

A Guide to Selling Your Property



yeoman&owen
ESTATE AGENTS

455b-457 Holyhead Road, Coundon, Coventry, CV5 8HU

Tel: 024 7659 1234 / Email: info@yeomanandowen.co.uk / www.yeomanandowen.co.uk

Ten steps to Selling a Home

FIND THE RIGHT AGENT

01 Finding an estate agent that you trust and feel comfortable with whilst balancing the quality of marketing material they produce, the valuation figure given and selling fee quoted is a tricky process. A transaction of this magnitude is a huge life decision and you want to make sure that your agent is as invested in your sale as you are.

AGREE A PRICE

02 Agreeing a realistic, competitive and achievable listing price is one of the most important factors of selling your home. A house is only worth what someone will pay for it. It is our job to ensure that a sale is agreed at the highest possible price. However, the highest offer doesn't always come from the best buyer. Our team are highly experienced and well-trained in sales negotiations and will recommend and advise you if an offer should be accepted, rejected or negotiated.

PREPARE YOUR HOME

03 First impressions are key to successful viewings and could be the difference between securing a sale, or not, and at what price. Your home should feel welcoming and free of clutter allowing potential buyers to imagine themselves living there. We will ensure we photograph and video the best angles of your home, but you can also help by dressing the rooms to showcase them at their full potential.

MARKETING

The photos we produce to market your home are bright, clear, and capture all angles without distorting room sizes. Videos are a fantastic tool for marketing your property. Full video tours give potential buyers a different perspective of the home and are a great reference point to refer back to after viewing. Floorplans are also a great opportunity to give potential purchasers an idea of the layout of the property, including room measurements.

LISTING

Congratulations! Your home is now live across various property portals and social media platforms, as well as within our office window display and sent to our ever growing mailing list of applicants. We would also recommend that a sign is erected at your property to let any passerby know of your intentions to sell.



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VIEWINGS

Try to keep your calendar as open as possible to offer flexibility for viewings. This will provide us and applicants with a greater number of viewing opportunities. If we accompany the viewings, the agent will relay their thoughts as to how the viewing went. We will then follow this up within 24 hours of the appointment and provide you with official feedback from the applicant.

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

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OFFERS AND NEGOTIATIONS

We will inform you of every offer we receive, giving you our thoughts and recommendations, whether it be to accept, reject or negotiate the offer. Our job is to secure the very best price, but also the best buyer for you. If we receive multiple offers, we will devise a strategy with you to achieve the best outcome.

We carry out our due-diligence checks on all applicants at the point they make an offer, in order for you to make a fully informed decision. Only once we have received proof of funding will solicitors be instructed and the sale confirmed.

**SOLD SUBJECT TO CONTRACT**

Once an offer has been accepted, and the buyer has provided us with all of the relevant information and documentation we require to verify they are in a position to proceed with the purchase of your property, we will mark your property as Sold (subject to contract). Solicitors will then be instructed for both sides and the conveyancing stage will begin.

We will carry out weekly chase-ups of all our sales with solicitors, mortgage advisers, surveyors etc to make sure the sale is progressing satisfactorily. We aim to keep you updated every step of the way.

It is important throughout this stage to ensure all forms and documents that your solicitor requests, are completed and returned as quickly as possible to avoid any unnecessary delays.

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GETTING READY TO MOVE

Towards the end of the conveyancing stage, dates will be discussed ready for completion. You will need to make sure that you have removals in place for this date and that you are ready to switch all utilities across to your new address.

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EXCHANGE AND COMPLETION

Congratulations! You've sold your home!

Selling your home can be a stressful experience, we will be at your side every step of the way and will strive to do what we can to make it a more enjoyable and smooth process.

Now all that's left to do is hand your keys over and leave a review of us to let others know how we did.

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Congratulations, your sale has completed!

Sharing Your Journey

Yeoman & Owen is your local estate agent

We pride ourselves on knowing Coventry inside and out and our personal service means we are with you every step of the way, whether you're buying or selling, from our very first chat to handing over the keys on completion day.

We are on hand with professional help and honest advice throughout the process, making your house move as enjoyable as possible.

It's important to us to deliver a service where we hold a sense of achievement in the product we are providing to our customers. We are accredited by the National Association of Estate Agents and are proud to be a Propertymark Protected agent.

Engaging with a professional, regulated estate agent can make all the difference in ensuring you have as smooth a transaction as possible.



MATTHEW OWEN Director and Mortgage Adviser

With a wealth of local knowledge living and growing up in Allesley, Matt has built a business on trust, recommendation, enthusiasm and commitment to his clients. Matthew is also an independent Mortgage Adviser, having worked in the industry for over 30 years. A lifelong Rugby fan and player since the age of 9, he also enjoys skiing, competing in triathlon events, and spending time with his wife, 3 daughters, and dog called Norman



KATE GOODRIDGE Office Manager

Having started her career in Financial Services working with Matt some 20 years ago, Kate has obtained her Level 3 qualifications in residential property sales, and as well as the day to day running of the office, Kate also supports Matt with mortgages and protection. Kate enjoys spending time with her family and takes an active role as a member of her son's Mini & Junior Rugby Club committee. When she's not working she enjoys socialising and travelling.



GARY SPROUL Sales Manager and Valuer

With over 30 years' experience in the estate agency business, Gary joined the team at Yeoman & Owen in 2017. Gary grew up in Coundon, and now lives in Allesley Park, having spent his whole career working in and around Coventry, building on his vast knowledge of the local housing market with both national and independent agencies. Gary enjoys playing golf and watching Football, attending as many games as possible.



KELLY CHAYTER-BROWN Senior Negotiator and Sales Progressor

Joining the team in 2013, Kelly has many years' experience in both Financial Services & Estate Agency, having worked for both national and independent firms. Kelly has obtained her Level 3 qualifications in residential property sales. Kelly is the first point of contact for clients and is always on hand to deal with any questions or concerns you may have throughout the process. When she's not at work Kelly's a full time mum of 3 boys, not leaving much time for anything else!



DAWN SELF Sales Progressor

Dawn has worked in conveyancing for over 28 years, joining Yeoman & Owen in 2022 as a Sales Progressor. With her experience in the legal sector, Dawn is perfectly placed to deal with any potential issues that may occur along the way. She is on hand to help buyers and sellers understand the conveyancing terminology, process and pitfalls.