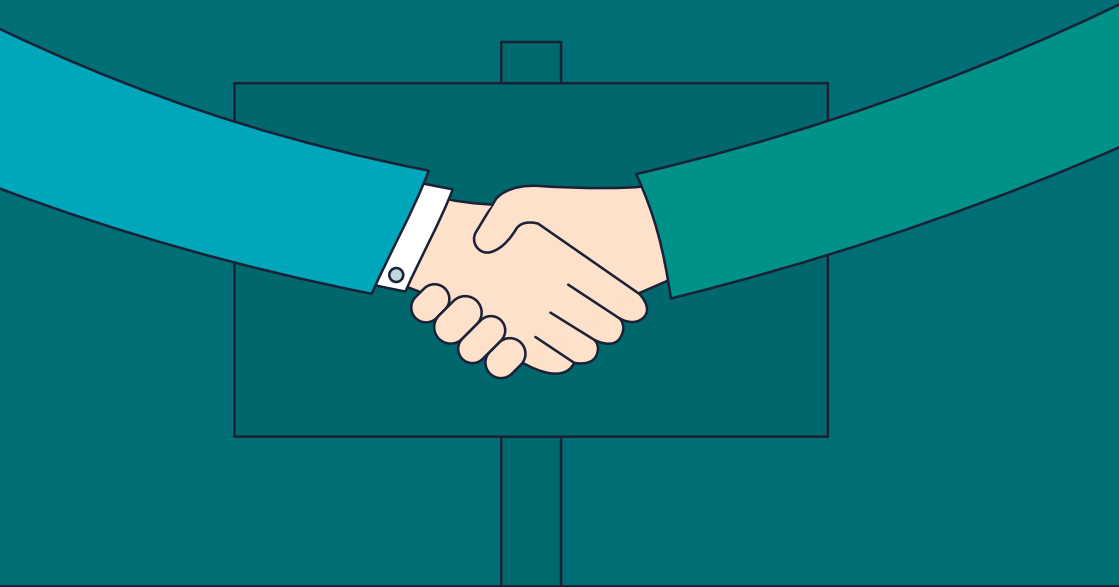


The exceptional  
agent's guide to...

# Securing a sale or let



Vendors and landlords expect you to sell or let their property, within their desired timescale, and to work hard to ensure the deal goes through to a successful conclusion.

# What does it take to be Exceptional?



As part of the assessment for the 2021 Best Estate Agent Guide, we looked at over a million property listings from nearly 20,000 sales and lettings branches to see what the very best agents do. The top 5% of agents are then listed in the Guide as “Exceptional”.

When it comes to getting a result, an exceptional agent:

- Is **24% more likely** to agree a sale than an average agent in their patch
- Agrees a sale 28% faster than other local agents. Exceptional lettings agents secure a tenant 32% faster than their patch average.
- Experiences **3% fewer fall throughs** than their competitors

This guide is designed to help your branch make steps towards becoming exceptional at securing more sales or lets. Or if you're already exceptional, how to stay on top.

# 6 steps to getting an offer, quickly

Exceptional agents follow these tips to make sure that once they start marketing a property, it gets sold or let – and quickly.

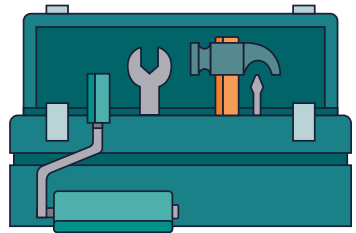
How can you make sure you're the agent that gets the sale or let over the line? Here are 6 steps to consider.

## 1. Get your vendor or landlord ready

By making sure your vendor or landlord is fully prepared, you can get them a quicker result.

### Preparing the property

- Ask them to de-clutter the property, tidy, fix any outstanding bits of DIY and give it a lick of paint to make it as attractive as possible.
- Remove any overly personal items, to help the new buyer or tenant imagine living there.
- Encourage them to focus on sprucing up outside areas in order to create a great first impression.



### Preparing themselves

- Get the vendor to help you prepare a file on the local area for potential buyers. What have they liked about it? This could cover transport links, schools, amenities, parks etc.
- Encourage them to get ahead and prevent delays further down the line by:
  - Getting their mortgage agreed
  - Instructing a solicitor early
  - Applying for title deeds
  - Gathering all the relevant paperwork, e.g. building regulations certificates, the EPC, window certificates and boiler warranties.



# 6 steps to getting an offer, quickly

## 2. Make sure the price is right

- Agents who price their property correctly from day 1 sell more.
- Use the Rightmove Best Price Guide to help justify your realistic price.
- Whatever price you settle on, make it a round number. The “99p” psychological pricing method just isn’t effective in the world of online property search. Make sure to capture people searching “from” and “up to” your price within the price bands on Rightmove.



