



# LONGSONS

Sales & Lettings



## Sellers Guide

[Longsons.co.uk](http://Longsons.co.uk)

*Prepare to be moved...*





# Moving home can be a life-changing experience

**So what should you expect from your estate agent?**

- *a professional service?*
- *experienced, friendly and enthusiastic staff with a high level of expertise and local knowledge?*
- *to achieve the best possible price in a time-scale to suit your needs?*

...well yes, especially in terms of achieving the best price; however these things should be your standard expectations of any estate agent.

You should also expect your agent to listen and understand the motivation behind the move, and in doing so offer the best possible advice specific to your circumstances.

Your estate agent should respond in a timely fashion, provide excellent levels of communication and remain both positive and dedicated throughout the whole process. They should remain true to the cause, telling you what you need to hear, even if at times this may not be what you were hoping to hear. Honest feedback is vital and as a transparent estate agency, we are here to assist people in the sale of their property and will always treat their situation with the respect it deserves.

Within this guide, we will briefly run through the selling process and the service we offer. There are a few suggestions and useful tips, and if having read this guide, you have any questions, please do get in touch!



- ✓ A friendly and welcoming team
- ✓ Advertising of properties on all major property portals including Rightmove, Zoopla, OnTheMarket and Boomin
- ✓ Detailed video tour, 360 virtual tour and detailed description
- ✓ Magazine advertising in our own branded magazine, the Longsons Property News
- ✓ Property alerts by email & social media
- ✓ Professional photography and eye-catching brochure included as standard
- ✓ Prominent office locations with stand out, LED window displays
- ✓ Distinctive For Sale boards

## Getting started

Preparing an effective marketing plan and pricing strategy will help gain maximum exposure and the best price for your property.

### Market & Property Appraisal

Pricing plays a vital role with a number of factors to consider, such as speed in which a seller needs to complete and level of competition currently in the marketplace. We offer an independent assessment of your property carried out in person by our valuation expert, free of charge and with absolutely no obligation. You may want an idea on value without being sure about selling, perhaps as part of an intention to re-mortgage. We are more than happy to help, our Market & Property Appraisals are genuinely free with no fear of the pressure or constant pursuing often associated with such appointments.

During the visit, we explain how the market is performing, advise you of potential market changes and offer advice and guidance on how to maximise your sale price. When suggesting price, we use our expertise, sold price data, recent activity on properties similar to your own, and information gained from our continual market research.

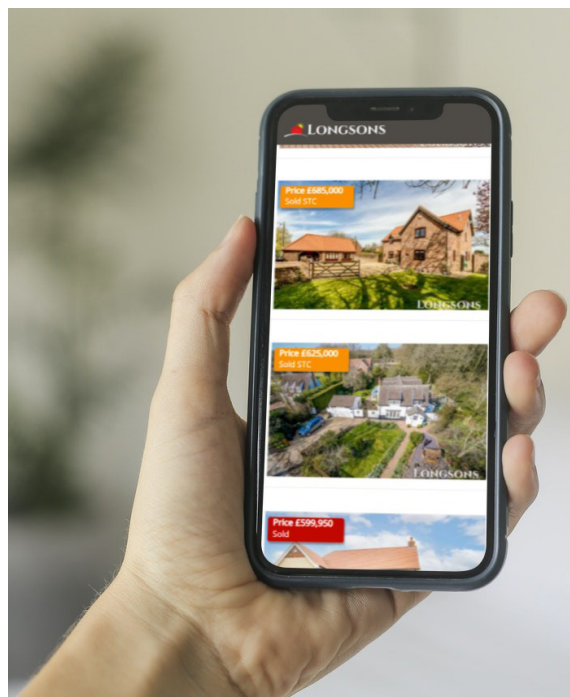
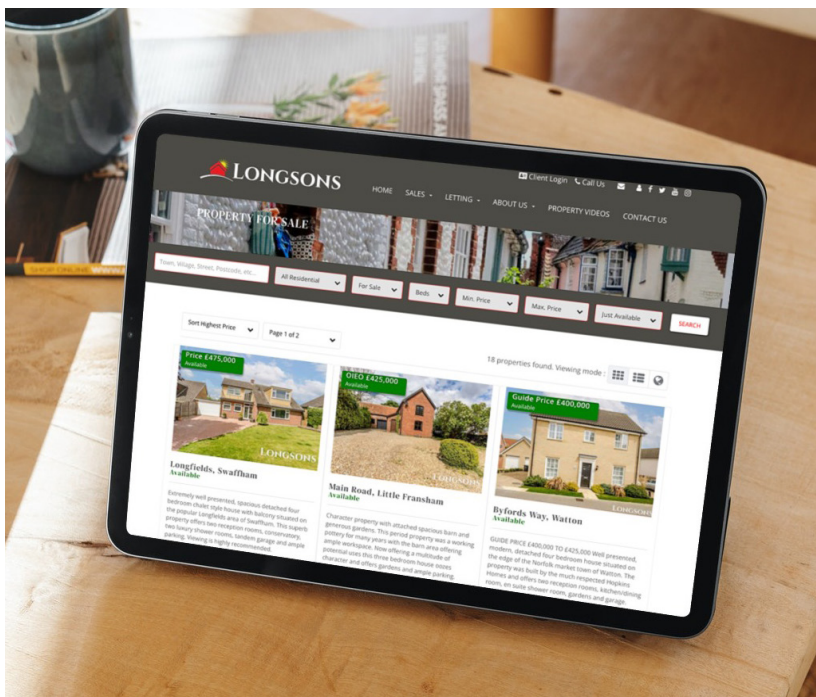
If you are new to the business of selling property, there will be plenty of opportunity, before, during and after the appointment, to ask questions and discover more about the selling process.

