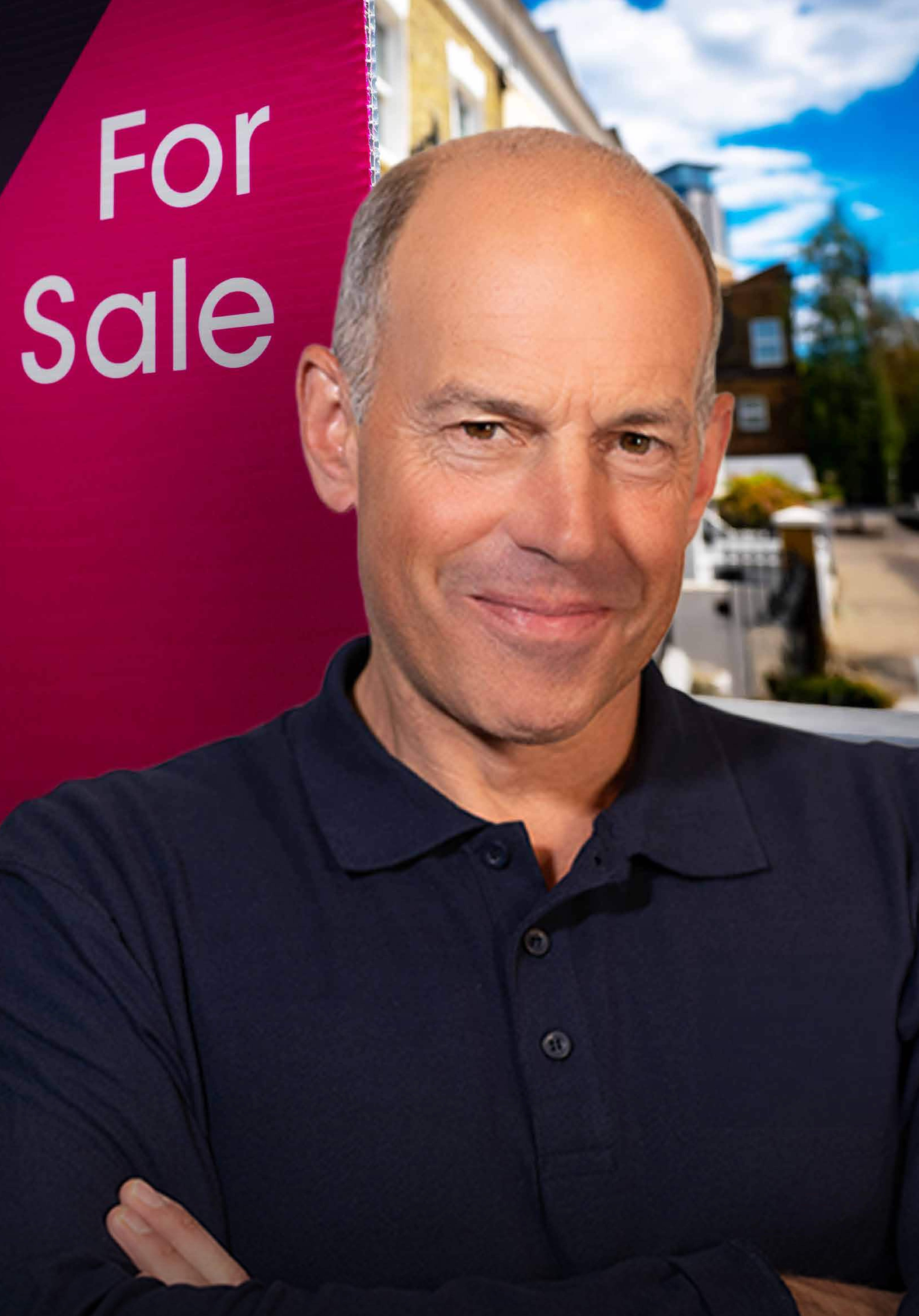


NO NONSENSE GUIDE TO SELLING YOUR HOME

Phil Spencer's move iQ

In partnership with CERTIFIED AND ACCREDITED BY propertymark

CONTENTS

With advice from property expert & Move iQ founder,

Phil Spencer

Hello home seller!

