



# ROSEWOOD PROPERTY

## PROFESSIONAL

Qualified experts with deep knowledge of the City of Exeter & County of Devon with decades of proven experience. Delivering exceptional marketing with meticulous results for you and your home together with an unrivalled customer experience.

## INNOVATIVE

We have an inventive approach to enhancing the marketing of your home through modern multimedia incorporating drone & virtual videography, professional photography and the prestigious property portals where we present your home.

## DISTINGUISHED

With our excellence, brand reputation, associations & qualifications within the trusted property organisation & regulatory body you can be very confident that you are in safe hands when selling or letting your home through Rosewood Property.

## BESPOKE

Our attention to detail in the marketing of your home, the delivery of a tailored experience to every client that walk through our door together with our passionate personable demeanor makes us a perfect match to you and your home.

RESIDENTIAL SALES & LETTINGS

Tel: 01392 247700 Email: [info@rosewoodproperty.co.uk](mailto:info@rosewoodproperty.co.uk)

Rosewood Property is a trading name of Star Lettings & Property Management Ltd registration no. 05209236

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# SELLERS GUIDE



# ROSEWOOD PROPERTY

# Welcome to Rosewood Property

## About us

Rosewood Property is a modern, innovative, forward thinking estate agency with property experts and marketing specialists enhancing every aspect of selling your property whether you are situated in the city of Exeter, surrounding towns, villages, countryside or within a coastal location. We offer a wide range of property selling & letting services together with being specialists in property investment.

Our deep proficient knowledge of the market place complimented by our valuable property expert's consistent results, reliable service, strong links with the local communities and exemplary attention to detail makes us well known and trusted within the market.



**Property experts with deep knowledge of the market place complimented with an unrivalled attention to detail in marketing your home.**

Our winning expertise supports every aspect of estate agency, we strongly believe in the traditional values of achieving results through knowledge and exemplary customer service, paired with cutting edge modern technology.

We will help you maximise the sales potential of your property, keep in touch with you through every stage of the sales process, with immediate feedback, honest opinions and regular support.

Our team is always on hand to help you find the perfect buyer and achieve a quick hassle-free sale.

We are able to access a large number of potential buyers at the click of a button, taking advantage of our ever growing national buyer database.

With our property knowledge, technologically advanced marketing solutions, over 50 years of combined experience inspires confidence and trust among the communities we serve.

# Selling Your Home

Selling your home can be a stressful experience, Rosewood Property are here to provide expert advice and guide you through the whole process from start to finish. Here's our step-by-step guide to selling your property and how we can help make the process run as smoothly as possible for you.

## Arrange a Valuation

It's important to understand what people are likely to pay for your property, which might be less or more than you had hoped.

Rosewood Property sales experts have access to the latest property data in your area, and are able to advise on how your local property market is performing. We will gladly visit your property to carry out a free, no-obligation appraisal.

With this wealth of knowledge at hand, we can ensure your property is on the market at a price that both suits your financial needs and maximises your chances of a quick sale.

Deciding on an accurate asking price is a very important first step as this could affect the amount of interest you receive from potential buyers.



## There are a number of factors to consider when making a decision about your asking price.

### Overall Market Trends

The time of year, as well as economic conditions such as interest rates, income fluctuation and job stability can have an impact on property prices.

