

A modern kitchen and dining area. The kitchen features light-colored cabinets and a wooden countertop. A dining table is set with a vase of greenery, wine glasses, and a pitcher. Three wireframe pendant lights hang above the table. A blue horizontal band is overlaid on the image, containing the title text.

# SELLER'S *Guide*

**WOODHOUSE**  
PROPERTY CONSULTANTS

- EST 1996 -

01992 637777

[info@woodhouseproperty.co.uk](mailto:info@woodhouseproperty.co.uk)

#woodhouseproperty

# ABOUT US

- EST 1996 -

- 7 Clayton Parade Turners Hill Cheshunt Herts EN8 8NQ -

**WOODHOUSE**  
PROPERTY CONSULTANTS



*Welcome!*

## WE ARE HERE TO HELP YOU!

We pride ourselves on being the trusted local property experts based on the excellent reputation we have built for professionalism and customer service founded on a wealth of knowledge of the property market through many years of experience.

We value your custom and are fully committed to working hard for you, by offering friendly and professional guidance in all your property needs.

[info@woodhouseproperty.co.uk](mailto:info@woodhouseproperty.co.uk)

[www.woodhouseproperty.co.uk](http://www.woodhouseproperty.co.uk)

@woodhouseproperty



# Home Seller's ROADMAP

Follow this high level road map to help you sell your home!



”

HOME...  
IS WHERE  
YOUR STORY  
BEGINS





# *Ten steps to* SELLING A HOME

- 01 FIND A GREAT AGENT
- 02 ESTABLISH A PRICE
- 03 PREPARE YOUR HOME
- 04 MARKETING
- 05 LISTING
- 06 VIEWING
- 07 OFFERS & NEGOTIATIONS
- 08 UNDER OFFER
- 09 EXCHANGE OF CONTRACTS
- 10 COMPLETION

*Preparing  
to Sell*



# FINDING

# *a Great agent*

# 01

Finding an estate agent that you can trust and feel comfortable with is as hard as finding the right house to call a home. A sale of this magnitude is a huge life decision and you want to make sure that your estate agent is as invested in this sale as you are.

We have a great selection of agents who have over 80 combined years of experience.



## INDUSTRY KNOWLEDGE

Our agents have access to a wide variety of resources that is not readily available to the public and have an excellent knowledge of the housing market. They can help you determine the best price and time to sell.

## SMART NEGOTIATING

With our collective experience and expertise, we can help you negotiate the best price for your home. A skilled agent will give experienced-based honest advice on which offer is your best option and advise you. They will then negotiate on your behalf to sell your home for the best possible price.

## PROFESSIONAL EXPERIENCE

Our agents must undergo annual training and compliance to ensure that they are up to date on any changes in legal or administrative paperwork. With over 80 years combined experience selling and letting properties in the area, you are in safe hands.

## CUSTOMER SERVICE

Our agents are dedicated to helping you answer any questions that arise from this process. We treat you, how we would like you to treat us!

We have a dedicated team who proactively manage the progress of your property sale in a timely and efficient manner, supporting you with effective advice and guidance through the whole process to ensure a swift progression of the sale by providing regular updates to all parties to ensure that the sale proceeds to your final goal.