Welcome to your complimentary copy of Move iQ's **No Nonsense Guide to Selling Your Home.**

We've designed this book to be a quick and easy-to-digest guide to understanding every part of the process, from preparing your home for sale to closing the deal.

It's filled with time-saving shortcuts and expert advice that will help you find the right buyer, at the best price. Throughout it all, we aim to take out unnecessary stress by helping you to plan, step-by-step.

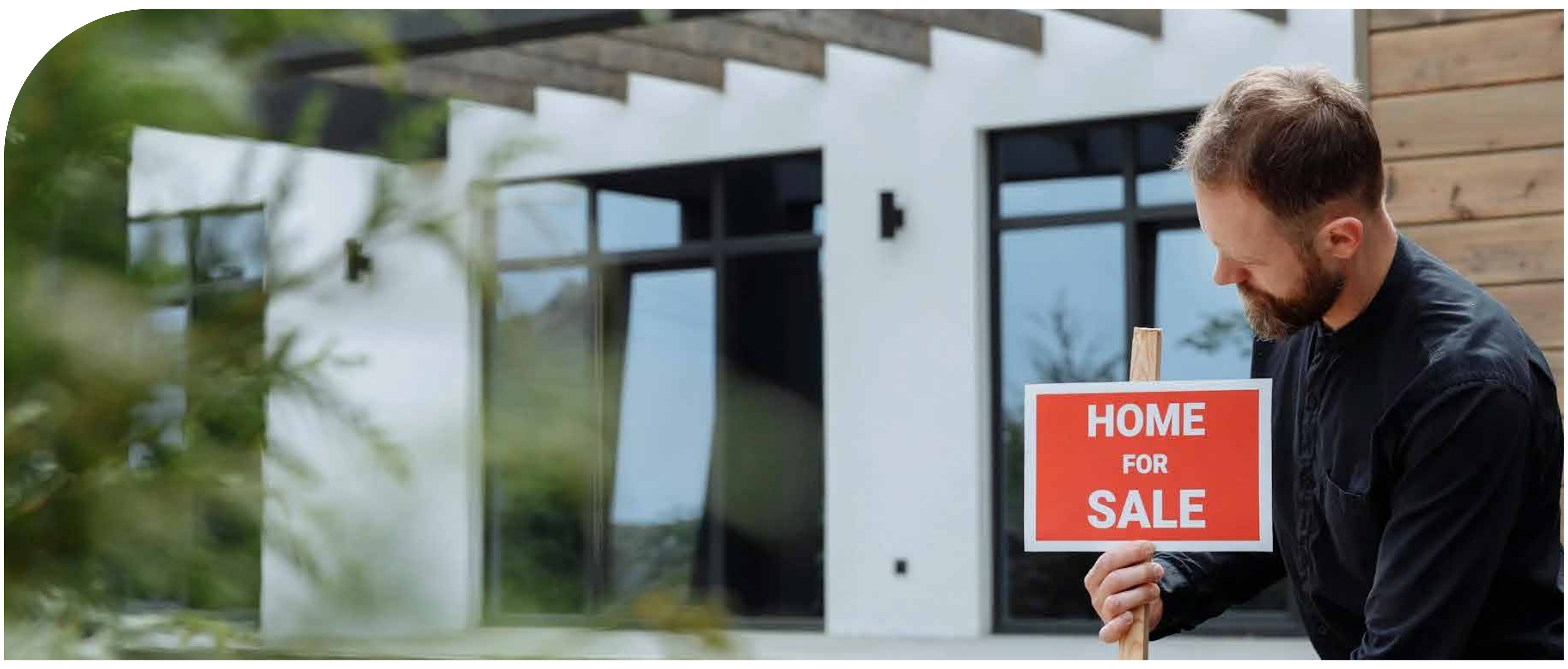
There are savvy tips for staying ahead of the game and each chapter has links to our website where you can find more in-depth advice and guidance. To make life even easier, we have partnered with a range of experts and professionals who you can use at every stage. For instance, we've teamed up with Propertymark, the UK's leading professional body for estate and letting agents. They ensure agents meet higher standards through training, regulation and accountability. If you're selling your home, using a Propertymark agent means added peace of mind, knowing you're in safe, qualified hands throughout the process.