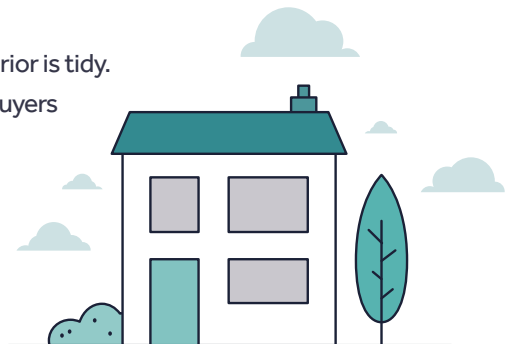
## 3. Nail your property marketing from day 1



- 70% of your online interest will come in the first 2 weeks. Read our **Property Marketing Guide** for how to maximise the interest you get on every property.
- Consider using a Featured Property box. This is the equivalent of being on position 1 on page 1 of Google and usually gets double the interest of other properties.
- Get your For Sale or To Let board up straight away.
- Choose the right time. If your client wants to go to market in December, it’s probably best to wait and suggest January instead when they can make the most of the new year demand.

## 4. Make every viewing count

- Get there early and make sure the exterior is tidy.
- Be flexible in your viewing times. Most buyers expect to see the property any evening or weekend, so you need to be flexible too and operate on their terms.



## 5. Encourage offers

- Block-book viewings. Rather than doing sporadic viewings, pre-agree with your vendor when viewings will take place and group them together. This shows other buyers that there's demand and will help influence what they pay for it.
- Try open houses or auctions as alternative marketing methods.
- Continue doing viewings even after you've received an offer – to encourage demand and prepare for every eventuality.



## 6. If it isn't selling, don't panic - but do act quickly

- Reduce the price within 40 days to stand a better chance of being the agent that sells the property.<sup>1</sup>
- Keep your Rightmove listings fresh by changing photos and the description. Take new photos for every season, so it isn't obvious the property has been on the market a while.

# Agent vs. Conveyancer: The Great Debate

One of the most common roadblocks in getting a deal over the line is often the conveyancer. "Why does everything take so long? Why don't they every just pick up the phone?" are questions you have no doubt asked yourself.

We invited Peter Ambrose of conveyancing firm The Partnership to debate they key issues in the process with Nick Keir, Director of Lane & Holmes and estate agency veteran. How can agents and solicitors work better together to get more deals over the line?

Their frank and honest discussion will give you vital tips on how to better navigate the tricky process and give you a better appreciation of what goes on on both sides.



## AGENT'S VIEW

### Nick Kier

Director, Lane & Holmes

*Independent and enthusiastic forty year veteran*

## CONVEYANCER'S VIEW

### Peter Ambrose

Director, The Partnership

*Fearlessly outspoken with highly informed opinions*



Watch the debate at: [hub.rightmove.co.uk/debate-2](https://hub.rightmove.co.uk/debate-2)

# Do you really understand the journey that buyers and sellers go through?

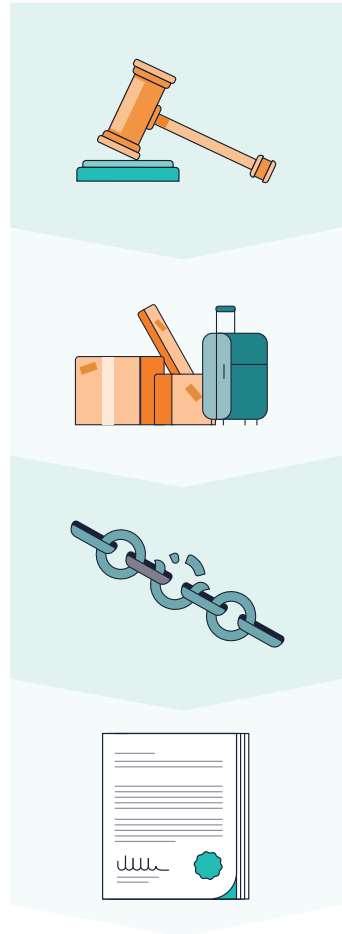
It will come as no surprise to hear that home movers find the post offer stage of moving home frustrating. Although it can be painful, this also presents an opportunity for agents. Movers want someone to help guide them through the process – and as the local expert that could be you.

## Get clued up on conveyancing

Understanding the exact process that your buyers and vendors go through can be the key to unlocking a tricky sale.

We asked leading conveyancer Peter Ambrose to walk through the end to end process for both buyers and sellers in two exclusive online training webinars.

They're available free on the Rightmove Hub and are essential viewing for everyone in your branch.



Watch the webinars at: [hub.rightmove.co.uk/salesprogression](https://hub.rightmove.co.uk/salesprogression)

# Get all your team trained up from their desks

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[Hub.rightmove.co.uk/webinars](https://hub.rightmove.co.uk/webinars)

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