# ESTABLISH *a Price* 02

## MARKET APPRAISAL

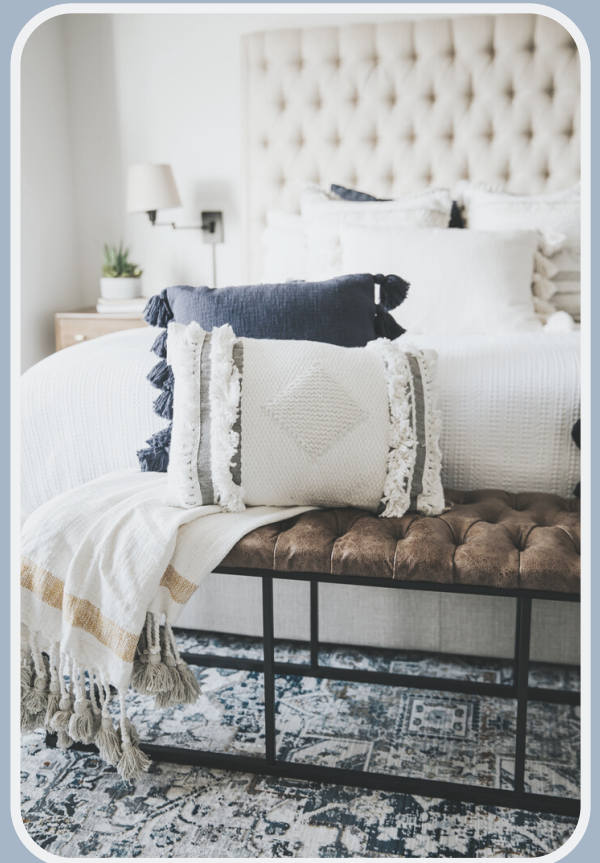
Setting a reasonable listing price is one of the most important aspects in the entire home selling process. If you list too high, you might not get any offers and it can take you a while to sell your home.

Alternatively, if you price too low, you might be missing out on a greater return on your property.

## WHAT DETERMINES THE PRICE?

As local experts, we will perform an analysis of the unique characteristics of your home, the local neighbourhood and other properties for sale in the area and use our extensive knowledge and insight of trends and market climate to determine the market value.

We will always provide a thorough valuations, allowing your home to live up to its true selling potential based on your timescale.



# ESTABLISH *a Price* 02

## LISTING PRICE

Homeowners want and need to get the best possible amount for selling what is often the most valuable thing they own.

The good news is that you can achieve an excellent price for your home if the estate agent working with you knows how.

We will always give you honest advise and devise a strategy that best suits you!



## WHY SHOULD I CHOOSE WOODHOUSE?

Working with an exceptional estate agent is the key to unlocking your home's selling potential and selecting skilled estate agents who are experienced negotiators, is a worthwhile investment.

- Independent since 1996- we are one of the most established agents in the area. All our staff are very experienced which adds value to the service we offer.
- Leading Agent for Customer Service - We value the trust given to us in dealing with your sale both financially and emotionally and we will go above and beyond in our quest to ensure the best results for you.



# PREPARE

# *your Home*

# 03

## HOME STAGING TIPS

- The way you present your home can be a make it or break it point for a potential buyer. They have to be able to picture themselves living in your space, so be mindful of what you leave visible to viewers.
- Speak to us, for advice on tips on how to show your property to its full potential and create maximum appeal.
- We can arrange professional photos to be taken as these determine the first impression the potential buyer will have of your house.



