



A GUIDE TO SELLING YOUR HOME

John Wood & Co recognise that your home is probably your most valuable asset. It is therefore vitally important to obtain a fair and in depth market appraisal. A high valuation can harm your sale prospects and we pride ourselves on our reputation and honest advice that we have given over the years.

Selling your home can be a stressful time, so it is important to choose an agent you can trust who will make this process as smooth as possible. At John Wood & Co we aim to eliminate the stress and make the experience as easy as possible.

What is the process?

If you decide to sell your home we would be pleased to arrange either an informal pre-sales advice meeting with Brian Wapshott, or we can arrange a market appraisal for your property.

In the meantime, here are the 10 keys steps of selling your home:

1. The Market Appraisal

Firstly, you will require an honest market appraisal. At John Wood & Co we can offer you a free, no obligation factual and accurate appraisal of the current market value of your home. Our appraisal is based not only on our experience and knowledge of East Devon and the Heritage Coast, but also utilising our extensive database of recent properties sold.

2. Instructing an Agent & Your Property Details

Having received your valuation and following your instruction, we will arrange to revisit your property to carry out a property inspection. This enables us to take room details, measurements and photographs in readiness for the preparation of your sales details.

We always bear in mind the importance of presentation and ensure that your sales details are proof printed and highlight the vitally important aspects of your property and ensure that your home is shown to its best possible advantage, with full colour photographs and floor plans together with a

site plan when required. Once you have approved the details we will get them professionally printed.

3. Marketing your Property

When marketing your property we let you set the pace. Some vendors are keen to get things moving quickly, while others have less constraints and are happy to go a little slower. Either way, we will be guided by your timescales and will act accordingly.

We will list your property on our website and on the major property portals, including; Rightmove, Zoopla and PrimeLocation. When your property goes 'live' you can expect viewing requests to start.

In addition to online marketing, we also offer the following:

- **For Sale Board** - This is the most simple and effective marketing tool, available 24 hours a day. We often have buyers call us about properties they are interested in because they have seen a For Sale board on their travels
- **Window Display** - External and internal photographs will be prominently displayed in our shop front in order to optimise exposure to the market place
- **Email** - Wherever possible, all prospective buyers who register with us are asked to provide an email address. This allows us to notify them of our new properties within 24 hours of receiving your instruction
- **Newspapers** - We will provide regular prominent colour advertising of your property in the Pulmans View From and Midweek Herald newspapers

4. Viewings – We will contact you to arrange all appointment for prospective buyers to view your property. All viewings are accompanied and you will receive feedback as part of our standard service. We will also send you a monthly property report which shows online activity for your property in comparison with similar listed properties.

5. Offers

Any offers we receive are dealt with promptly. We will notify you verbally and then followed up in writing. Our competent sales team will negotiate between you and your prospective buyer in order to achieve the buyers in a strong proceedable position and at the highest possible sale price. We will inform you of the position of the buyers and liaise with you until an accepted offer has been agreed.

6. Agreeing a Sale

At this point (if you have not already done so), you will need to instruct a solicitor and should you require assistance, John Wood & Co will only be too pleased to recommend local firms.

We will generate a Memorandum of Sale which sets out the agreed sale and any specific requirements or conditions which is sent to yourself, your buyer and both of your solicitors.

Your buyer might wish for a surveyor to conduct a survey of your property. We will liaise with you when this is likely to take place. At this point, your solicitor will request the Title Deeds from your mortgage lender (if appropriate) or yourselves and you will be asked to complete the Property Information and Fixtures & Fittings Forms.

The solicitors draw up the draft contract which sets out the terms of the sale and will send it to your buyers' solicitor together with all completed property forms. In the meantime, your buyers solicitor will be applying for the local, drainage and environmental searches, raising enquiries and checking the title deeds and lease (if applicable). Once the draft contract have been approved, it can be signed by both parties.

7. Progressing Your Sale

At John Wood & Co, we pride ourselves on our conscientious sales management. We aim to keep you regularly appraised of your sales process right through to completion. We will liaise directly with your purchaser, all legal representatives, surveyors and mortgage lenders in order to ensure that your sale is progressed as smoothly and as stress-free as possible.

8. Exchange of Contracts

Once all enquiries have been satisfactorily answered and a mortgage offer or cash funds have been received with your buyer's solicitor, a mutually convenient date can be agreed upon for the exchange of contracts. This task is performed over the telephone. Exchange of contracts is a very important moment because once Exchange has taken place, your buyer cannot withdraw from the sale without losing his deposit – normally 10% of the selling price.

9. Time between Exchange & Completion

There is no rule which specifies the timescale between exchange and completion. It is simply an agreement made between yourself and your buyer. Normally this is 2-4 weeks but there are occasions when exchange and completion happens on the same day.

Your buyers solicitor will prepare the transfer document which you will need to sign. This will also be the period in which you finish any packing and prepare to vacate the property.

10. Completion

The completion date is the date on which possession is given and when the buyers funds are transferred to purchase the property. When the solicitor confirms the transfer has been successful, they will authorise for keys to be released to the new owner. In most cases keys are left with us so we can pass them to the new owner.

To avoid any confusion on utility usage, we recommend you take meters readings for your gas, electricity, water, etc on the morning of completion and leave a copy of the readings and the utility companies with the new owners. You will also need to notify your local council and telephone and cable suppliers of you move, amongst many others.

During this busy time, we would also suggest you redirect your mail through the Post Office, just to give you some time to let everyone know of your move.

Your solicitor will settle our account from the proceeds of your sale.