





The following guide to selling a property will advise not only on the process but also how **you can be super prepared** and help to achieve the **highest sale price**.

Your chosen estate agent will deliver the service, but we are **not all the same**. As standard, the high street agent only pays their staff around 5% what you pay them — encouraging unsatisfactory behaviour at times, which can **harm your sale price**.

Being part of Keller Williams means I am a business owner, so I am super **incentivised** to deliver for you, and I earn the majority of the fee, so I am **motivated to get the highest price**.

I live and work in Brentwood, with an association with the area for over 20 years. I am within walking distance of the high street and love the community feel, with great dog walks, restaurants and transportation all within easy reach. Knowing the area helps with my relationship with buyers. Being local means, you get me on hand at all times, **way beyond regular working hours**. I do not pass work on to others!

But far from just being local, I have the power of the **largest referral network in the world** as all 190,000 Keller Williams agents share resources and buyers across 42 countries, offering a global service for sellers. As a group we sell more than **4,300 homes a day – that's 180 per hour and a sale every 20 seconds**.



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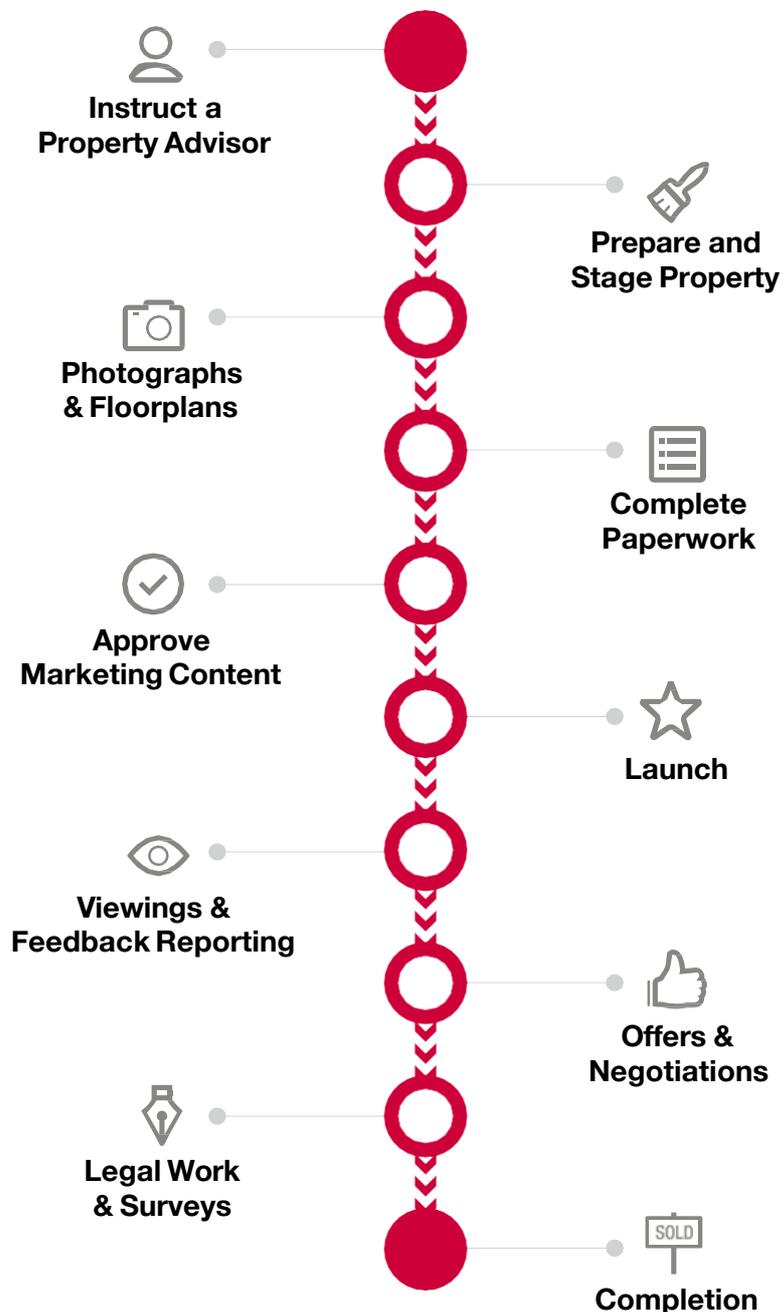
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The Selling Process

I understand that it can be difficult selecting an estate agent to sell your property. Your property is likely to be your biggest asset, and selling it is a big financial and emotional decision. I will help guide you through the process.





