

HARVEY
ROBINSON



CAMBRIDGESHIRE & BEDFORDSHIRE'S 5 STAR AGENT

Sellers Guide

HARVEYROBINSON.CO.UK

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 should be your standard expectations of any estate agent.

You should also expect your estate agent to listen, to 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 straight-talking estate agency, we are here to assist people in the sale of their property and will always treat the 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 get in touch.



A quick glance at what we can offer...

- ✓ A friendly and welcoming team
- ✓ Advertising of properties on all major property portals including Rightmove, Zoopla & Primelocation
- ✓ Exceptional photography and eye catching brochures included as standard
- ✓ Floor plans
- ✓ 360 degree virtual tours
- ✓ Instant feedback following a viewing
- ✓ A fortnightly catch up to provide you with an effective marketing update
- ✓ Effective social media advertising
- ✓ Prominent office locations specifically located to target commuters working in Cambridge & London
- ✓ Pro-active staff members who are dedicated to trying to help you move
- ✓ Local conveyancing referrals
- ✓ Available for evening & weekend viewings
- ✓ Independent "whole of market" mortgage advice
- ✓ A user-friendly website with access to a portal allowing you to track the sale of your home

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 an important role with a number of factors to consider, such as the speed in which a seller needs to complete and the 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 and offer advice and guidance on how to maximise your sale price. When suggesting a price, we use our expertise, sold price data, recent activity on properties like your own, and information gained from our continual market research activities.

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.

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 Harvey Robinson we use the very latest technology and proven marketing techniques to promote your property. We advertise on all major property websites including Rightmove, Zoopla and Primelocation.

Your property will also appear on our website harveyrobinson.co.uk which also has a unique log in area for all our clients allowing them to track the progress of their house sale. We will also promote your home via social media through Facebook & Instagram. We will also feature your details in our office window on a backlit display meaning it is visible night and day to passing pedestrians and erect one of our prominent for sale boards.

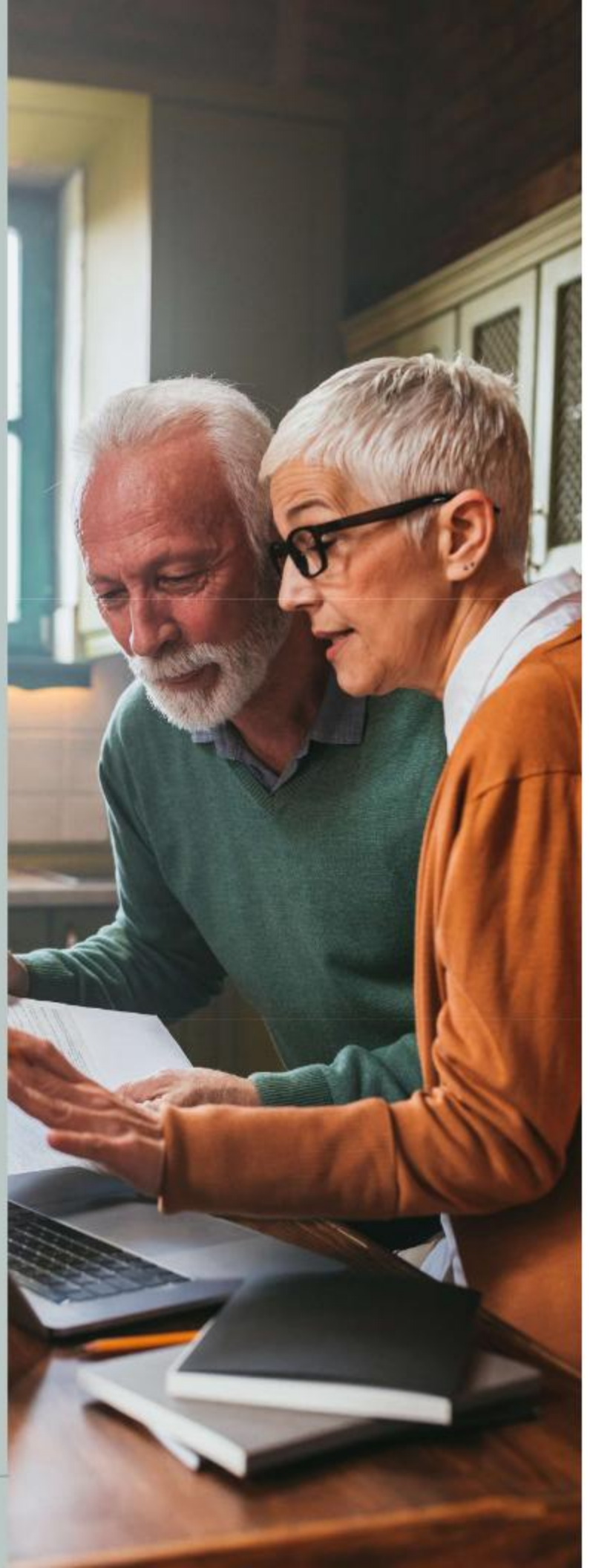
Once instructed, our proactive team of sales professionals will immediately contact our database of registered buyers by telephone and e-mail. All potential buyers are pre-qualified and if the situation dictates, and upon your request, we will only put forward buyers suited to your requirements. For example, if in need of a quick sale to facilitate a purchase of your own, then those buyers with a property to sell but not yet on the market, or those who are part of a lengthy chain, may not present you with the best choice.

