- Give a rough description of what is in the box.

- Provide your movers with a plan of your new house on moving day so they know where to put your boxes.

### Strategy 7 - Be Prepared On Moving Day

On moving day make sure you are prepared with the following:

- Have both your mobile phone and digital camera fully charged and ready for use. Both may come in useful if the worst should happen and you need to make a record of any damage to your belongings.
- Make sure you have read your movers' documentation thoroughly so that you understand your rights and obligations on the day of the move.
- It is always a good idea to keep a personal box with you. This could contain your most treasured possessions, heirlooms or things that you wouldn't trust anyone else with. Importantly, keep a kettle, tea, coffee, milk etc. with you so that you can use them immediately you arrive without having to search for them.

### Conclusion

Even if you only adopt a few of the strategies given above, you will be well on your way to avoiding some of the common pitfalls that hundreds of people make a year when they move.