



1. Unrealistic valuation

Before you try and sell your home its important to ensure that a realistic valuation has been placed upon the property taking into account the current market conditions.

Its important to note that the only person qualified to provide you with an accurate property valuation, which will be accepted by a bank in order to obtain a mortgage, is a Chartered Surveyor.

Estate Agents are not qualified to provide you with an accurate property valuation, which you can present to a bank in order to obtain a mortgage. They can only offer you an opinion on how much they believe your property is worth based on past property sales in the local area and historical data obtained from the Land Registry or other sources.

Whether you decide to sell privately and potentially save money or utilise the services of an Estate Agent, you should:-

1. Visit several local Estate Agents and compare properties with similar features. This will help you understand the market in your area and also give you an idea of the price that similar properties are coming on the market for. Pay close attention to how many of these properties are actually Sold or Under Offer and try and establish how long these properties have been on the market for.
2. Do some on line research by visiting a number of property websites such as www.rightmove.co.uk or www.propertyfinder.co.uk. Again by doing this you will get a better understanding of the market and hopefully a good idea about what sort of price your property should be marketed at. Should you decide to go down the avenue of advertising your property yourself then you will also have a good understanding of the type of photos to use and the text description which should also be included as part of your advert.
3. Visit one or two of the FREE property valuation websites such as www.nethouseprice.com or www.zoopla.co.uk and also the Government Land Registry site in order to obtain some historical data about how much a properties have sold for in the past.
4. Above all be aware of the current economic conditions. If the economy is in a down turn (recession) then the value of properties will likely reflect this. Remember if you do want to sell then you have to be realistic and take into account a range of factors.

“How long would it take you to undertake steps 1 –4; - 1hr, 2hrs, possibly 3.

Could you do that?

With that in mind could you take the first step towards selling your property yourself and save money in the process?

Why not visit www.beyourownestateagent.net now and take the first step towards selling your property.

2. Poor Kerb Appeal

What is kerb appeal? – *“The first impression that your property gives to anyone who walks past. Now clearly this can be positive or negative. The following hints and tips are by no means exhaustive although if followed should ensure that a positive impression is formed by any potential purchaser”.*

1. Paint your front door.

If you have a wooden door a fresh coat of paint or varnish can really brighten up the entrance. If you dare opt for strong bold colours in full gloss.

2. Door furniture

Spend a little and invest in some quality door furniture. Whatever you do make sure such furniture is in keeping with your property.

3. Lighting

Good lighting is vital and should ideally be placed either side of the front door as this adds symmetry, this is particularly important when selling your property during the winter months when viewings may take place in the evening.

4. The approach

The approach to the front door should be clean and free from debris. Clear away any clutter such as bikes and make sure cars are neatly parked in the driveway if applicable. Take a look at the pathway leading to your property, it may not be the most pleasant job to do but making sure there is no dog mess or litter is vital to a success viewing.

5. Windows

The simple task of cleaning the windows, inside and out can make a significant difference. Whilst you are on do not forget to thoroughly clean the entire UPVC framework.

In the case of wooden frames check that there is no flaking paint and if need be take whatever corrective action that is needed.

6. Add some greenery / colour

Consider purchasing a few potted plants in order to add some colour to the exterior of the property, this need not be expensive but will make a huge difference to potential buyers. These also have the added advantage of creating a welcoming feeling for your prospective purchaser.

7. The drive way

Overlook your driveway at your peril. Remember this is one of the first things your potential purchasers will see as they approach your property. For this reason it is well worth spending a little time and getting rid of any unsightly weeds that maybe present. If need be it is well worth hiring a pressure washer in order to ensure a thorough deep clean.

8. Spruce up a tired façade

Take a good hard look here and be totally honest with yourself. Peeling paint or a broken trellis will not win you any admirers.

If you can stand back and attempt to look through a fresh pair of eyes.

Be warned those age related quirks that your property has will be deemed as faults by a potential purchaser. Spend a little time and fix them now whilst you still have a chance.

9. Lawn and hedges

If you have one then ensure that the lawn is neatly mowed. Spend a little and weed those flowerbeds.