Key Administration

Selling a property is not an easy process. There are considerable legal and regulatory requirements that need to be addressed.

Conveyancing

I advise that you instruct a **solicitor** immediately. If you need help finding a solicitor, let us know and we'll be happy to recommend one for you.

Ask your solicitor to request your **title deeds** as soon as possible and be aware that this can take up to two weeks (the deeds to your property are usually kept by your mortgage lender).

If you do not have a mortgage, it may be with a solicitor or perhaps held by yourself.

Anti-Money Laundering

Estate Agents are required by law to verify the identity of their clients.

For **Private Individuals** this involves acquiring evidence of identity and address.

For **Companies, Partnerships and Trusts** we need to understand the structure of the entity and then establish and verify the beneficial owners.

Please have the documents listed below. If you do not have these documents please let us know so we can discuss other acceptable alternatives.

Terms of Business

Keller Williams offers three options to choose from.

Sole Agency gives the agent the exclusive right to sell your property for a designated period of time.

Multiple Agency means you retain the right to retain multiple agents to sell your property.

Shared Agency gives one agent the exclusive right to market and sell your property. The agent also agrees to offer a percent of their fee to any agent (often called sub-agency), from any company, that brings a qualified buyer to complete the sale.

Paperwork to Gather

Anti-Money Laundering

- ① Passport.
- ① Photocard driving licence with counterpart OR Council Tax / Utility Bill (less than 3 months old, not mobile phone bill).

NOTE: These must be original documents. Photocopies will not be accepted.

EPC

- ① Energy Performance Certificate (EPC). They are valid for 10 years. If you require a current one, your property advisor can coordinate this inspection.

Solicitor's Package

- ① Title Deeds.
- ① Completed standard preliminary enquiries.
- ① Fixtures and Fittings Forms.
- ① Planning Consent & Building Regulation (where applicable).
- ① Long-term warranties covering timber, damp-proofing & roof.
- ① Ongoing service agreements for boiler repairs, central heating etc.

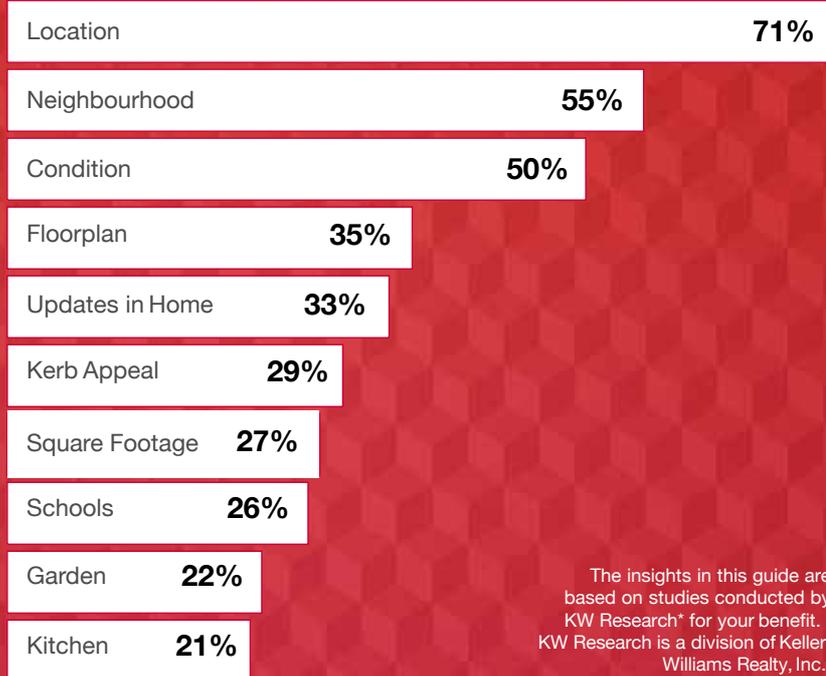
Leasehold / Share of Freehold

- ① The last three years service charge accounts.
- ① A copy of the current buildings insurance certificate & schedule of policy.
- ① Landlord consent for any alternations to the property.
- ① Details of your most recent service charge demand.
- ① A copy of your lease to confirm lease term, ground rent & other relevant information.
- ① A copy of the freehold certificate.