### Instructing Us

Once you have decided you would like Longsons to be your agent, you will need to formally instruct us by signing an agency agreement. To meet legal requirements, we ask for documents to confirm your ID/residence, an electronic money laundering check will then be undertaken before we can begin to market your property. The majority of properties marketed for sale require a valid Energy Performance Certificate (EPC). EPC's are a rating scheme to summarise the energy efficiency of buildings. We can let you know if a certificate is required for your property and if needed, provide the certificate for you at no extra cost. (T&C's apply)







## Effective Marketing

When you decide to sell, we will discuss various marketing plans and find the one best suited to you and your property.

At Longsons, we use the very latest technology and proven marketing techniques to promote your property. We advertise on all major property portals including **Rightmove, Zoopla, OnTheMarket and Boomin.**

Your property will also appear on our website **longsons.co.uk** which is fully responsive for compatibility with smartphones & tablets. We also extensively use social media advertising including Instagram, Facebook, Twitter & TikTok. Not only this, your property will be featured on our thriving YouTube channel. We will also feature your details in our large window frontage that boasts the very latest LED window displays, ensuring our properties can be seen 24 hours a day. The benefits of high-quality window displays should not be underestimated, we get many enquiries from potential buyers browsing on the high street. We will erect our distinctive 'For Sale Boards' which are a vital marketing tool clearly identifying a property and frequently generating interest. The more exposure your property receives, the wider the audience you can expect to attract, giving you a greater choice of buyers.

Once instructed, we will organise professional photography of your property, this will include a professional floorplan, 360 virtual tour, detailed video tour and a detailed description. Professional photography, property brochures along with floorplans can help promote your property in the best possible way; however a seller can play their part and later in this guide we offer a selection of property presentation tips.

## Professional Recognition

Since 2011, we have been a member of **The Property Ombudsman** and this level of professionalism is carried across our whole business.

Longsons also received national recognition at the **EA Masters 2022.** Longsons attained the high standards necessary to be awarded with the property industry's most prestigious





# Offers and Sales Progression

Whilst the estate agent is employed to attract buyers to your property, there is much more to our service than simply marketing and accompanying viewings.

## Offers

As your estate agent, one of our many responsibilities is to use our experience and judgement to guide you through the negotiation stage. We have an experienced team of negotiators who are duty-bound to inform you of every offer and negotiate on your behalf. Depending on the market conditions, pricing strategy and style of marketing plan, the offers we receive on your property might arrive one at a time or at volume. In a strong sellers market, it is not uncommon to receive multiple offers on a property following an open day or block viewings. It may seem obvious to go with the highest offer; however in such circumstances increased offers should of course first be sought to establish the most each party is willing to pay. Before advising you of any offers, we will research the buyers position to get as much information as possible to help with your decision. The following are some of the questions we ask:

### 1. *What is their buying position?*

If you need to move within a certain timeframe, the buying position of the person making an offer could be very important. A first-time buyer with nothing to sell offers a less complicated transaction than a sale dependent buyer, especially if they have yet to put their property on the market and/or their required sale price is unrealistic.