If you have a hedge then ensure that this is neatly trimmed.

Remember not everyone likes gardening and if your garden appears to be out of control then this may well put potential buyers off.

10. Don't let the house next door ruin your kerb appeal

If the house next door has a load of rubbish outside then perhaps suggest politely to your neighbours that they remove it. If needs must then remove it yourself.

Potential buyers won't just look at your house; they will look at neighbouring houses too; is there anything that could be done to your neighbour's property? Could you for instance trim their hedge whilst trimming your own?

“Always remember that what we have suggested above may well seem like simple minor points, however when combined together they can have a very powerful effect”.

*“Remember **FIRST IMPRESSIONS COUNT**....take the time and make sure you give your property **KERB APPEAL**”!*

3. Poor Preparation

Preparation is most definitely the key to success when it comes to selling your property. Time spent on the correct preparation can be the difference between selling your property quickly and having it on the market for a long time and perhaps having to reduce the price.

We believe the following should be considered as essential when preparing your property for sale.

1. Clear away as much clutter as possible. Don't simply cram it into another room; actually get rid of it. We know, you may well need it one day! But seriously a room full of junk and clutter can be a major turn off to prospective buyers.
2. Remember those little DIY jobs that you were going to get around to; Well guess what that day has arrived. So its time to grout those last few bathroom tiles, paint that bedroom wall or whatever else it is that you have been putting off. Finishing off those little jobs really could mean going from For Sale to Sold in a much quicker time.
3. Neutralisation – Dark purple walls may well be your gothic teenage daughters cup of tea, but believe us most potential buyers won't be impressed, particularly if they are considering using this room as a nursery. So for what it costs we strongly recommend that you invest in some magnolia emulsion and neutralise those garish colours.
4. First impressions really do count – And its no different when buying a property. Take a look at your property from the outside..... Now stop and put yourself in your potential buyers shoes;.... Does the property look attractive and inviting or perhaps the front door has seen better days! If so paint it, How about the windowsills – fresh and bright or dull with flaking paint; If so paint them. How about the front garden (if you have one); is it somewhere you would want to spend time or somewhere you'd prefer to walk past with your eyes closed. Remember first impressions count, time invested in a little TLC now can pay dividends in the future.
5. Unpleasant odours – Apologies we know that Cindy the Golden Labrador may well be the beloved family pet, but some people can be put off by stepping inside a property and being hit full on with “hint of Labrador”, particularly if Cindy is having should we say digestive problems at the time. Our advice – Invest in some good air fresheners and place them strategically throughout the house (if these are of the plug in type, then switch them on at least 2 hours before any viewing).

6. Carpets – Unless they have recently been fitted then we recommend that you consider having them professionally cleaned. They may well look clean now but the difference afterwards can be amazing.... And remember cleaning the carpets doesn't just get rid of the dirt; it also gets rid of those unpleasant odours, which love to build up in carpets.
7. Organise rooms so that their purpose is obvious. If it's a dining room then at least make sure it resembles a dining room rather than a kids play ground. Remember some people (unfortunately) don't have much imagination and try as they might they won't see too much beyond what is there already.
8. Kitchen / Bathroom – Arguably the rooms can make or break a sale. If either looks particularly tired, consider:-
 - Painting ceilings / walls
 - Clean / re-grout tiles
 - Change kitchen worktops / doors

If necessary give some serious thought to changing the kitchen and bathroom, you may be surprised at how little it can actually cost and how much it can add to the potential sale value.

9. Gardens – We're not suggesting that you rush out and hire the team from ground force. But seriously if your garden looks more like a jungle then you need to invest a little time here. Concentrate on the obvious, get rid of rubbish, cut the lawn, pull up those giant weeds; fix the fence that blew down 6 months ago.
10. Always remember First Impressions, when preparing your property try your very best to put yourself in your potential buyers shoe's!

Whether selling with an estate agent or totally breaking from tradition and selling yourself via www.beyourownestateagent.net pay close attention to steps 1 –10 above, it could well mean the difference between For Sale and Sold.

4. Not handling the viewing process correctly

There are no hard and fast rules when it comes to the viewing process however we feel the following will help.