When you decide to sell your property, it is critical to understand what buyers are looking for.

Keller Williams research shows that 71% of buyers consider location important. Unfortunately this is something you can't change.

However, 50% of buyers consider the condition of your property to be important and this is one area where you do have control.



The insights in this guide are based on studies conducted by KW Research* for your benefit. KW Research is a division of Keller Williams Realty, Inc.

Preparing to Market

Your agent should advise on how best to present your property to the market.

Preparation & Staging

I would do a careful evaluation of the state of your property and help you plan for presenting the property in the most appealing manner in order to maximise its value. My job is to ensure we don't miss anything that could cost you money.

We have a network of suppliers including cleaners, stagers, builders, decorators, architects, designers, furniture rental, plumbers and electricians. This enables us to provide assistance

with projects of any size from minor decorating and repair to complete refurbishment.

Whilst we are happy to manage the professionals involved in preparing and staging your home, their fees will be charged to you.

Fixtures & Fittings

Which fixtures and fittings will you be taking with you? It's preferable that you remove any items you wish to keep prior to the photography being produced. This also helps us highlight which

significant items will remain with the property in our marketing materials. Please have a think about items such as carpets, curtains, blinds, light fittings and kitchen appliances.

Photography & Floorplans

Our professional photographers will contact you to arrange access to your property to take photographs and prepare a floorplan. An EPC can also be completed at this time if you do not already have a current one.



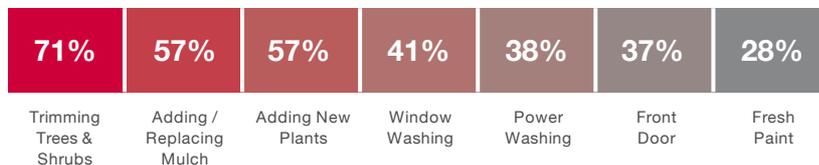
Staging by Numbers

Preparing a property for sale requires seeing it from a buyer’s perspective. Although buyers know your home isn’t brand-new, they’re looking for a “like-new” space that shows care, quality, cleanliness and is devoid of clutter. At Keller Williams, we recommend some degree of staging to all our sellers. At sale time the difference is in the details and some of the smallest investments can yield the biggest results.

Exterior Appeal

Make a great first impression! You don’t have to spend a lot of money to give your property kerb appeal. Cleaning up the front garden, keeping the grass and hedges trimmed and simply painting the front door can make the difference between a potential purchaser stopping and looking further or just walking away.

Most common exterior improvements




Our job is to Market to Buyers

When you want to sell your property quickly for the greatest return, it doesn’t matter whether the market favours sellers or buyers. To make the most impact and have an edge over the competition the condition of the property can make all the difference.

Interior Appeal

When your house is decluttered and depersonalised, a purchaser can imagine themselves there. Put yourself in their shoes. The answer is staging, cleaning up and presenting the property at its best. Nearly one-third of all sellers stage their property. Another benefit of staging is how much better your marketing photographs look. 9 out of 10 buyers look for homes online and photos that showcase your property in the best possible way keep buyers coming through your door.

Staging doesn’t need to be hard, time consuming, or costly. 50% of people who staged spent £200 or less with the average cost of all who staged just £420. As a minimum, staging may consist of boxes for all the extra “stuff ” and re-arranging what you already own.

