

How to Avoid The 10 Most Common House Selling Mistakes



Ewe Move .COM
Sales and Lettings

Our Insider Secrets to Getting a Super Fast Sale

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Get Your Valuation Right - Or You're Done For!

Rightmove statistics show that when a property is listed for sale it gets double the number of enquiries during first 14 days.

This is because it's new to market and people looking in your area, those who've set up search alerts, will instantly cast their eyes over your home.

If you use a cheap online agent, without the benefit of local knowledge, you've a real risk of your house being undervalued. They'll brag about getting a quick sale, but this could cost you thousands in lost potential income that will be lost forever.

You'll suffer a similar fate from an over-valuation. Struggling agents with commission driven sales reps often promise 10 - 15% more than your house is really worth. They know full well that most vendors will drop the price later. This could leave you stuck in your home for many months more than you need to be.

Worse still, you may end up having to drastically lower your price to make up for lost ground. You could end up losing thousands compared to the price you could have achieved if you'd marketed your home at the right price on day 1.

We strive to get you a fast sale at the best possible price. Our Branch Managers won't promise you the earth and fail to deliver. Because they know your local market inside out, you'll have the benefit of their expert local knowledge and a valuation that you can trust.

Not only that, you'll be given all of our research data, including our exclusive access to recent sales and off market listings. So you can be confident that your valuation is based on real facts and not fiction.

All of which means that when your property is ready for its big debut, you can be sure that it is perfectly positioned to achieve a fast sale at the very best possible price.



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Photos

The startling fact is that you can have an amazing property, but if you've got terrible photos your home will be left languishing on the market.

Why? Because people like to window shop. If they like the display, they're drawn in. If not, they walk on by. It's no different with property.

When somebody searches online they get screens of listings, each showing a small profile picture. This is normally a shot of the front of the house.

If you have a dull, lifeless picture with grey skies, a car blocking the front entrance and a wheelie bin next to the front door.... Well, let's just say it won't get people flocking to take a further look.

2.7 seconds. That is the average amount of time that someone will spend on each house as they skim through the listings. You have only one chance to make a first impression and grab their attention.

Once they've clicked onto your listing to look further, now's your chance to shine! 60% of the decision making process of whether to view a house is based on your photos!

You can have a great house and a brilliant description, but if your photos let you down you're fighting an uphill battle.

People like to see lots of photos, but not too many. As a guide, you should have a minimum of 6 and a maximum of 15 in landscape format.

These should include:

1. Front view
(taken at an angle with no obstructions)
2. Garden Front & Rear
3. Living Room
4. Kitchen
5. Bathroom
6. Master Bedroom
7. + Any other great feature room, e.g. bedrooms, dining room, games room, conservatory, fireplace etc.

Here are top tips for taking amazing photos that sell:

- Make sure the sun is shining when you do your exterior shots
- Open all curtains and let in lots of natural light for interior shots
- Clear away any personal items, particularly in kitchens and bathrooms. Nobody wants to see your toothbrush or deodorant!
- Use a wide angle SLR camera to capture the full width of a room. Anything less will make the room look small
- Take pictures from the corner of the room
- Take lots and lots and lots of pictures. You can choose the best ones later.



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Floor Plans & Measurements

Your buyer will know exactly what they want from their new home. It's your job to make it easy for them.

Every room should list the dimensions in feet and inches (for people born before 1970) and metres. Because some people prefer visual data, you should include floor plans in both 2D and 3D. 2D allows your viewers to see the relative sizes of the rooms, especially whether bedrooms are single or double. 3D allows you to include furniture, kitchens and beds. This brings the plan to life and allows buyers to see themselves living in your home.



1ST FLOOR
APPROX. FLOOR
AREA 405 SQ.FT.
(37.7 SQ.M.)



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Repairs

If your home has any obvious repairs you should get these sorted out before you put the house on the market. They may be quite inexpensive but if they are obvious, the potential buyer will subconsciously be thinking that there could be other, more serious hidden defects, even if this isn't the case.

GG I will
fix the leak gg





It's All About Kerb Appeal

The old saying goes; 'Never judge a book by its cover' – but we all do! The same is true of your home. If you have a drab, dreary exterior, you can have a brilliant interior, but nobody will bother looking inside. Your main picture on your property listing is the most important. It's what buyers browse when skimming through their search.

Likewise, if they turn up and see an unkempt garden and a dustbin by the side of your front door, it will put somebody off straight away. That negative first impression is very hard to turn around.

So make sure that your home is presented for maximum impact!

- Clear away weeds and cut the lawn
- Touch up any paintwork on wooden doors / gates
- Stain any fences or panels
- Power wash paths and driveways
- Hide dustbins on viewing days so they can't be seen when people first arrive

This will cost you very little other than a bit of time. You can go further by getting hanging baskets and fresh flowers in vases in your living room/dining room and kitchen.



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Presenting Your Home



You're nearly there! You've wooed them into your home, having done all the hard work to get a precious potential buyer. You don't want to fall at the final hurdle, so you need to do everything you can to present your home in the best possible light.

Sure-fire ways to impress your new buyer include:

- **Make your house spotlessly clean!**

This means:

- Vacuuming
- Wiping down doors, skirting boards and frames
- Cleaning windows inside and out
- Carpet cleaning. You can hire a Rug Doctor from B&Q for as little as £25

- **De-grout kitchen and bathroom tiles.** There is nothing worse than a shower with grimey tiles – Yuck!