Exceptional photography, property brochures (physical and digital versions) along with floor plans and interactive 360 degree virtual tours 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.

The more exposure your property receives, the wider audience you can expect to attract, giving a greater choice of buyer.

Professional recognition

Since 2004 we have been a member of
The Property Ombudsman and this level of
professionalism is carried across our whole
business.



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

Depending on market conditions, pricing strategy and style of marketing plan, the offers we receive on your property may arrive one at a time or in volume. In a strong seller's market, it is not uncommon to receive multiple offers on a property following an open day event. 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. Other factors to consider include:

- 1 What is their buying position? If you need to move within a certain time frame, e.g. school holidays or a deadline to complete on the property you are buying, then the buying position of the person making the 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 buyer's available funds are completely tied up in the 15% deposit, stamp duty and other 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'll have the cash once my partner finds a buyer for their house".
- 3 Genuine buyer? 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 began 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 price reduction at a later date. Genuine buyers usually come in with a sensible starting offer and whilst ultimately the seller will decide which offers to accept, the advice and guidance of an experienced estate 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.

ONCE YOU HAVE ACCEPTED 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 aspects 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 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 with more buyers, sellers, 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 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 timers especially, a detailed survey, such as a homebuyer's 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 a pre-owned property, especially if it was built over 100 years ago.

Handled with care most problems can be overcome ending in a fair and satisfactory solution. Managing both the sale and people's expectations with the ability to solve problems are necessary skills for the modern-day estate agent and in our experience finding the buyer is simply the first part of the process.



Key features to our service

Here is a brief overview of the service we offer.



FREE MARKET AND PROPERTY APPRAISAL.

Whether you require an initial valuation, an in-depth service discussion or are ready to sell we are at your service and happy to help.



MEET THE TEAM.

When you are ready to sell, we take full details and will ask you to complete a sellers enquiry form which provides us with all the important information regarding your home as well as key selling features that we will want to make potential buyers aware of. Every member of our sales team will visit your property. Whilst in time this would happen anyway, through viewing activity, how can the estate agent fully explain your property unless they have seen it for themselves? It also gives you a chance to meet the team.



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.



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 the major property websites, as well as our social media accounts. A For Sale board will generate extra enquiries, which when coupled with our prominent office window displays 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 answers before you need to ask the questions. We offer Instant feedback following every viewing so that you don't ever have to ask.



OPENING TIMES.

Most of our viewing activity takes place outside of normal working hours, with Saturday our busiest day of the week right through from morning until late afternoon. As you may imagine, e-mail and internet activity is constant so we are structured to be available, and adequately staffed, when we are needed the most.



LEAVE IT ALL TO US.