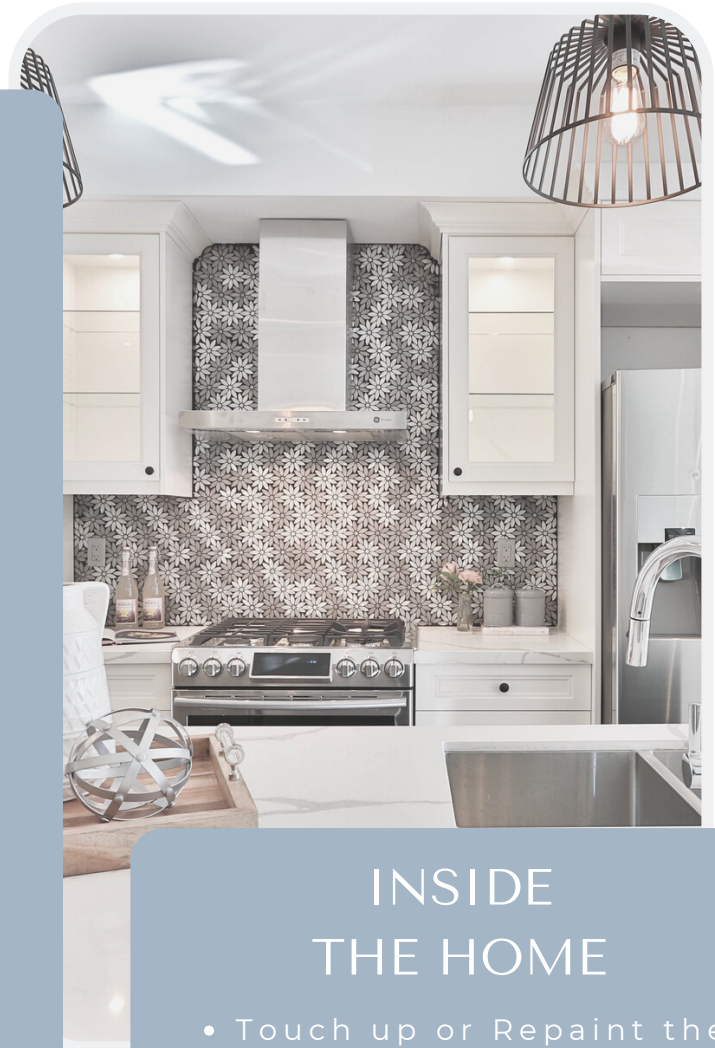
Be sure to put away any memorabilia and artifacts as it will look like clutter to a potential buyer.

You can also make sure your home smells as good as it looks and the heating is on.

# PREPARING *Checklist*

## OUTSIDE THE HOME

- Take care of the landscaping (i.e.: cut the grass, water the flowers, trim the trees and bushes)
- Remove weeds
- Repaint or re-stain any porches, entry ways, and doorways
- Fill in any cracks in the driveway, sidewalks and foundation
- Clean out the gutters of any leaves or twigs
- Test all lighting fixtures and motion sensors



## INSIDE THE HOME

- Touch up or Repaint the home in a neutral colour (preferably white)
- Remove and replace any personal artifacts
- Find arrangements for pets and children, and remove toys and clutter from main spaces
- Make sure that walkways are clear

*Finding  
a Buyer*



Our belief is that every home from luxury executive homes to a house that needs complete refurbishment deserves a special marketing plan to give it the widest possible exposure.



## MARKETING TIPS

We would be delighted to speak to you in developing a well-rounded strategy to reach more buyers at multiple touchpoints, in person and on the web, to trigger positive emotional responses to achieve the best price for you.

Your property is not only displayed on our website and leading property portals, it is also posted on social media platforms which is used to target and reach the right demographic in the right location that might want to buy your property. They can then view teaser videos of your property and view the 3D Virtual Tour.

We make sure that the photos we use to market your home are bright, clear, and capture all angles.

Buyers will feel more comfortable with more photos.



## Immersive Virtual Tours

We put industry-leading technology to work for your listing. Our realistic Virtual Tours makes your property **STAND OUT** over competing properties on the market and helps buyers create an immediate, lasting emotional connection to your property because they can experience it as if they were really there. This is proven to attract more qualified viewings and help you sell faster over just photographs and video alone.

# Listing

# 05



Congratulations! You have officially listed your home for sale.

Our estate agents will use their extensive database of potential buyers and network to ensure that your listing is as visible as possible, and reaches the appropriate audience.

If you want, we can supply a sign for your front garden to let passer by's know of your intentions to sell.

We will present your property with photos, video and descriptions which are clear, attractive, and relevant.

These are the first impressions of your home to a potential buyer.

An EPC (Energy Performance Certificate) will be instructed.



# Viewings

For the first few weeks/ weekends, make sure that your calendar is flexible for showings. This will help provide potential buyers a greater number of viewing options.

Private viewings as well as open house viewings will be set up during the first few weeks of listing your home.

You should make arrangements for pets and children during viewing times, to help make the viewing experience as pleasant and distraction free as possible.