- **Clean your bathroom and kitchen** with nice lemony fresh bleach cleaners
- **De-Clutter.** You'll have to get rid of all of your unwanted possessions when you move, so make it easy for yourself by doing this straight away. Your home will look more spacious and allow buyers to imagine themselves living in the space. You can do weekly trips to the tip or hire a skip. Commit to it and get it done.

- **Keep it neutral.** You don't need to redecorate because the buyer is likely to want to change it when they move in. If you have rooms that are in need of a makeover, do what the professional house builders do. Keep it simple and neutral. You can decorate a room for under £50.

Use these colours:

Walls – White undercoat followed by magnolia emulsion finish

Ceilings – White matt emulsion

Woodwork – White gloss



Research Your Area

Your viewers will have chosen your home for a variety of reasons. It may be because it's near their work, close to a school for their children, or have good commuter links.

When somebody looks at your home, make sure that you have all the local knowledge at your fingertips to help you point out the great features that match their requirements.

Some good research includes:

- How far away are the nearest arterial roads and train or tube stations?
- What are the nearest junior and secondary schools and how far away are they?
- Check out the Ofsted reports on these schools to see how they compare.
- Are there any great local amenities such as parks, play areas or tourist attractions? Make a list so you don't forget!

Match Your Home's Benefits to the Buyer's Requirements

When somebody comes to view your home, you should never try and sell what you think is great. Get into a nice warm introductory conversation and find out what they want.

Once you know what their requirements are, you can tell them about the benefits of your home which match exactly with what they're looking for. **Bingo!**

Here's what you can ask when they first arrive:

'Hi, thanks for coming. Have you travelled far?'
You'll find out if they're local.

'So why are you looking to move?'

You'll find out if it's job or child related.
If they've got children, ask how old they are.

Keep them talking as long as possible.
Remember that they should be doing most of the talking and you should be listening for clues.

Let's imagine that they've told you that they've got 2 kids, Amy who's 1 and Jack, 4.

You could say:

'Your kids will love this house. They can each have their own bedroom and you could put Amy in the one next to you so you can keep an eye on her. They'll love the garden at the back. It's enclosed, so they'll be nice and safe.

We're in the catchment area for Primrose Valley Junior and Infant school. It was rated outstanding in the last Ofsted report and achieves fantastic SAT results. Our friends have children there and they're always going on about how much their kids love it.'

Just think about it – what's more important to a parent? Whether the house has a new range oven or getting the best possible education for their children?

By finding out about the school, you've just given the buyer a solution to their needs which doesn't even involve your home!

The plain truth is that pretty much every other Estate Agent out there does not use these advanced sales techniques. So, if you employ this ninja trick, you'll be streets ahead of your competition.

*Lambs...
hurry or you will be late for school*



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Accompanied Viewings

Many people are daunted by the idea of doing their own viewings. It can be quite unnerving not knowing what the viewer might ask. This can make you feel nervous and uncomfortable and this will rub off onto the viewer, resulting in a negative outcome.

Many potential buyers don't like being shown around by the owner. They want to ask lots of questions but hold back, particularly if they think that they may cause offence.

Selling a home is an expert job. Our Estate Agents have years of property experience behind them and can use all of their skills to carry out the viewing in the best possible way. This will give your home the very best possible chance of getting an offer in super quick time.

And here's the startling truth: You get more than double the number of offers from accompanied viewings! It's a no-brainer. Why would you even consider using an estate agent that does not do this as standard? The smart thing to do would be to only use an agent who provides this service. Even better, use one that's prepared to do them at weekends and in the evenings during the summer.

Selling a home is an expert job



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Open Viewings

A brilliant way to dramatically increase your chance of a fast sale at the best price is to hold open viewings.

You can get your home in tip top condition confident that your efforts will benefit from multiple viewers, all efficiently managed into one time slot.

Top Tip! You get double the amount of interest in the first 14 days after your home has been listed for sale. You should list your home on the market at the beginning of the week and have midday open viewings on a Sunday of the first week and the Saturday of the second week. This will capture the biggest number of viewers and dramatically increase your chances of getting a super fast sale.

Open viewings work well because you create a buzz around your home. Get your friends and family to turn up as well.

Let the competitive nature of your viewers take hold! Those genuinely interested will want to beat the competition and this will compel them to take action and make an offer on your home.

Another awesome trick is to tell all viewers that there is a deadline. We'll tell them when we've had so much interest in the house that we expect it to go very quickly. Interested parties must therefore table their offers by 4pm (date 2 days hence) for the vendor to consider. And you know what, it works! Is it any wonder that our customers are amazed at how fast we can sell for the best price?

Bonus Tip – The Power Play Combination

The best results come by combining all of the above to achieve outstanding results, and the truth is... it works.

These are the top 5 sales weapons to unleash:

1. Get your house ready for sale: clean, de-cluttered and smelling lemony fresh!
2. Use awesome professional photos to WOW your buyers
3. Research your area and unload the benefits of your home to match your viewers needs
4. 14 day ambush – Have mid-day weekend open viewings in the first 2 weeks after you list your home
5. Bidding Frenzy – Have friends and family attend your open viewings to help create a buzz and have a deadline for all bids

That's it! You've now get the competitive edge to blast your competition away, achieve a fast sale and get the best possible price for your home.

We know it works, it's just one secret of our incredible success.

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We're the **only estate agent** to offer
a **cast iron sales guarantee**

Start to benefit **today** by getting your **FREE** appraisal
Call Now 03333 44 11 29

“

A huge thank you for helping me complete the sale of my house in 6 weeks. I really appreciate your personal service. You were extremely helpful with the sale from start to finish and were always readily available with any questions or queries. And your marketing was fantastic!

Norma Walker

”



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