As you'd expect from a professional agent, we accompany all viewings and host open day events (if applicable). This enables us to interact with the people viewing your property. It's best to let us handle this to avoid you being asked awkward questions such as "how much do you want for the house?", "Why don't you want to live here anymore?" If people knock on your door simply tell them to speak with us, 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.



MORTGAGE SERVICES.

We have partnered with "Expert Financial" to offer a whole of market in-house solution to you and your buyer's needs. Offers made on your property will have been financially qualified prior to being discussed with you so that you are able to make an informed decision. The mortgage consultant's advice is completely free of charge.



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 and home staging companies 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. Achieve the best possible result for our seller, by listening and being there for them every step of the way. When the job is done, we are then paid and, having made sure your experience was a good one, hopefully you will tell others where to come when they need to move.



CONSIDERING LETTING?

At Harvey Robinson we also have a lettings department managing in excess of 300 properties across Cambridgeshire & Bedfordshire. If you would like any advice on all things lettings, we would be happy to provide you with free advice and a copy of our Landlords Guide.

Presenting your property for sale

Most buyers form an opinion within the first 15 seconds on 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 someone 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 to help maximise the selling potential of your home:

NOW WHERE'S THAT TOOLBOX?

Sensitively repair or remove tired or broken fixtures and fittings and attend to any small DIY jobs. Sometimes it's as much about what does not get noticed as what does. Tend to broken door knobs, cracked tiles, kitchen cupboards and anything else 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 grotty grouting around your kitchen and bathroom tiles. If they look old and worn, then 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 and we can always visit over two days if you need to move boxed up items from one part of the property to another in order to accommodate the photography. If you have outgrown your home, you could consider temporary storage. If your property is tenanted, perhaps offer your tenant a day's free rent for making an extra effort to tidy and better organise the property in readiness for our photography.



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, smoke, and pet related odours may be off putting to some people. Cat or dog hair may even cause an allergic reaction, and with it the potential to lose a could-be buyer, 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 good thing. For vacant properties we would suggest using a home staging specialist. Prices are not as high as you might expect, especially in a market where property usually sells quickly.

FLOWERS, MIRRORS AND CANDLES

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

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. 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 OR 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 set the heating/cooling system accordingly.

DON'T FORGET THE GARDEN

If you have a shed use it. Clear everything from the garden to make it neat and tidy. Remove potential hazards, such as panes of glass or loose bricks and paving slabs, the last thing you want is a personal injury claim. If the garden is overgrown and out of control, use the services of a local gardener to give it a general overhaul.

PUT YOUR HOUSE IN ORDER

Allow your buyer to picture themselves in residence and show each room to highlight its purpose. If your dining room is full of work papers or exercise equipment, return it to its original purpose for viewings.



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 a general lack of experience in the area. It is certainly not very professional.

There's little doubt the long-established estate agents in your area can all do a job for you, otherwise they wouldn't still be here. Just make sure the person seeking your business knows what they are talking about and doesn't run out of ideas or information about their own services. Their focus should be on you and your property.

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 to prove their worth?

Make sure you agree a time-scale 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 make sure that you are left with a copy of the agreement.

SOLE AGENT, MULTIPLE AGENT OR SOLE SELLING RIGHTS?

There are several types of estate agency agreements/contracts. The most common being the sole agency agreement whereby you appoint one agent to act in the sale of your property. Watch out for a 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 problems.

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 on-line 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 overinflated valuation. They may then seek a price reduction midway into a lengthy agency agreement. At 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 a problem so make sure you deal with experienced professionals with good local knowledge.

KNOW WHO YOU ARE DEALING WITH

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



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 (so get in there first)



Check your documents are in order, such as your lease, and make sure any ground rent and service charges are paid up to date



Commission your Energy Performance Certificate before you market your property



Check the property details making sure they are correct as items listed will be perceived as being included in the sale price



Don't leave your removal 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

The cost of moving

All fees are approximate. We recommend obtaining quotes from our approved panel of solicitors and obtain advice from our independent mortgage adviser to confirm exact cost.

Marketing price:	£
Estate agent fees:	£
Solicitors' fees:	£
Removals:	£
Total cost of selling:	£
Purchase price:	£
Solicitors' fees for buying:	£
Survey fee:	£
Stamp duty:	£
Total fees for your new home:	£



Selling isn't right for every situation. Maybe you could consider letting?