# VIEWING *Checklist*

## IF YOU ONLY HAVE FIFTEEN MINUTES

- Make the beds and fluff pillows
- Throw away any garbage
- Empty out garbage bins and take out the trash
- Clean the countertops and put away dishes
- Declutter the home, remove any toys
- Turn on all indoor and outdoor lights



## IF YOU MORE THAN AN HOUR

- Complete the above list (15 minute list)
- Vacuum, sweep and mop the floors
- Wipe all major appliances, glass, and mirrors
- Fold or hang up visible clothing nicely
- Dust any visible or reachable areas



FINAL

*Steps*

# OFFERS *and Negotiations* 07

At this time, you will be able to accept the offer, negotiate and make a counter-offer, or reject the offer. If you receive multiple offers, we will negotiate with the buyers to find a price that you are happy with.

We ensure that the process is transparent, and all information provided to you and the buyers is accurate and up to date.



# Under Offer



The property will be marked under offer when the buyer and the seller both agree to the terms of the sale (which includes the price).

We will place the matter in solicitors hands and issue a Memorandum of Sale.

Some things that need to occur before the exchange of contracts:

1. Property Survey
2. Title search and Completion of Property Information Forms
3. Property Enquiries raised and answered

# Exchange of Contract

09

Be prepared for obstacles and hiccups! They can happen during this phase, but that doesn't mean the sale is over.

We will proactively manage the progress of your property sale in a timely and efficient manner, supporting you with effective advice and guidance through the whole process to lead to an exchange of contracts.



## Completion

Completion is the final step in your home selling process.

During the exchange of contracts, you can expect the following:

1. Legal Contracts for the sale will be signed and exchanged with a date set for completion set.
2. The purchaser will pay a deposit held by your solicitor
3. The ownership is transferred to the purchaser on the date of completion on receipt of the balance of funds.
4. Arrange for the keys to be dropped off to our office.

**Congratulations! You've sold your home!**

10

# CUSTOMER Testimonials



5 Star Review!

Our experience with this company has been nothing short of wonderful. All the staff are so warm and supportive. Messages are passed on efficiently and promptly. They all work collaboratively and are able to attend to your requests and needs in the best possible way without necessarily waiting for the main agent handling your case.

We would love to say a big thank you to Anita for being so warm, professional, supportive and caring. Thank you also to Gail, John and the other staff, you are all such an amazing team.

TUGHU AKHIGBE

Can't praise Tony, John and the team at Woodhouse enough. After being let down by other agents for months, Woodhouse kept to their promise and had us sold with a genuine buyer within a week, and completed within 2 months. We were kept updated the whole time and nothing was ever a problem for them.

Very professional and know their stuff, would highly recommend them

SIMON ASHTON



5 Star Review!



5 Star Review!

Great service and efficiency when selling my house. I would highly recommend this agency and think it is highly professional. The staff were very helpful. From the initial marketing and final completion, they were very informative and supportive.

RACHEL SMITH

# Our Top Ten Promises To You!

- 01 WE WILL ALWAYS GIVE YOU FEEDBACK AS SOON AS POSSIBLE
- 02 YOU WILL ALWAYS BE ABLE TO CONTACT US WHEN YOU NEED TO
- 03 WE WILL ALWAYS UPDATE YOU, NO MATTER HOW SMALL
- 04 WE WILL ALWAYS BE POSITIVE AND ENTHUSIASTIC
- 05 YOUR HOME SALE WILL ALWAYS BE OUR HIGHEST PRIORITY
- 06 WE WILL ALWAYS WORK HARD FOR YOU
- 07 WE WILL ALWAYS BE HONEST AND TRUSTWORTHY
- 08 WE WILL DO OUR BESTS TO MAKE YOUR MOVE AS SMOOTH AS POSSIBLE
- 09 WE WILL TAKE AS MUCH CARE OVER SELLING YOU HOME AS IF IT WERE OURS
- 10 WE WILL ALWAYS DO WHAT WE SAY WE WILL



ESTATE AGENT

[www.woodhouseproperty.co.uk](http://www.woodhouseproperty.co.uk)



@woodhouseproperty