### Properties Sold in Your Area

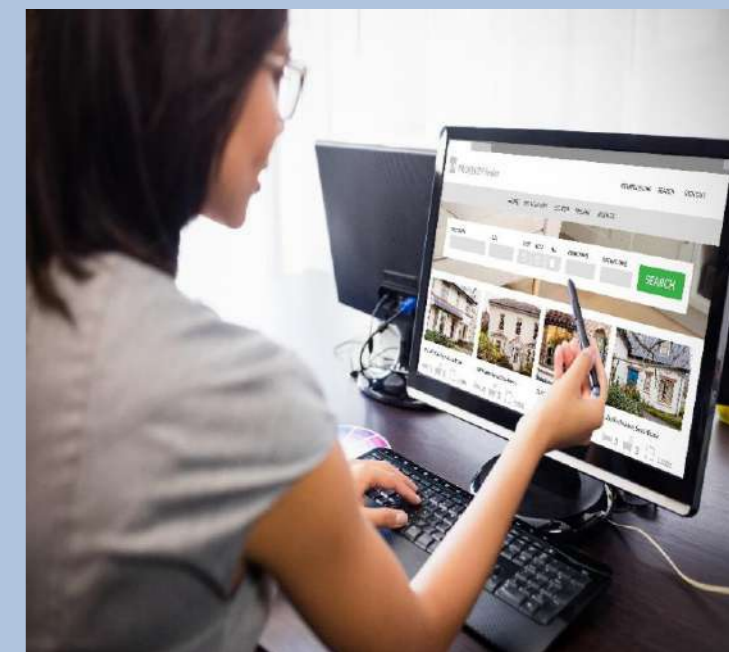
We'll look at what people have paid recently for similar properties in your neighbourhood. This is a good indicator of the offers you can expect for your home.

### Location of the Property

Buyers are looking for lifestyle as well as a perfect new home. That means they will look at proximity to schools, public transport links, shops and other amenities. Being close to these can have a positive effect on your asking price.

### Condition of the Property

The value of your property can increase if it's well presented and requires no or little work, compared with those where repairs and renovations might be necessary.



### Run your numbers

Before agreeing your asking price, find out exactly how much your outstanding mortgage is and more importantly, if there are any early redemption penalties. These could have a significant impact, so it's a good idea to do a proper assessment of your financials before putting your home on the market. It will help make sure your property is on the market for a price that works for you.

### Speak to the lenders

Once you are certain your move is achievable financially, speak to mortgage lenders about how much they would lend you towards your next property. It's important to seek guidance on the options available. An independent broker can provide valuable advice and guidance on the best mortgage for you. However, a word of warning make sure they are truly independent brokers, as some only use a small panel of lenders and call themselves independent. There are many areas where if you engage with us, we can carefully guide you and save you money.





## Find the right agent

There is much to consider when looking for the right estate agent to market your property – and it’s not necessarily down to the lowest commission rate or the highest valuation.

How flexible is the agent’s availability to show potential buyers around your property? How will they market it through digital media? What services do they offer? Will they go the extra mile for you?

It can be tempting to go for the agent offering the lowest commission rate or highest valuation for your home. But consider valuations above the market level can mean fewer viewings, longer sale timeframes and even not getting

a sale at all. An agent with lower commission rate is also unlikely to have the same drive and passion to sell your home. We have strong expertise to help you sell your property in the right time frame for the best price and offer a strong marketing package to get it the exposure it deserves.

Once an offer is accepted, we carry on working for you by letting you know how the sale is progressing and helping you navigate around any obstacles. Taking stress like this out of selling your home is priceless, and that’s what we aim to do at Rosewood Property.

## Find a solicitor

Once you have made the decision to sell and have chosen an agent, finding the right conveyancing solicitor would be the next step. Your local Rosewood Property office can recommend the most suitable solicitor for your sale, opening up those key lines of communication and ensuring a smooth sales process.

Although a conveyancing solicitor might not officially come on board until you have accepted an offer on your property, it can save you a lot of time if you have them at the ready when you accept an offer.



## Research your purchase area

It is wise to have an agreeable offer for your property before looking for your next home, but it can be worth doing some advance research in potential areas and postcodes beforehand.

Why not speak with to Rosewood Property who will be able to suggest options within your price range.

## Organise an Energy Performance Certificate

Having a valid Energy Performance Certificate is a legal requirement when selling your home. The certificate rates a property from “A to G” for both Energy efficiency and Environmental impact, with “A” being the best. It also shows how a property could be potentially better its rating after making improvements.

Let Rosewood Property take the strain of arranging this, so you can focus on finding your dream home.



## Preparing your home for sale

First impressions are key, but even more so when your property is listed alongside other homes in the area on websites like Rightmove, Zoopla and PrimeLocation.

Rosewood Property experts use the latest technology and know the best ways to take photos of your home to make it stand out from the crowd.