- ⊗ Clean everything until it sparkles.
- ⊗ Have windows cleaned thoroughly inside and out. Clean and re-grout showers and bathroom floor / wall tiles.
- ⊗ Clean / dust light fixtures.
- ⊗ Install a new shower curtain, rod and hooks.
- ⊗ **Declutter.** Less is more. Remove enough so that there is some empty space on shelves, in cupboards, and in closets. Remove excessive wall hangings, furniture and knickknacks.
- ⊗ **Depersonalise.** Remove personal effects such as photos and fridge art (eg magnets, post-it notes) to make it easier for potential buyers to visualise themselves in your space.

Updates

A fresh coat of paint can completely change the feel of any space from “yuk” to “wow.” There are a few high-impact updates that might be worth considering for your home depending on its condition, price point, and competition. We can help determine if any of these popular updates are right for your property.

Most common updates

Painting	43%
Flooring	27%
Lighting	21%



3 out of 4 spent £2,300 or less on repairs



Electrical
26%



Plumbing
34%



Roofing
26%

Top 3 Repairs

Repairs

One in three sellers know there's bound to be a problem that comes up under the inspection, such as a leaky tap or a stuck window. It can be a good idea to make these kinds of repairs before putting the house on the market.

- ⌚ Replace broken window panes and mirrors.
- ⌚ Remove and repair all signs of water damage, mildew and other deterioration.
- ⌚ Repaint walls in neutral colours.
- ⌚ Repair or completely remove any existing wallpaper where appropriate.
- ⌚ Make any minor repairs to doors, drawers, squeaky floorboards.
- ⌚ Paint and repair cracks in walls and ceilings.

Rooms to Stage

Use staging to highlight the most lived-in rooms of the house. The living room, kitchen, and master bedroom are where buyers will spend most of their time, so make those impressions count.



Most commonly staged areas

Whole house	70%
Reception room	30%
Kitchen	26%
Master bedroom	18%

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Time is the enemy of price

There are many tactics estate agents use to gain your instruction. However, all of these affect the chances of you selling for the maximum price. If a property is over valued, demand will be lower and you will find price reductions are required to re-ignite momentum.




Marketing price is key

By launching your home at a realistic price in comparison to competing properties you will find that you achieve the same if not better result as over valuing but do it much faster.

Get Ready to Sell – Price

- A **well-priced home** creates interest, attracts buyers, generates viewings, and produces offers, all very quickly.
- An **underpriced home** will attract buyers and may sell quickly yet may detract buyers who wonder “what’s wrong with it?” as well as be overlooked by buyers looking in a slightly higher price range.
- An **overpriced home** will be evidenced by lack of interest, few viewings, no offers, a longer time on the market, and possibly price cuts—which look bad from the buyer’s prospective