### 2. *Cash or mortgage?*

Most buyers will require a mortgage and their level of borrowing could have a significant bearing on your decision. A buyer needing to borrow 85% of the sale price may struggle if the surveyor employed on behalf of the bank down-values your property. If, in this example, the buyers available funds are completely tied up in the 15% deposit, stamp duty and moving costs, it could leave them unable to proceed at the agreed price, and more importantly, you in need of a new buyer. If a buyer purports to be a cash buyer, then naturally evidence of this must be requested - sometimes cash suddenly becomes anything but, e.g. "I will have the cash once my partner finds a buyer for their house".

### 3. *Cash or mortgage?*

You may end up receiving two very similar offers from two buyers who are in the same buying position, both with significant levels of deposit. If one buyer begins the process by offering particularly low, only increasing to a sensible level when increased offers were encouraged, it 'could' suggest a higher chance of them seeking a reduction at a later date. Genuine buyers usually come in with a sensible starting offer, whilst ultimately the seller will decide which offers to accept, the advice and guidance of an experienced agent will prove particularly helpful when a less than obvious choice presents itself.

Proper communication between the seller and their estate agent is of paramount importance, which is why our sellers are given all the information they need to make an informed decision about accepting or rejecting an offer.



## Accepting an offer

With a sale price agreed, both you and your buyer will need to employ a conveyancing solicitor. Their expertise will help guide you through the process, taking care of the legal aspect of the transaction. Mortgage brokers may also become involved. Just because you appoint an experienced solicitor, operating a manageable workload, it does not mean everybody else involved in the process is going to be as efficient. Anyone balancing a heavy workload can find themselves short on time and it's our role to help keep things moving. Throughout the process we are in communication with various parties, such as the buyer's solicitor, their mortgage broker, surveyors, the buyer's themselves and of course you and your solicitor. We are the central point to all those involved.

When part of a chain, the number of involved parties can rise significantly. More buyers, sellers and solicitors, mortgage brokers, surveyors and estate agents, all seeking the best outcome for themselves or their client. We are here to monitor all developments, to keep you fully updated and to chase third parties as and when required. In the possible event of a complication resulting in possible re-negotiation talks, perhaps following the results of a survey, we will handle these for you. To the eyes of a buyer, first-time buyers especially, a detailed survey, such as a homebuyers report, can make for a worrying read. Time and understanding, along with past case study examples, will help us quantify such findings and point out the various minor defects one should expect to come across when buying pre-owned property, especially if it was built over 10 years ago. Handled with care, most problems can be overcome ending in a fair and satisfactory solution. Managing both sales and peoples expectations with the ability to solve problems are necessary for the modern day estate agent, and in our experience, finding the buyer is simply the first part of the process.

“

Our work to make the transaction as smooth and stress free as possible is not complete until the day we hand over the keys!

”

## Completion of sale

A completion of sale usually occurs approximately 7 days after exchange although this can vary depending on circumstances. This is the day when the balance of money is transferred from the buyer to the seller via solicitors. The solicitors will advise us, the agent, when the funds have been received, we can then release the keys to the buyer. The sale is now complete and the property belongs to the buyer!





# Key features to our service

Here is a brief overview of the service we offer



## Free market and property appraisal

Our no pressure approach, makes it easier for people to communicate with us. Whether you require an initial valuation, in-depth service discussion or are ready to sell...we're at your service and happy to help.

## First impressions count

By using professional equipment and skilled photography, we are sure to present your property in the best possible light and to capture the key features that will appeal to your target audience.

## Professional photography

We know how to construct the perfect photo of a property, highlighting the features that make it sellable and relatable to potential buyers, making sure the lighting is right and the quality is crisp and clear.

## Property video tours

Our professional property video tours quite literally take potential buyers through the home, giving a true sense of layout and space. Not only this, potential buyers have access to your home 24/7 and minimizes the inconvenience of wasted viewings in person.

