

Welcome to our residential sales guide

As an introduction to this guide it is well worth remembering that your home is probably the biggest asset that you have. Moving home can be very complicated and McKillop and Gregory realise that homeowners need an estate agent they can trust, one that will look after their interests and make selling their home as stress free as is reasonably possible. McKillop and Gregory's success and services have been built on understanding this important commitment. Our standards are based on the principal of not just selling houses but "helping people to make the right move".

We hope that our guide will provide you with some valuable pointers in connection with your property sale and at the same time give you an insight into why McKillop and Gregory have been placed by rightmove statistics as the leading local Estate Agent over the last three years.

To buy or sell your home first?

Perhaps the most frequently asked question of any estate agent is: "Should I sell my existing home before I start to look for a new property to buy?" The answer is an unequivocal YES. Once you have taken the decision to move, our experience of the property market suggests that most people looking to find a property benefit from having already put their property up for sale so whether moving locally or away YOU SHOULD ACT NOW.

If your own property is not up for sale there is little chance that the vendor of the perfect place you have your eye on would be willing to hang on for your eventual house sale. Even if you make the vendor an offer, why would they risk losing stronger offers from buyers more able to move than you?

Don't lose that house.

Most sellers look for a completed chain before committing to a sale of their own property. If you cannot move fast a cash buyer (or one who has already sold) could step in and frustrate your attempt to buy. That is why marketing your own property before trying to find a property within your search area is a wiser move than trying to locate a new property first. Of course we understand that you may be worried at the prospect of agreeing to sell your property without having found a new one to buy. This is why our property experience and independent advice proves invaluable and our job is to find the right buyer for you, to fit in with your timescale.

How much is your house worth?

When you choose to have your property valued you need an opinion you can trust from a valuer of residential property who is highly experienced and who will work with you listening closely to your specific sale requirements and the timescale of your planned move before giving you advice.

We always carry out a property valuation and marketing appraisal with no obligation on your part. This outlines the sales options available, indicates the sale price and suggests how we would market your property.

Some homeowners are tempted to pass their sale to the estate agent who provides the highest valuation. We caution that, even in a strong market an overpriced property will have to wait until the market catches up. Overpriced properties do not sell. Buyers are cautious and usually wait for more competitively priced properties to come along. That is why we aim for realism over wild optimism. We do not give you false promises.

We can suggest ways to present your home to prospective purchasers to the best effect.

Inevitably there are always market forces which will influence the price of your home. Sometimes these work in your favour. External factors include:

- Mortgage interest rates.
- Prices and the number of similar properties available in Salisbury and the surrounding area.
- Current property market conditions.
- Desirable facilities ie. good schools, public transport links, access to roads, parks and amenity areas, local shops.
- The type of neighbourhood.
- The state of repair and decoration of nearby properties.
- The presentation of your home.
- Possible employment opportunities in the area.

Together we will go through the list of plus points which add value to the price of your home before suggesting a market value. If you choose us, we will work hard to sell your home to achieve the optimum price and ultimately make the right move for you.

Securing the best price for your property.

In order to achieve a sale at the best possible price to the most suitable buyer your property needs exposure to the largest number of potential buyers. There can be no doubt that McKillop and Gregory are one of the leading estate agents in Salisbury and are in an ideal position to contact the maximum number of potential buyers. We would make your property accessible to as wide an audience as possible through our extensive mailing list, local advertising in the Journal and full coverage on the internet. Your property is also featured on our marvellous website. It is true that the

best price for a property is often achieved within the first few weeks of its marketing. Effective quality marketing from day one is often rewarded by gaining the best price for your home.

A combination of our reputation, experience and coverage ensures that McKillop and Gregory are very often the first Estate Agency that home buyers visit.

Once a buyer has been identified and an offer has been made we will fully discuss it with you and negotiate the best possible sale price whilst also ensuring that you fully understand the buyers situation and what steps they have taken to obtain professional mortgage advice. Only then will we recommend that your solicitors be instructed.

Successful property marketing.

Press advertising – McKillop and Gregory are one of the few local Estate Agents who advertise regularly in the Salisbury Journal which most local people read.