It is surprising how many of our landlords never considered keeping their existing home as an investment and releasing some equity to make an onward purchase.

At Harvey Robinson we have a lettings department managing in excess of 300 properties across the local area and are happy to provide you with advice including how to structure your finances enabling you to keep your existing home and buy another.

If you choose to go down this route we are able to offer a service to take care of the day-to-day management or provide a "Tenant Find" service for those Landlords who have the time to take a more "hands on" approach. Please take appropriate advice on possible tax implications.

EXPERTISE AT YOUR SERVICE

Are you looking for help with finding and screening suitable tenants? Perhaps you want the peace of mind and convenience of a comprehensive round-the-clock letting and property management service that takes care of everything?

We have more than 15 years experience in letting properties. Our clients range from private landlords with one small rental property to buy-to-let investment landlords with a property portfolio.

As standard we have 2 different levels of service:

- 1 . Fully Managed Letting Service
- 2 . Tenant Find Service

Both our services can be tailored to suit your individual needs and we will provide a written quote with absolutely no obligation.

Whatever level of support you need, we can provide the service that is right for you.



Why busy landlords choose Harvey Robinson...

- ✓ Experienced, attentive and knowledgeable staff.
- ✓ Flexible service options, competitively priced.
- ✓ Open and transparent fees with no hidden charges.
- ✓ Up to date legal documents and advice on property rental matters.
- ✓ Independent property appraisals and achievable rental valuations.
- ✓ Extensive internet advertising on the UK's top property website.
- ✓ A pre-qualified database of waiting tenants.
- ✓ Comprehensive tenant referencing service with full credit check.
- ✓ Professionally produced inventories.
- ✓ Full client money protection.
- ✓ Registered with the government-backed mydeposits.
- ✓ Database of expert and reliable trades people on call.



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.

ALL OUR STAFF UNDERGO
REGULAR TRAINING AND
WE REGULARLY REWARD
EVIDENCE OF EXCELLENT
CUSTOMER SERVICE.

“

My wife and I asked Harvey Robinson to sell one of our investment properties. We placed the business with them because of our previous experience of their professional service.

We were not disappointed - the sale went through without any problems and their friendly and professional team went the extra mile to make the marketing trouble free and painless. We will certainly use them again.

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When I walked into the office I was greeted so professionally. The excellent service never faltered. They kept me informed throughout the selling process by regular phone calls.

Nothing was too much trouble and when I did have a query they were always happy to listen and explain and give me an answer.

Over the years I have bought and sold various properties and can honestly say that the whole team is the most professional and friendly I have ever known.

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“

The team at Harvey Robinson did a fantastic job. Great communication, fast response to questions and super helpful through the entire process.

Actively chased progress on my behalf which is great as well as managing all the viewings. Many thanks to the whole team.

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Amazing service from the moment we instructed Harvey Robinson all the way to completion, full of energy and enthusiasm.

Sophie and the team ensured the whole process was stress-free and ran smoothly throughout. We couldn't be happier with the level of service received, very highly recommended. Thanks a lot again.

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Throughout the entire process of selling our home, the team at Harvey Robinson were professional, helpful, and friendly, making the process as effortless for us as possible.

Their regular updates meant we always had a good idea of what was going on and their help to drive the process to completion was essential in completing our move. Highly recommended.

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Absolutely fantastic estate agents, this is now the second time we have brought through them.

They are incredibly efficient, kind and sincere. No pushing for sales and allow you to move at a pace that suits you. Samuel Haworth has helped us get our forever home and made the process so easy.

If your looking at moving or even just wanting a valuation, this is the best estate agent in the area without a doubt.

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From start to finish the attention to detail and advice on both buying and selling has been much appreciated.

Really helpful in all aspects, above and beyond a fantastic service. Without question the only agency I will use!

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Harvey Robinson have been undoubtedly the best estate agents I have experienced; their friendly and professional manner is second to none and they are very efficient throughout the whole process.

I have used them twice and will continue to do so in the future. Thank you for all of your support.

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