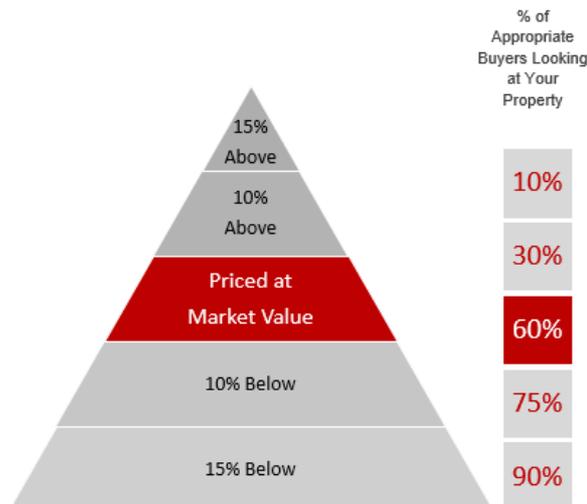


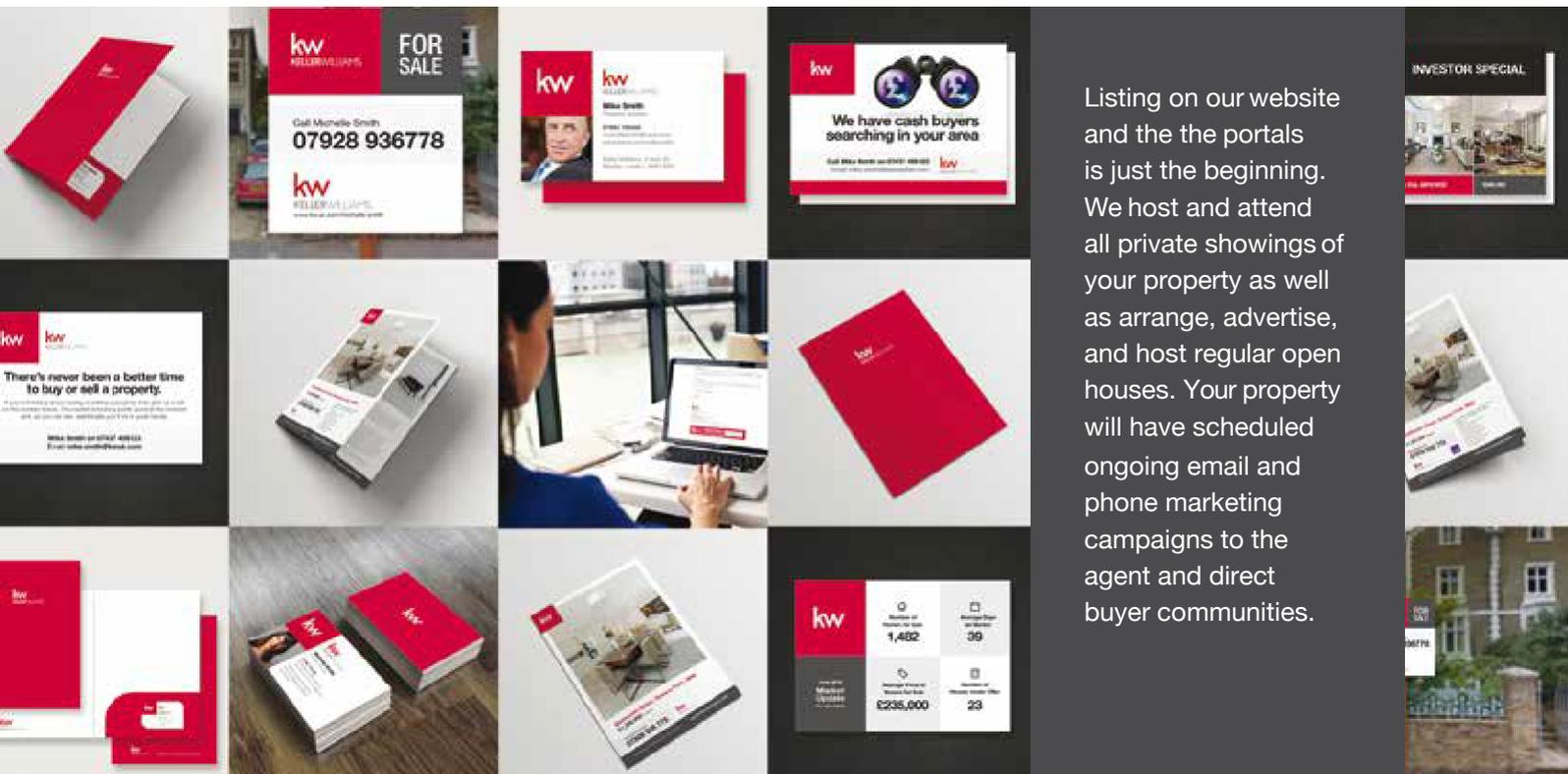
My Valuation

”When preparing a property valuation, I research the local market in addition to data relating to the specific property.

There must be flexibility in the valuation price so we can discuss the tactics required to achieve the right result for you.

I always define a valuation range rather than one price, so we can jointly decide the right marketing launch price.”





Listing on our website and the the portals is just the beginning. We host and attend all private showings of your property as well as arrange, advertise, and host regular open houses. Your property will have scheduled ongoing email and phone marketing campaigns to the agent and direct buyer communities.

Marketing Plan

When you select your estate agent you should receive a bespoke marketing plan tailored to your property and its potential buyers

Not all estate agents are the same, I would discuss your marketing plan and showcase how I can reach local and international buyers.

Brochures

All of our brochures have space for a good selection of photographs and a detailed floorplan. These will also be available on the web, as well as at open houses. Once you have approved the content, we

will create a draft of your brochure which will be emailed to you for approval / revision. Once we have your final approval, the brochure and photographs will be uploaded to our website and web portals and leveraged in online and print campaigns.