## Full colour property brochure

Our colour property brochures highlight the best features of your property and provide buyers with information such as floorplans, EPC rating and council tax band.

## Shout it from the rooftops

Maximum exposure of your property is paramount. We want to reach as many potential buyers as possible. Specific time is allocated to contacting our extensive database of buyers and your property is uploaded to major property portals, as well as our social media accounts. Our 'For Sale' boards regularly generate extra enquiries, which when coupled with our prominent office window display provide for additional 24 hour marketing tools.

## Keeping you informed

How many viewings have I had? What did people say about my property? When is my buyer having their survey? Our philosophy is to provide the answers before you need to ask the questions. We offer feedback 24 hours following every viewing so that you don't ever have to ask. After accepting an offer, expect to hear from the sales progression team weekly regardless if there is an update or not. We all know just how stressful moving home can be, but with our experienced sales progressors with you every step of the way makes the undertaking a lot more bearable.



## Leave it all to us

As you'd expect from a professional agent, we accompany all viewings and host a block viewings day (if applicable). This enables us to interact with people viewing your property. However, we understand you love your home and can make an impressive case as to why people should fall in love with it too, should you wish to conduct your own viewings. If in doubt, we tend to recommend allowing us to conduct the viewings to avoid being asked awkward questions such as **“how much do you want for the house?”**, **“why don't you want to live here anymore?”**. It's very rare these days but if anyone knocks on your door simply tell them to speak with us, after all it's what you are employing us to do and will help protect you from over-keen property dealers, or people trying to buy your property on the cheap.

## Third party recommendations

Using a local solicitor is always a plus, they know the area, the local authority and as such will be experienced with typical area specific enquiries often raised by the buyer's solicitor. We can recommend local solicitors to both you and your buyer as well as suggest local removal companies and contractors should you require them.

## Seeing the job through

Getting you to the end is what it's all about, which is why our selling fee is payable at the end of the process. From start to finish our aims are clear. Achieving the best possible result for our seller, by listening and being there for them at every step of the way. When the job is complete, we then receive the fee and, having made sure your experience was positive, we hope that you would recommend our services to those looking to move.

## Considering letting?

At Longsons, we also have a letting department managing in excess of 100 properties across Norfolk, we would be more than happy to provide you with free advice and refer you to our Landlords Guide.





# Presenting your property for sale

Most buyers form an opinion within the first 15 seconds of entering a property. There are affordable improvements you can make to your home that will significantly enhance the buyer's experience.

**Years of busy family life, entertaining and general wear and tear is more easily noticed by those entering a property for the first time. However, preparing your property for sale doesn't need to be expensive.**

**The exterior of your home is the first view buyers have of your property; a freshly cut lawn, scrubbed path or driveway, trimmed hedges and an inviting entrance will help create a positive first impression.**

**Here are a few suggestions and tips from ourselves to help maximise the selling potential of your home:**



## Now where's that tool box?

There has never been better time to complete those pesky household jobs that you have been "meaning to get round to". Even simple and inexpensive tasks such as replacing light bulbs can help to sell the property by giving the illusion of more space. Tend to broken door knobs, cracked tiles, kitchen cupboards and anything that can be easily repaired.



## Keep it clean

Regardless of the time of year give your property a thorough spring clean. Tackle lime-scale build up, heavy staining and any old grouting around your kitchen and bathroom tiles. If they look old and worn, then it's a good idea to renew your sink and bath seals.





### Show off your space

Declutter where possible to avoid your home appearing smaller than it is. When we visit to take photographs this will make all the difference. Potential buyers will want to imagine living in your home, so it's a good idea to de-clutter. The trick is to remove any unwanted items out of view by storing things in cupboards or having a clear out; thus allowing the property to feel spacious and inviting. Not only will this help you to sell your property but it will also ensure that you are more organised for your own move.



### Smells, odours and (even) allergies

This is something we're sure everyone has heard before but it can help. Avoid any strong smells being present when people are viewing your home. Cooking, smoking and pet related odours may be off putting to some people. Cat or dog hair may even cause allergic reaction, so a quick vac around the house to pick up any loose hair is a good idea.



