

A GUIDE TO SELLING YOUR HOME



How to choose the right agent

There is plenty of choice when the time comes for a homeowner to sell their property, but it's not necessarily always straight-forward to find an estate agent who will act with integrity and work hard to ensure a stress free experience at this important time.

Which Company?

It may not always be essential, but in most cases it is beneficial to instruct a local estate agent. This is not just more convenient for visits, but also increases the likelihood of finding an estate agent who has knowledge of the area of your home, as well as a network of contacts and potential buyers.

If you have family, friends or colleagues who have recently sold a home, it is always good to sound out their experience, and seek any personal recommendations, or indeed warnings that they may have.

Seek an agent who:

- Employs experienced, long-standing and local people
- Has excellent local knowledge and experience
- Is a member of the National Association of Estate Agents (NAEA) and The Property Ombudsman (TPO)
- Attracts good client testimonials
- Is available to communicate regularly and in a number of ways (email, telephone, face-to-face)

For each potential agent you find, take a look at their work. Are their homes well advertised and well presented? Do past customers have good things to say about them?

Terms and conditions of engagement:

An agent will be required by law to provide a written version of their terms and conditions of engagement and fees, before they bring your home to market. It is important to read and understand these, most importantly the period that the agreement covers. "Sole Agency" is giving the estate agent the exclusive right to market your home for the period that the agreement covers; we would advise that a 6-8 week period is better for you as a seller than a 20 week period as if for any reason things aren't working out with your agent you aren't locked in and obligated for as long.

Cameron Estate Agents

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What should an agent be doing for you?

An agent's job description:

- Value your property realistically, and back up this value with current market evidence.
- Produce property particulars and an Energy Performance Certificate.
- Market the property across a range of media, including national press, local publications and of course the internet.
- To accompany prospective buyers on viewings of the property as required, maintaining communication with you on feedback arising from the viewings.
- Any offers should be discussed with you as soon as possible, and should follow in writing.
- Potential buyers should be vetted, and their ability to buy determined, including timescales and chain considerations.
- Assist in the conveyancing process by communicating with solicitors.
- Mortgage valuation and surveyor visits to be co-ordinated and efficiently planned.

Your agent should:

- Produce a set of property particulars. This will require measuring and photographing of your home, and should need your approval and signature along with an agency agreement.
- A For Sale board should be placed outside if you request it.
- Your home should be publicised on their website and other property portals, as well as other advertising that may be agreed with the agent.
- A good agent should have a mailing list and a contact list of people who are looking for a home like yours, and will contact them to let them know of this new property coming to market.
- If the marketing of your property is effective, there should be a steady flow of viewers coming to see your home, to which an agent should accompany all prospective buyers, and subsequently disclose feedback to you on how the viewings went.
- If a person viewing the home makes an offer, the estate agent should notify and provide advice on any offers that arise from the viewings.
- It is the job of the agent to qualify and vet potential buyers to determine their ability to purchase.

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