1. Always make sure you write down in a diary or on a calendar all viewings that you have scheduled and equally importantly ensure other family members are aware of these as well.
2. Never give more personal information than absolutely necessary, such as working times, home telephone number, when you are away on holiday. If you live alone or will be the only person home when a viewing is booked consider asking a neighbour or family member to be present
3. Have several copies of your property's sales particulars to hand as any viewer may find it useful to take one of these away with them.
4. Have fresh flowers in the hallway or lounge, its surprising how much this can brighten up a room as well as add a pleasant fragrance
5. Lead the way and open each door individually, in smaller rooms let them enter first and wait at the doorway to make sure the room isn't over crowded. Start the viewing upstairs going to the bedrooms and bathroom then head downstairs ending up in the lounge where the viewers can make themselves at home and ask any questions they have – ask them if they would look around again unaccompanied.
6. As you go around point out positive points about each room, i.e. The lounge with the large bay window to the front and double patio doors to the rear gets the sun most of the day. Don't be too tempted to talk about what you were going to do to the property; if you haven't done these things then it may perhaps create the impression that it was going to be too expensive. And don't talk about negative points, i.e. this room is really small we only use it for storage instead consider this room is an ideal study or nursery.
7. Know how much your typical bills are, i.e. Council tax, water, gas and electricity. Potential purchasers may well ask.
8. Ensure pets are out of the way (unless they are well trained). Really we are talking about dogs here. Sorry but in 9 out of 10 cases if Cindy the Golden Labrador greets your potential purchaser with a great bit slobbering kiss then it really won't create the right first impression.

9. Fact find – Establish rapport with your potential purchaser and gather information on things such as:-

- Do they own property already
- If so is it already on the market
- If there property is on the market is there any interest
- Why do they want to move from where they live at the moment
- What are they particularly looking for from their new property

By gathering information like this it may help you to decide how serious your viewer is and how your property fits their needs. This information may become invaluable if several offers come in and you have to decide which one to accept.

10. After 48hrs if you have not heard any feedback consider a polite email to the viewers asking if they have any further questions or would they perhaps like a second viewing?

Remember if you do decide to sell your property yourself and advertise with www.beyourownestateagent.net then you will be provided with a buyer profile for everyone who requests a viewing of your property. The profile will give a brief overview of their current status and will highlight things such as do they have a property to sell and if so is it currently on the market. Such information is vital particularly if you are considering purchasing another property yourself. Equally you will also be provided with a feedback template that you can use in order to request useful feedback following each viewing that takes place at your property.

5. Poor Negotiation

A major mistake many people make when they put their property up For Sale starts with the language that they use.

Lets explain a little further.

“How would you feel if a vendor of a property told you that the price is firm”.

Be under no illusion this creates many things all in one breadth. It states that they are unreasonable. It also states that there home is likely to be over priced and most importantly it also states that they have very firmly laid out an unwelcome mat.

The negotiation process can be a little stressful especially when dealing with something as important and valuable as your own home. A major mistake people often make is not considering every offer that is presented, even the low and at times potentially insulting ones. It is important to remember that the way in which people make offers does not necessarily have anything to do with the property itself, so for this reason you need to allow for peoples different styles.

You should carefully consider every offer and where required suggest a counter offer. What ever you do don't ever take an offer personally, as you can be sure that it isn't meant that way. Granted there are people out there who will be out to chance their arm and there is very little that you can do about this.

Many vendors often make the potentially fatal mistake of refusing the first offer that they receive. Perhaps from a psychological point of view the first offer gives a confidence boost to the vendor. Perhaps the thinking is that if one person has offered then surely others will follow. Sadly this is often not the case and at times the first offer that you get may well turn out to be the best one. The Golden Rule is that whatever the offer is, however low it may appear, however insulted you may feel, you need to remember that you may not get another as high.

Remember when selling your property yourself our system has been designed to make the entire negotiation process very easy. The process can take place face to face, over the telephone or even on line using our own unique website. With www.beyourownstateagent.net you're in control and certainly won't be waiting around for a third party to come back to you.