### Give your property the 'live here feel'

Too often people worry about removing **all** trace of personalisation; however give this a little more thought as many buyers want to experience that all important "I could live here" feeling, so a homely feel is a very good thing.



### Freshen it up

Partial redecoration to some rooms is certainly worth considering, especially if one area in particular is overdue a fresh lick of paint, maybe the hallway? If you can do this yourself, it's simply a case of time and buying the materials. Why not look at the front door too as this will most certainly help to create a good first impression - newly painted front door, plant pots or hanging basket? If you feel unable to undertake any redecoration there will be plenty of decorators happy to help! Small jobs such as these needn't be overly expensive.



### Don't freeze/overheat your buyers

In the winter keep it warm, in the summer keep it cool. You want prospective buyers to feel comfortable when viewing your property; not left shivering to the bone or in danger of overheating. If the property is vacant, it's a good idea to set the heating accordingly.



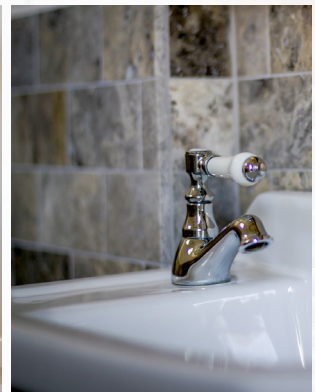
### Don't forget your garden

If you have a shed why not use it? Clear everything from the garden to make it neat and tidy. Remove potential hazards, such as panes of glass or loose brick and paving slabs. If the garden is overgrown and out of control, use the services of a local gardener to give it a general overhaul.



### Flowers, mirrors and candles

Collectively these can create a feel good factor, help with odours and direct more light around the room.



# Other useful tips



When selecting your estate agent there are various points to consider.

## Where is their focus?

Make sure the estate agent valuing your property is focusing on what they can do for you, not telling you what another estate agent can or cannot do. It could be a sign of bully-boy tactics or simply general lack of experience in the area. It is certainly not very professional.

## How long do they need?

Most estate agents will require some degree of commitment from you, after all you wouldn't want them rushing to find any old buyer through fear of early dis-instruction. On the other hand, do they really need 6 months in order to prove their worth? Make sure you agree to a timescale you feel comfortable with, and never sign an agency agreement unless you understand the notice arrangements and how long you are 'really' tied in for. Also we make sure that you are left with a copy of the agreement.

## Agreement type?

There are several types of estate agency agreements/contracts. The most common being sole agency agreement whereby you appoint one agent to act in the sale of your property. Watch out for sole selling rights agreement, which is far more restrictive and of no benefit to you the seller, only of benefit to the agent. Multiple agency is usually more expensive and many sellers make the mistake in thinking it will help their chances of achieving a better result. In fact to a buyer, it can give the impression of a property that is having, or has previously had, problems selling, perhaps due to hidden issues.

## Realistic asking price?

Whilst every seller wants to achieve the best possible price, care should be taken to ensure the agent is not overstating the price in order to gain your instruction, especially if they also seek a long tie in period. Check online to see if the agent has a reputation for lowering their asking prices. The easiest way for an estate agent to win business is by giving an over-inflated valuation. They may then seek a price reduction midway into a lengthy agency agreement. At a best you sell after the price reduction kicks in; at worst you may end up selling for less having lost the impact a property has when it first comes to the market. Undervaluing can also be an issue so make sure you deal with experienced professionals with good local knowledge.

## Point of contact?

Putting your property on the market is the first step of what can be a lengthy process, ranging from several weeks to several months. Be sure to establish your main point of contact and understand who else will be involved in the various stages of the selling process. It's important you feel comfortable with the person looking after you later in the process.



# Seller's Checklist

Selling your property is a big step and, as with anything else, it's better to be prepared. Here is a short checklist to help you with this.