For Sale Boards

Our eye-catching For Sale Boards are distinctive and very recognisable in the local market. They have proven to be an extremely successful

way for catching the attention of passers-by and we therefore regularly receive phone calls from prospective purchasers who have seen our boards. We typically arrange for boards to be installed on "Launch Day" where applicable. However, in some cases it may be the following day, particularly if access is required. From time to time boards are removed by others. If that occurs, please contact your property advisor immediately.

kw Marketing is more than placing a listing on the portals. It requires a multifaceted and multilayered strategic approach.



Integrated Marketing

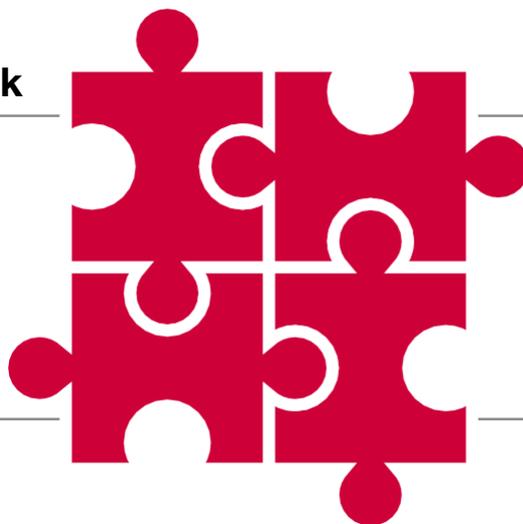
Designed to capture the maximum exposure for your home in the shortest period of time, I will implement a multifaceted marketing campaign targeting buyers looking for properties like yours.

KW Agent Network

- 📍 190,000+ Agents
- 📍 1060 Offices
- 📍 1 Global Network

Local Marketing

- 📍 Local Agent Network
- 📍 For Sale Boards
- 📍 Postcards & Flyers
- 📍 Open Houses



Online Presence

- 📍 Rightmove
- 📍 Zoopla KellerWilliams
- 📍 Website

Media Campaigns

- 📍 Email Alerts
- 📍 Social Networks
- 📍 Press Releases



Over 92% of purchasers now start their property search online.



Showcase your home!

My job is to give your property the best chance of selling quickly and for the highest price.

