

# LATHAM ESTATES

## SALES & LETTINGS

### SELLING GUIDE

Book Debra Latham to come and visit your property, whom would be delighted to give you a free, no obligation, honest appraisal of your property and discuss possible marketing strategies. Living and working in the area for many years gives Latham Estates intimate and unparalleled knowledge of the property market.

This step-by-step guide will give you a brief insight and help to walk you through the process. However, once you have instructed Latham Estates it is our job to personally guide you through the process.

#### 1: Selecting an Estate Agent

When choosing an estate agent, consider who you feel most comfortable with, who you have the most confidence in achieving you the best possible price and within your time scale. Check their opening hours, viewing times, who will attend the viewing, local knowledge, and what kind of marketing your property will receive. These are critical to obtaining the maximum exposure and best price for your property.

#### 2: Presenting Your Property

First impressions count, making the presentation of your property is critical to a successful sale. Finish any DIY jobs you have been meaning to get done, add a fresh coat of paint where necessary and de-clutter to make rooms appear larger. Present the front of the property, tidy the gardens. All the hard work will pay off.

#### 3: Marketing Your Property

We need to give your property maximum exposure across a wide range of media. When you instruct Latham Estates you will automatically benefit from our comprehensive marketing package, including: exposure on our website, exposure on major property portals to include "Rightmove" "Zoopla", exposure on social media to include "facebook" "Twitter" "Instagram", full colour property details including floorplans, continuous shop front exposure, inclusion in the Knutsford Guardian, email alerts.

#### 4: Viewings

Present your home, viewings are essential. Accompanied viewings also mean we can use our expertise to help sell your property. We take calls from 9AM to 9PM seven days a week to book viewings on your property, we recognise people can't always take time off work to book or view properties.

**Monday to Friday 9.00am – 5:30pm**

**Saturdays 9:00am – 4:30pm.**

**In addition, we are keen to promote our out of office hours' viewings service.**

#### 5: Offers

Receiving an Offer is most exciting, as soon as an offer is received we will notify you both verbally and in writing, advising you on the buyer's situation and proceedability, and any special conditions will be discussed and stated in writing. Giving you peace of mind before you decide whether to accept the offer.

#### 6: Accepting an offer

Once you have accepted an offer you will need to do instruct your Solicitor to proceed with the conveyancing. We will then: Prepare and issue a Memorandum Of Sale to all parties introducing both yours and the buyers solicitors to one another therefore confirming the agreed sale price and any conditions. Your solicitor will send out a draft contract to the Purchaser's Solicitor who will then carry out preliminary enquiries and local searches. Agree on suitable dates for the survey on your property. With both solicitors / conveyancer working towards exchange and completion dates. We will advise you and negotiate on your behalf throughout this process, keeping you informed every step of the way. There are no legal obligations until contracts are exchanged.

#### 7: Exchange of Contracts

Once the Purchaser's Solicitor is satisfied with all replies to enquiries from your Solicitor, survey is satisfactory, if applicable a mortgage offer is received and contracts have been signed by both parties. With the deposit (usually 10% of the purchase price) being paid from the Purchaser's Solicitor's Client Account to your Solicitor's Client Account and the completion date mutually agreed, then exchange of contracts can take place. You can now book your removals.

#### 8: Completion

Completion is moving day, when the remaining monies have been received into your solicitor's clients account. Once we receive notification from your solicitor, we will make arrangements to release the keys. Congratulations you have now sold your property!! If you are buying on, do not worry we are here to help you with your forward move, regardless whom you have purchased through.

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