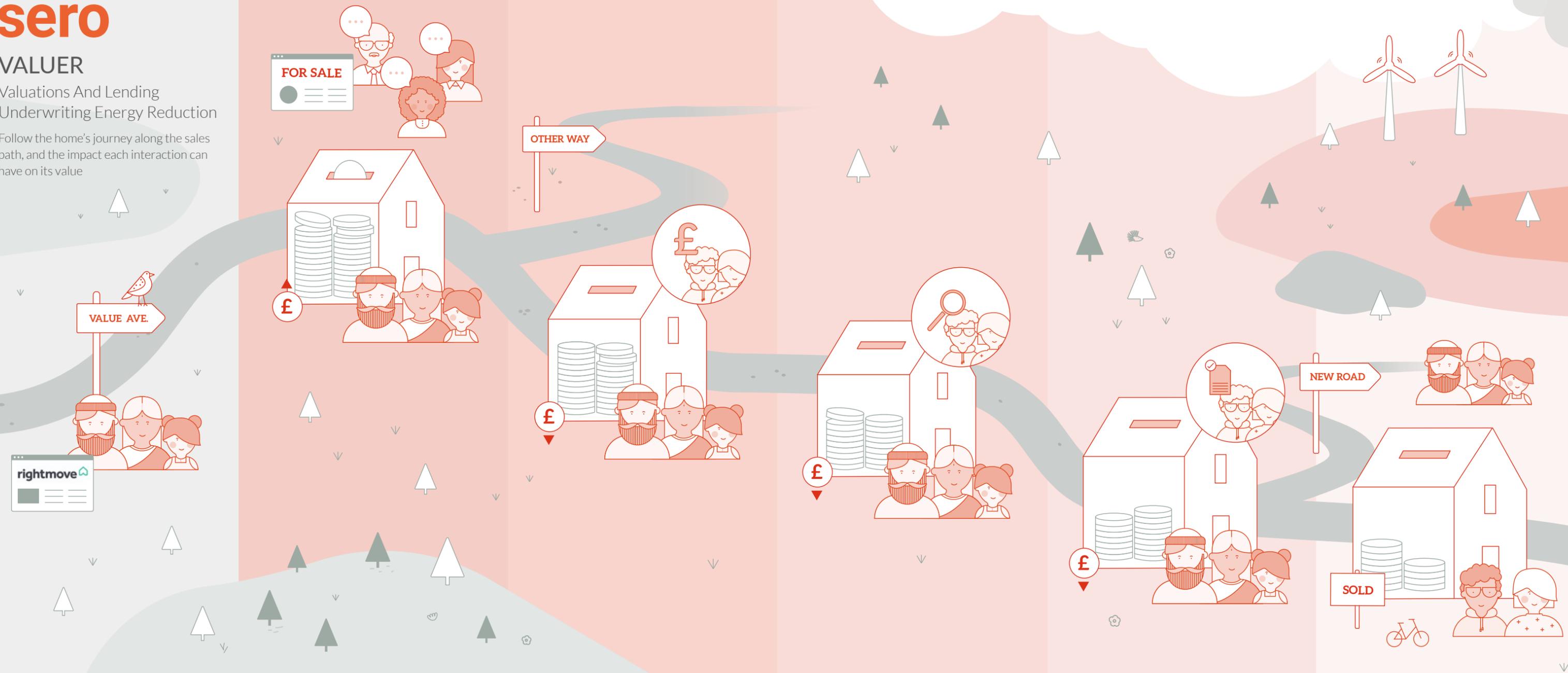


Follow the home's journey along the sales path, and the impact each interaction can have on its value



Time to Move

Peak Property Value

Initial Price Negotiation

Potential Price Chip

Almost Set in Stone

Sold!

Selling Your Home

You're moving! Or at least you've made the decision to move and have invited three local agents to value your most prized asset.

Will you go with the one who gives you the highest market value? Or maybe the one who understands your home and the benefits associated with it? Or is it the sales fee that clinches the deal?

Estate Agent Valuation

Unbeknownst to the agents, they hold the power to set all expectations from here on in. They are in charge of capturing the home's key features and most importantly – its market value.

Have they accounted for the Green Features within the home such as secure double glazing or the photo voltaic panels on the roof? Have they also given thought to the Brown Features such as an inefficient gas boiler or lack of adequate insulation? It's vital that they do as at no other point during the sales journey is the price likely to increase from the benchmark they set now.

Sale in Principle

The agent introduces a buyer and negotiates the sales price. Has the agent advised the purchaser of all the benefits this efficient home could offer? Or likewise, have they highlighted the elements of the home that may require attention?

Generally, first offers tend to come in at around 5% under the asking price, but with tactful negotiations the buyers manage to seal the deal whilst still chipping a few thousand off the asking price.

Mortgage Valuation

The buyer's lender sends a surveyor to assess the property's value in comparison to others that have sold nearby. They look at the condition of the property and report any faults to the buyers which can lead to more price chipping.

Generally, the surveyors use the same SCT (Surveyor Comparable Tool) which is hosted by Rightmove and is fed by data input by the estate agents at the time of listing. With more accurate listings will come more accurate valuation comparables.

Conveyancing

The buyer's solicitor, instructed from the outset, raises enquiries with the sellers solicitor and requests all legal documentation.

By this stage most price negotiation will have been completed however should an issue arise during the process, re-negotiation could ensue.

Sale Completion

Congratulations to the new owners of the home! They got themselves a bargain – but what if we could make the process fairer for all?