



Be your OWN estate agent

How to design the perfect set of property sales particulars

It is perhaps worth making it clear at the outset that there is no right or wrong way to go about producing your property sales particulars, at the end of the day a lot will come down to personal style.

The underlying goal however is that your details look professional and appeal to prospective purchasers.

It would certainly be advisable to do some on line research and perhaps look at how a few local estate agents compile their sales particulars (how much detail is given, how many photographs are typically used). Once you have establish how this works locally then it could be worth extending your research a little further a field and looking at some of the larger websites such as www.propertyfinder.com and www.rightmove.co.uk.

From doing your research you will discover that various styles are adopted when preparing sales particulars, however it is essential that they do contain the following key elements:-

1. The property address

The property address should be clearly located at the top of the sales particulars. If you have concerns with regards to security then you could always omit the house number or the name. However please do not omit the postcode as any prospective purchaser will likely use this when conducting their own research into property values in the area.

2. A picture of the property

The old adage a picture speaks a thousand words is never more true than when selling a property.

If you have followed our previously outlined instructions for photographing your property then you should now be in possession of a detailed set of photographs from which you can chose pictures as appropriate.

You should have one main picture, which is normally taken from the front of the property and several other photographs as appropriate of individual rooms and also the exterior of the property.

3. The price and tenure of the property

You should clearly state what price you are hoping to achieve for your property and remember with our advertising facility it can be expressed in several different ways, as follows:-

Offers in the region of (OIRO)	-	£150,000
Reduced to	-	£150,000
Offers above	-	£150,000

It is also important in the case of properties in England and Wales that you state whether the tenure of the property is Freehold or Leasehold.

4. A brief description

As the title suggests this is a brief overview of some of the key features of the property. So in terms of the prospective purchaser they need to know whether the property is detached / terraced, how many bedrooms, how many living rooms, does the property have a garden / garage / off street. It is also worth highlighting any particularly important selling points here or any factors, which maybe of particular importance to the sale i.e. listed building status.

Remember keep it brief but include all the relevant facts.

A typical brief description could be as follows:-

This is a particularly attractive 2 bed roomed end-link house situated in a very pleasant cul-de-sac in this highly sought after village.

Available with NO CHAIN this property briefly comprises of, entrance porch, living room, kitchen / diner with a good selection of units, 2 bedrooms and a bathroom fitted with a modern white suite.

The property is double-glazed throughout and also benefits from a recently installed gas central heating system.

The house stands in good size gardens and also benefits from off road parking. Early viewing is recommended in order to avoid disappointment.

5. Beware of using too much jargon

When writing your details be very careful not to use too much “estate agent” type jargon.

The underlying message is keep it simple and easy to read.

The following is a list of words, which are frequently over used when selling properties:-

- Unique
- Distinctive
- Impressive
- Well proportioned

- Appealing
- Particularly attractive
- Well presented
- Unique
- Unbelievable
- Simply must be seen to be believed
- Most appealing

Whilst we are not advocating that you abstain from using such words altogether we do strongly suggest that you are careful not to overuse such words and end up detracting from the overall message that you are trying to relay.

6. The location of the property and a brief description of the area

Locate the property by making reference to the nearest towns, major roads, train stations and perhaps airports if applicable.

For example a property located in Jesmond in Newcastle could be described as follows:-

Located 0.5m North East of Newcastle City Centre in Jesmond; 1m from the major A1(m) motorway which affords excellent commuting links throughout the country, 5m from the major Newcastle International Airport. With the largest indoor shopping shopping centre within a 6m radius of the property this property really does have every facility imaginable virtually on the doorstep.

If the property is a family home then it is particularly worth mentioning local schools and other such facilities in the surrounding area.

When advertising with www.beyourownestateagent.com it is worth noting that you will also benefit from the added advantage of your property being displayed on a map thus allowing all prospective purchasers to see the exact location of the property in relation to other facilities.

7. Dimensions of the rooms

It is particularly useful and in fact you could say essential to include the dimensions of the rooms in your sales particulars.

These dimensions can easily be obtained by two people and a suitable tape measure or if preferred this task can be undertaken by one person with a sonic tape measure.

In the case of odd shape rooms it is possible to show the longest or widest dimension, although this should always be made clear in the description i.e. Lounge 10m x 8.5 (into alcove).

8. Tenure

It should be clearly stated as to whether the property is Freehold or Leasehold.

In the case of leasehold properties you should indicate when the lease was created and for what duration (i.e. number of years). For example:-

A 2 bed leasehold apartment with the lease being granted on the 25th February 2009 and running for a duration of 125 years.

9. Other useful information

- a. Appropriate contact details for the relevant local authority, i.e. name, telephone number and website address.

This information could be particularly useful for people who are looking to do their own further research into the area.

- b. Appropriate contact details for the local education authority

This information is particularly relevant if the property that you are selling is likely to appeal to a family and they in turn want to do further research into the standards of education in the area.

- c. Council tax band and details of the current years bill

Of particular importance to any prospective purchaser will be details of what the current annual council tax payment is. It should be noted that Council Tax bands fall into eight classifications ranging from A to H with A being the cheapest and H the most expensive. It should be noted that if you currently claim some form of discount then you should ensure that you indicate what the annual fee would be prior to any discount being applied.

- d. Utility costs

This is particularly useful in order to give prospective purchasers an idea of what the annual running costs could be associated with the property. Of key importance would be to include costs associated with:-

- Electricity
- Water
- Gas

- e. Service charges

In the case of leasehold properties there is frequently an annual service charge which is payable to cover such matters as ground rent. Such service charges can often prove to be a significant burden when combined with all other bills. As such it is important that these charges are highlighted up front.

10. Property Misdescriptions Act

The property Misdescription Act makes it a criminal offence for estate agents and property developers to dishonestly and misleadingly describe property that they are in the process of selling.

Whilst the Act itself does not apply to individuals who are selling their own property, it does not give an individual a free hand to be somewhat economical with the truth.

You should remember that if someone purchases your property and it can be proven that they had done so on the basis of misleading information that you have given them either verbally or in writing then you could leave yourself open to legal action.