Regular property mailing.

McKillop and Gregory email and send out property information on a daily basis to potential purchasers. Our weekly Salisbury Journal newspaper advertisement is also emailed to our applicants every Tuesday.

For sale boards.

Our for sale boards are seen outside many properties in Salisbury and the surrounding area and are very distinctive as they enable your property to signal its availability for sale 24 hours a day.

Property sales particulars.

Your details would be eye catching in full colour showing quality photographs of your property with a concise description, floor plan and EPC chart and these will be fully available through our office and on our website and other major property portals.

Accompanied viewing service.

We are very experienced in showing potential buyers around our properties seven days a week. This is an optional service which we are delighted to provide.

Successfully marketing your property with technology.

Our website has thousands of users. It is also the most sought after site by companies and their employees looking to relocate into the area and its fast search engine enables full sales particulars and photographs to be viewed in addition to floorplans where available.

All our properties are given maximum internet coverage through rightmove and OnTheMarket attracting national and international buyers.

The professional approach to selling property.

McKillop and Gregory have the reputation of providing the very highest quality of customer service for buyers and sellers of property in the Salisbury area for nearly thirty years. Our aim is not just to sell your property but to help you make the right move. But don't just take our word for it.....research from our clients tells us.

Anyone can put in systems and here at McKillop and Gregory we have some of the best.....but if you are buying or selling property it is our people that makes the difference. Our professional property sales team are by far our greatest asset – they are local highly motivated people who will work enthusiastically and efficiently on your behalf to ensure they secure the best possible sale price for your property. At McKillop and Gregory we carry out regular research through buyer and seller satisfaction surveys. An incredible 95% of clients who have sold with us say that they would use us again and recommend us to their family and friends. This is an achievement we are especially proud of and one which we work hard to maintain.

We are constantly investing in our sales team with regular training, keeping up to date with changes in the industry and the market and adopting new techniques. Our focus is always on a quality house sale service for our clients.

Testimonials

Here are a few testimonials to back up the excellent service we provide.

Testimonials from Sellers

I would like to thank you for all your hard work during the sale of my home. Your professionalism and experience was evident which meant I had complete confidence in the service you provide. You have restored my faith in estate agents and I would not hesitate to recommend your services to anyone wishing to sell their property.

Mr P (Salisbury) March 2018

Thanks you're so great we got there in the end! Many Thanks for your input and humour in selling our home. **Mr & Mrs C (Salisbury) March 2018**

Giles Vye from McKillop and Gregory was brilliant when selling my home. He knows Salisbury extremely well and got the price spot on. He handled the whole sale with professionalism, humour and calmness. His extensive experience showed. I can't recommend him highly enough. Go to him first, listen to the others and then go back to him. He gets it right. **Ms H (Salisbury) July 2018**

We were all very pleased with the service you and your team provided. You have always been pleasant, supportive and helpful and directed the sale smoothly for us. It was also a great help to know that you were prepared to keep an eye on the property while it remained empty. **Mrs A (Salisbury) October 2018**

I would just like to say thank you David very much for your input. Not an easy sale, and I appreciate you went the distance to get the result. We are very grateful to you. **Mr C (Laverstock) October 2018**

Testimonials from Buyers

Thank you for all your hard work and patience throughout our purchase. **Mr & Mrs B (Salisbury) June 2018**

A HUGE Thank You David for all your help. It made a huge difference having you at the end of the phone - not sure it would have happened under any other circumstances!! **Ms R-M (Broadchalke) May 2018**

Thank you for giving us the benefit of your experience and wisdom in bringing this frustrating business to a satisfactory conclusion. It was really helpful to have someone to turn to. **Mrs L (Salisbury) July 2018**

Samantha you're amazing! Thank you so much for all your invested time and energy with us throughout our sale and purchase. You're a brilliant and professional asset to M&G that's for sure!!

Mr & Mrs A (Salisbury) August 2018 BUYER AND SELLER

We can also provide advice on a property you are considering buying and negotiate if necessary on your behalf.

Progressing your sale.

Taking the frustration out of selling your property means that you can concentrate on all the other aspects of moving house.