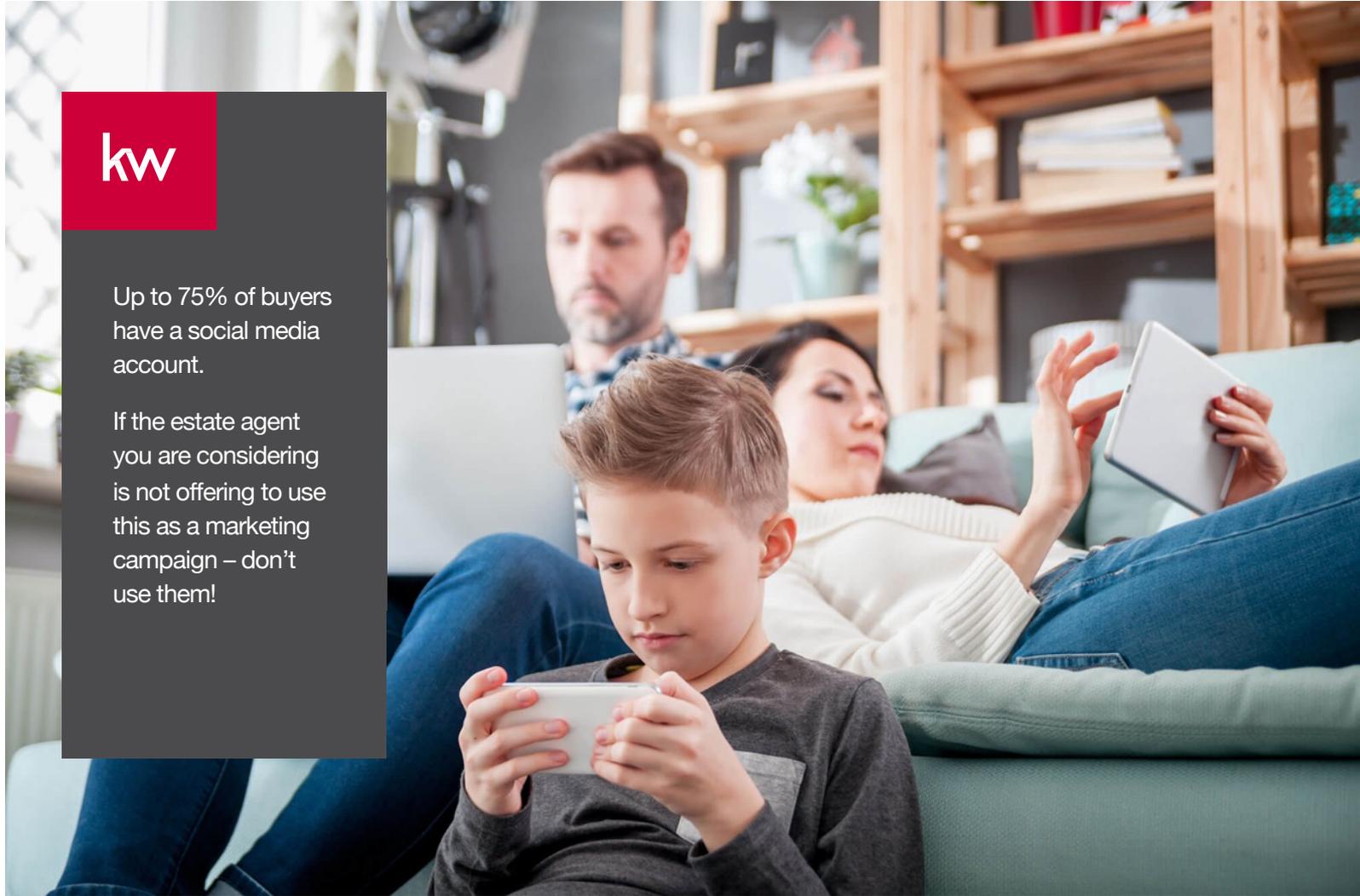
The quality of your house advert will affect the number of buyers deciding to view your home and will make or break your selling time.

I aim to showcase your home by creating excellent photography mixed with **videography** so that I can harness social media in addition to the property portals.

Professional photography is essential to make certain angles, composition and colour depth attract potential viewers, and they feel like they have already viewed your home. You are given a distinct advantage over competing homes for sale.



A better advert gets you a better price.



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Up to 75% of buyers have a social media account.

If the estate agent you are considering is not offering to use this as a marketing campaign – don't use them!