- Choose a reputable agent with a track record for success, don't feel pressurised
- If you are moving home, research the area you are moving to, ask your selling agent to help with this
- Think carefully before signing an agency agreement and make sure you are comfortable with the terms
- Prepare your property for marketing to ensure it is viewed in the best possible light by your buying audience
- Secure the services of a local solicitor. It's advisable to do this early on as they cannot act for both you and your buyer
- Speak to your bank to ensure your mortgage (if applicable) is portable and whether there are any charges
- Check the property details making sure they are correct, as items listed will be perceived as being included in the sale
- Don't leave removals arrangements until the last minute. Do your homework, obtain quotes
- Once you have a completion date, make arrangements to transfer your utilities and take meter readings on the day
- Ensure all keys are ready to be handed over to the new owners including window keys
- Check your documents are in order, such as your lease, and make sure any ground rent and service charges are paid





# Property Valuation Form

Name:

Date:

Property Address:

Expected Price to Achieve:

Asking Price:

Fee Quoted:

Where do we list your property?

**rightmove**  **Zoopla**

**OnTheMarket**

Professional Photography

Floorplan

Full Description

Full Colour Booklet Brochure

Accompanied Viewings

Marketing Reports

Social Media Advertising

Detailed Video Tour

Interactive Walkthrough

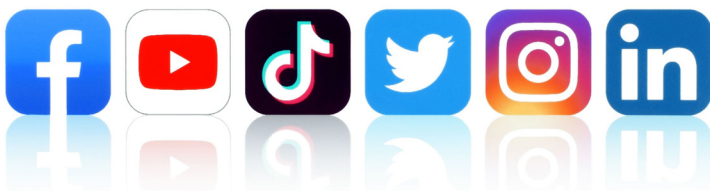
Premium Rightmove Displays

EPC (T&C's Apply)

For Sale Boards (optional)

## Like to know more?

Please do check out our reviews and online content on:





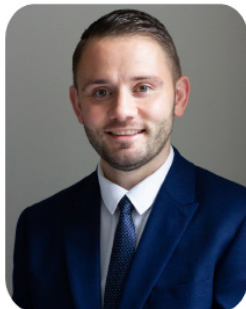
# Meet The Team



**Gary Long**  
Director



**Kevin Wilson**  
Director



**Kyle Clarke**  
Manager



**Imogen Walker**  
Senior Negotiator



**Vicki Bowen**  
Sales Administration



**Larry Faircloth**  
Senior Lettings Negotiator



**Sharon Pascoe**  
Lettings Administrator



**Amber Wilson**  
Digital Marketing



**Kerri Blowers**  
Office Administration



**Luisa McGowan**  
Office Administration



**Andrew Wilton**  
Valuer

# Our Clients

## are our best advertisement



Putting customers first is what we do best - but don't take our word for it: read what our customers say...



"A team effort in which Longsons played a sterling role. I have never had an agency keep me so well informed with updates even if nothing has changed. Every member of the team, rentals to management to sale do what they say, when they say. Bang on team and with sincere thanks!"



"The professionalism and approachability of the staff at Longsons is without a doubt the best I have experienced from an estate agent. When valuing the property they did their research, providing evidence and reasoning for their valuation without putting undue pressure on us. Throughout the selling process they provided a very valuable link between solicitors, buyers and ourselves. Their responsiveness was second to none and overall aftercare was head and shoulders above what I have ever experienced from any business. I cannot recommend them highly enough."



"Excellent customer service and business acumen. The selling and buying situation we found ourselves in was particularly stressful for many reasons; however Longsons were nothing short of superb during the whole process, ensuring we were continually kept up to date and actions followed up without hesitation. Vicki in particular was an absolute star! Would whole heartedly recommend."



"Longsons are such a great team! We sold with Longsons earlier this year and they were fantastic from start to finish. Buying and selling is generally stressful, so choosing the right agent can really make a difference and Longsons were that difference for us. Longsons did everything they could do to support us. Would definitely recommend Longsons, and the personal and friendly team."



"We cannot speak highly enough of the service we received from Longsons. Moving house is always difficult and our experience (which included the lockdown period) was extremely stressful. Longsons - and specifically kyle - were always there as a steady influence and the only people who took the trouble to keep us informed about what was happening. In these times of often uncaring so-called services, others could learn much from the work ethic at Longsons. Five stars are not enough!"



"Helpful in the extreme...We recently sold our house with Longsons - the whole process was quick and very professional. We particularly appreciated their communications which were excellent - they kept in touch and were friendly and approachable at all times. We were also buying through them and Longsons went above and beyond in their efforts!"