We'll help you stage your property correctly, and arrange photography to create a portfolio of images.

We'll also create a set of accurate floorplans to help potential buyers understand the layout of your property.

## Marketing your home

Buyers use many sources to search for property, it's very important to maximise interest from them across all marketing media channels.

Research suggests that 90% of buyers start their Property search online. That's why Rosewood Property invested heavily in online technology for promoting and selling property.

Our website is optimised to present properties exceptionally well on mobile, tablet and desktop devices. So, no matter when or how people are looking, we are working to sell your home.

With links to the UK's largest property portals, our website offers sophisticated but simple-to-use for buyers to access the details of your property.

Rosewood Property also communicates with potential buyers across social media platforms, including Facebook, Instagram, Twitter, to ensure your property gets maximum exposure.

On top of that, we'll proactively notify potential buyers on our ever growing database of buyers as soon as we take on your Property. We also prepare professional property listings, brochures with property description, photographs, floorplans and an option to have a virtual tour and drone photography/videography. This is all complimented with displaying a 'For Sale' board next to your property to attract maximum attention.



### Here are things you should do before your home is photographed:

- Thoroughly clean your home inside and out.
- Touch up wall paint and fix peeling wall paper.
- Repair any cracks in walls and ceilings.
- Clean the windows and make your minor repairs.
- Repair any leaky taps and other plumbing issues.
- Make any minor repairs to doors and floor boards.
- Keep the garden tidy and lawn mown.
- Make sure all outdoor and indoor light works and replace frayed door mats.

### We'll help to make sure your Property is presented in its best light & is ready for viewings. We Recommend that you:

- Keep the property clean and tidy, paying special attention to the kitchen and bathroom.
- Remove all unnecessary items and create a sense of space to showcase your property's best features.
- Give all rooms a purpose to help potential buyers visualise what each room could be. For example, if you are marketing the room as a bedroom, make sure it has a bed, a wardrobe and drawers.
- Keep the property bright: let the light in by opening the curtains, clean the windows and switch on the lights where necessary.
- Try to keep pets, as well as their bedding and toys, out of sight.

### What stays and what goes?

Even before you have an acceptable offer on the table, it's worth making an early start on decisions regarding fixtures and fittings. What will you keep and what will you take to your new property?

Providing us with this information early in the sales process means we can give potential buyers a true picture of your property from the start.



## Viewings & Offers

Once your property is on the market, we'll start conducting viewings and monitoring interest levels. We'll always provide you with feedback and honest opinions from the people who view your home.

Any offers you receive on your property should always be communicated by your agent both verbally and in writing. Rosewood Property never deviate from this.

Take your time to consider any offers and whether they work for you, both in terms of your sale property and your next home. The Rosewood Property team is always on hand, as your agent, to listen and answer any questions or concerns you may have.

We also make sure we establish a buyer's ability to proceed and will pass on your feedback directly to the buyer, whether the offer is acceptable or not.

## Next steps

Once you have accepted an offer, you'll want to move forward quickly. Our experts will immediately draw up a memorandum of sale and confirm the price with all parties, as well as provide relevant information to the solicitors.

We'll also be happy to advise you on searches and enquiries, including preliminary deeds, title deeds and fixtures and fittings confirmation.

As soon as all the legal work has been completed, the buyer's mortgage offer finalised, searches and surveys carried out and all enquiries agreed, both parties will be ready to exchange contracts and agree on a completion date. We'll work to move this along for you. At this point, we can also help with the recommendation of a removals company.

This completes the process of selling your home. Time to celebrate and enjoy the next chapter in your life!

## We set high standards

As an independent estate and letting agency, we pride ourselves on maintaining the highest regulatory standards, with recognised codes of practice that include data protection and money laundering.

We are members of The Property Ombudsman (TPO) scheme. We offer ongoing training programmes to our teams and are members of the National Association of Estate Agents (NAEA) Propertymark, which signifies best industry standards and qualifications.



At Rosewood Property, all of our team has vast experience in selling homes for several decades and with our reliable service and unrivalled brand reputation, deep knowledge of the local property market you can have the confidence in our ability to achieve the best results.