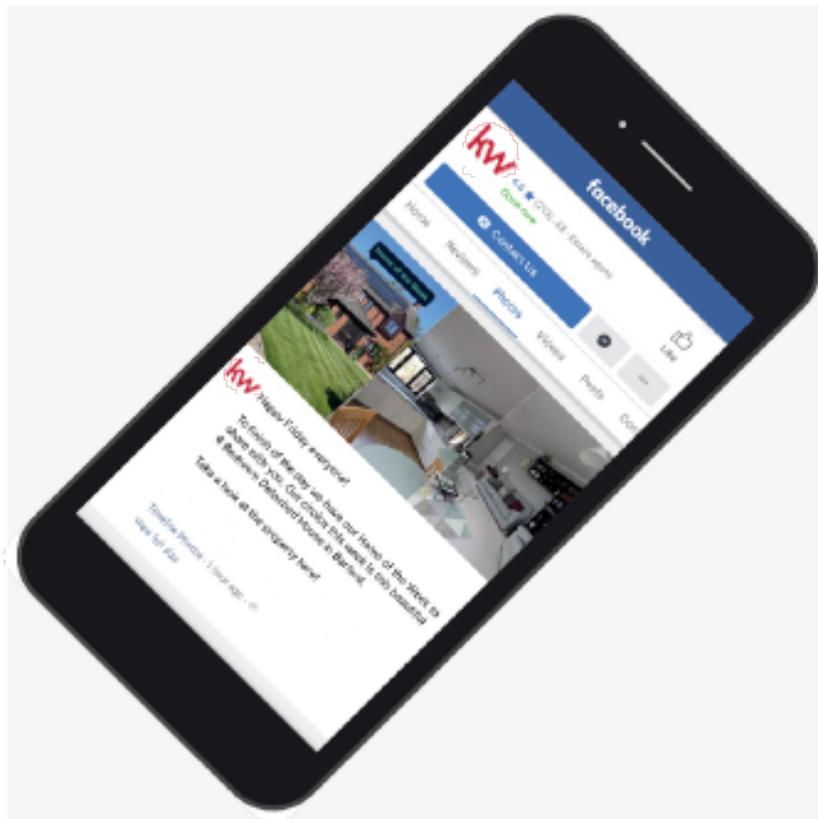
Power of Social Media

With my estate agency you don't have to wait for a buyer to walk down the high street to see your home - **I deliver your advert to them**, on their phone, ipad or PC, wherever they are. Using the latest social media profiling, your property will receive a unique geo-targeted 'boosting' campaign on Facebook and Instagram - building awareness and reaching buyers that might not be actively looking but would if they knew a specific home was available to buy. In fact **66% would consider buying but are not actively looking!**

With over 75% of local homeowners owning a social media account, I can blanket a radius around your home and ensure I pro-actively target every buyer possible, with the platform **intelligently learning who are the right buyers and finding more of them!**

More Buyers = Better Results

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I will endeavour to obtain feedback from all parties who have viewed your property in order to let you know their reaction as this is useful when discussing tactics and strategy.



Viewings & Open Houses

I will provide as much notice as possible prior to viewings. I accompany all of them as standard.

I will coordinate keys, access and any other instructions.

I have 24/7 phone and online coverage so that prospective purchasers can get in contact outwith office hours and place enquiries.

Open houses are the best way to generate interest in your property and get more buyers over your doorstep. Open houses are typically held on weekends but these can be tailored to your own requirements.

In addition to this we suggest that wherever possible you are not present during viewings as potential purchasers generally do not feel comfortable exploring a property with the owners present.

- ⊗ Ensure that beds are made.
- ⊗ Vacuum and / or polish all floors.
- ⊗ Arrange fresh-cut flowers.
- ⊗ Increase lighting with use of 'daylight' or 'full spectrum' bulbs, supplement darker rooms with additional lamps and / or accent lighting.
- ⊗ Keep the kitchen clean (no dishes in the sink), stainless steel polished, and excess small appliances stored away.
- ⊗ Show as much counter space as possible.
- ⊗ Eliminate odours. Remove litter boxes and empty rubbish bins prior to viewings. Use air fresheners or neutralisers.
- ⊗ Keep fresh towels in the bathroom.
- ⊗ Store children's and pet's toys.
- ⊗ Secure valuables prior to viewings and open houses.



On the Market

Once the property is listed on the portals, my work really begins



Advice & Feedback

Whilst on the market, I will be in regular contact to keep you updated on activity and interest and provide tactical advice. This part of the process, until an offer is accepted, can vary in length depending on the level of interest that is shown by prospective purchasers and the course of action that they take. If the initial asking price has not generated the desired level of interest, we will discuss alternative pricing and marketing strategies with you.



Offers & Negotiations

I work with you to complete the best possible deal for the sale of your home. I will work through contingencies and terms and help you review offers from agents and direct buyers as well as ensure that their offers are substantiated with adequate financial and preapproval documentation. We will present all offers and work with you to complete the best possible deal for the sale of your home.



Transaction Management

We stay connected to the people and information needed to complete the sale and stay in touch. We keep up with all the critical dates, documents, tasks, information and people involved in each transaction and ensure that all parties involved (Seller, Buyer, Solicitors, Lenders, Appraisers, Managing Agent, etc) are communicating and moving the sale forward as quickly as possible.



Beyond the Sale

I am happy to recommend qualified service providers to assist with your move. We can recommend everything from removal specialists and cleaners to financing for your next purchase. I am here to make the sale of your property as effortless as possible.

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