Our experienced team help to make your sale proceed as smoothly as possible leaving you to organise your move. They keep you up to date with the progress of your sale and as a consequence stress levels are kept to a minimum.

It is an unfortunate but a real statistic that on average up to 30% of house sales around the country fail to reach a successful conclusion. This is where our experience and dedication really counts. We have been able to reduce this fall through rate to around 10% saving many of our clients unnecessary costs and stress.

We track your move at all times and help you through your sale at the same time as keeping you fully informed of such things as your buyers mortgage offer and dealing with problems which may occur.

Helpful hints for a successful move.

- An Energy Performance Certificate (EPC) must be produced within 28 days of your property going on the market. We organise this.
- We recommend that once your property is on the market you instruct your solicitor to start the procedures and prepare the necessary documentation which will save valuable time when McKillop and Gregory secure a suitable buyer.
- Getting hold of the deeds to your property if it is not Registered Title can be a lengthy process. It saves many precious weeks if you let your solicitor have details of your mortgage lender and account number so that they can obtain your deeds in advance.
- Fill in and quickly return the fittings and fixtures enquiry form that your solicitor will send and make sure you detail any property alterations and provide necessary planning permissions and building regulation consents where appropriate.
- If your property is in shared ownership make sure that your solicitor understands the agreement you may have with the other interested parties. All parties need to agree the asking price and the fact that it is going up for sale.
- If your property is a leasehold flat you should ensure the ground rent and management service charges are up to date and your receipts for them are available.
- You will need to arrange buildings insurance cover before you exchange contracts on your new house and importantly before you finally hand over keys to your purchasers always check with your legal advisor to ensure that the purchase monies have been received and all the necessary procedures have been completed.

McKillop and Gregory can recommend property professionals to you if required.

House moving help and advice.

Some useful tips for when your house hunters visit. There is a skill to showing potential homebuyers around your property to achieve positive results, and the McKillop and Gregory staff are more than happy to be present and assist seven days a week. You may of course prefer to handle the viewings yourself but we are here to help.

Crucially first impressions are all important. As the old adage goes: You never have a second chance to make a first impression. Prospective buyers will probably be seeing other properties and will need to be able to remember yours with a positive feeling.

The Viewing.

- Always greet prospective purchasers with a smile and allow them to feel immediately at home.
- Offer to go with them around your house but allow them space to have their own discussions.
- It would be very useful for them to have a list detailing the expenditure in running your home.
- Having guarantees available for any major improvements or additions would also be useful.
- Tell them why you have decided to leave the property and your timescale.
- This may be where our trained staff will be invaluable. They are very experienced in dealing with these types of questions which you may find uncomfortable to answer.
- We are here to help.

Show your home at its best.

- Make sure your home is clean and uncluttered.
- Make the front garden, porch and hallway as attractive as possible.
- Consider arranging freshly cut flowers.
- Visitors to your property may be able to concentrate better on your home without distractions from pets and children.
- If it is possible arrange for extra vehicles to park elsewhere.
- Make sure that there is a parking space for potential buyers.
- Make sure your home looks cosy for evening viewings.
- Let your buyers take their time.

Once your sale is agreed.

Your prospective buyers will be carrying out a property survey and we do suggest that you consider any maintenance improvements that you think necessary, though we do not recommend that you incur any major financial expense for decorating or any structural alterations.

McKillop and Gregory would be more than happy to give you independent advice during our initial appraisal. However we would suggest you obtain estimates for each element of the moving process as soon as possible so that you can budget for them at an early stage and that none of them get overlooked or come as a surprise.

We would recommend estimates are obtained for:

- Solicitors and conveyancing fees.
- Mortgage arrangement fee.
- Redemption penalties from your existing mortgage lender.
- Estate agents' fees.
- Removals and storage.

When you buy a new property you will need to estimate for:

- A property survey – the cost would depend on the type you require.
- Local authority searches.
- Land registry fees.
- Stamp duty

We are members of the Royal Institute of Chartered Surveyors and the National Association of Estate Agents.

We are also regulated by the Property Ombudsman.

We are here to help you – contact us now.

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