



Selling a home isn't something that most people do on a regular basis. It is a very important transaction, so please make sure that you choose the right estate agent for you.

We hope that you find this guide useful when conducting your research.

How to Choose an Estate Agent

Before you decide...

1. Will they look after you?

All estate agents talk about their 'excellent customer service'. To find out if they actually deliver what they promise, ask about their share of the local market. An estate agency's market share and local reputation is an important measure of its success in selling property.

Ask them how regularly they will give you viewing feedback and sales updates, and if they are open seven days a week

to serve your needs. Ask them to talk you through the way they will present your home to potential buyers.

Successful estate agencies have happy customers and happy staff. If employees remain for a long time, it's a good sign that they really care about what they do. This will be reflected in the service they provide for you and the interest they have in getting the best price for your property.

2. Will their marketing get you the best price?

The approach to selling should be appropriate to the home being sold. Before putting a property on the market, good estate agents make sure they know which audiences to reach. They put adverts, listings and particulars in places where interested buyers will see them.

For the best results, estate agents use a combination of media. Typically, this includes brochures, newspaper adverts, property website portals, window cards

and 'For Sale' boards. One effective method is to qualify active buyers before tailoring mailings to their needs.

Make sure your estate agent has a strong local presence with multiple local offices, and is prepared to spend money on promoting your home. An agent that is experienced in handling new homes, land and lettings as well as sales will be able to offer the best all round advice to ensure your property gains maximum exposure.

3. How accurate is their valuation?

Your home is worth whatever somebody will pay for it. Estate agents should base their valuations on market conditions, interest in your property and comparable sales evidence.

Many estate agents inflate valuations because they want you to sign their contract, not necessarily because they want to get the best possible price for your home. It's difficult to switch agents once you have signed up for a minimum

period, so don't be pressurised into signing anything.

An over-valuation strategy can prove costly: your property may not sell as quickly as you would like, and there is a strong possibility that it will sell for less than it is worth. Buyers are suspicious of homes that linger on the market without any serious interest. If you're buying another home at the same time, your seller won't wait indefinitely.

4. Will they keep the sale together?

Ask other people about their experiences of selling houses with estate agents in your area. Find estate agents that can

demonstrate a fall-through rate that is lower than 30%, which is the UK average.

5. What do they charge?

If an estate agent offers you a low rate, ask yourself why. Are they likely to negotiate the best possible price if they are working for a discounted fee? It could be a tactic to tease you away

from their competition – perhaps they have less to spend on marketing your property than other agents, and therefore are likely to achieve a lower selling price.

6. Can they offer a complete solution for HIPs?

Home information packs (HIPs) and energy performance certificates (EPCs) are initiatives aimed primarily at preventing sales from falling through. Make sure that your estate agent takes care of providing these to buyers: they should

be able to produce a low-cost HIP within a week without making you use their own conveyancing package. Be careful of inclusive deals – check that you will own the HIP if you do not proceed with the sale.

7. Check their professional accreditation.

Are they associated with the right professional bodies: the Royal Institute of Chartered Surveyors (RICS), Ombudsman for Estate Agents (OEA)

and Association of Residential Letting Agents (ARLA)?



YOUR selling price

Please let us know if you think your home is worth more than we suggest in our market appraisal. We want to help you to get the best result possible, and the selling price is an important decision.

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