Estate Agents	Conveyancers	Removals
Mortgage Advisors	Surveys	Property Reports

"Think of selling your house as a journey. Each step needs careful navigation to reduce complications, keep the sale on track and make sure it all comes together smoothly. This eBook is your guide to that journey."

Put your finger on the property pulse

Be a clever seller and get to grips with your local housing market.



You wouldn't launch a product without knowing your market and that goes for your home, too.

Understanding your local property market will help you choose the right price, the right time, and the right kind of buyer.

Follow these steps to read the market.

STEP 1:
Is your patch a hot spot?

Things like outstanding schools, a safe area, good transport links, and nearby major employers all help drive up demand in urban areas.

But a rural property can be just as appealing, offering peace and quiet, a big garden, and plenty of space to enjoy.

What's the environment like? If you've access to green spaces, tucked down a quiet street, or close to historic areas, your home will benefit, whereas flood risks and heavy traffic routes are going to make some buyers think twice. On the other hand, there are some factors that need local knowledge to understand their impact. That's where your estate agent comes in. Their day-to-day, year-to-year experience of the area pays when it comes to understanding whether major new developments and infrastructure are making the area more, or less, in demand.

Then there's the intangible, hard-to-explain 'feel good' factor that makes an area sought after and local agents tend to have a good sense of that.

TOP TIP

Find out what potential buyers will learn about your property and neighbourhood by getting a Property Report on your own home.
It's quick and easy, get a property report.

STEP 2:
What's the local market doing?

The balance between available housing (supply) and the number of people wanting to buy homes (demand) has a big impact on prices and how quickly your home might sell. This can vary across the nation and even area to area within the same town or region.

Your estate agent will be tracking sales closely but understanding the trends for yourself means you can be realistic from the outset. Get familiar with the property portals but don't forget to review your local agents' websites.

You'll soon see how quickly homes are being snapped up and where, which ones are sticking, and when prices are reduced.

STEP 3:
Choose the right agent

Your estate agent is key to selling success, and once you understand the housing market, you'll be in a great position to pick the right estate agent. Most importantly, you'll be able to create a successful partnership with them by starting out with realistic expectations regarding price and timings.

How to tell who's right for you? Pick a Propertymark accredited agent, for example, and you'll know they're going to work to a code of conduct and have the kind of training that means they'll understand the legalities and know how to maximise results for you.

We'll go into more depth about picking your perfect property partner in Chapter 5.

And there are some more expert insights right here: Insights

STEP 4:
Get to grips with timings

On average, it takes 4-6 months between listing a property and completing the sale. But there are all kinds of factors that influence this.

- The market.
- Realistic pricing.
- Condition of your home.
- The neighbourhood.
- Your property chain.
- How good your estate agent is.
- How efficient your solicitor is.

Once an offer is made, the longer it takes to go through, the higher the risk of the deal collapsing! That's why getting organised is so important.

This guide is going to help ensure that you are not the one holding things up. Getting a proactive solicitor on board early is a smart step and you can find links to experienced conveyancers here, also get your paperwork in order so when conveyancing starts you've got everything to hand and are good to go.

Find experienced conveyancers here: Conveyancers

BONUS TIP

Want more advice on how to speed up your sale?
To learn more click here.

ROUND UP
How to be a market expert

01 Track the property portals & local agents' websites.

02 Talk to your estate agent.

03 Consider local developments.

04 Think about area pros/cons.

05 Understand what's in demand.

YOUR MOVE DESERVES A PROFESSIONAL

Find a trusted Propertymark agency near you...

For peace of mind, look for the Propertymark logo. You'll often see it on branch windows, website footers, property listings, and marketing materials.

In an unregulated sector, agencies join Propertymark voluntarily to showcase their commitment to higher standards and professionalism.

Is your estate agent a qualified member of Propertymark?

According to YouGov research, the most trusted local agents are those who are qualified and part of a professional body.

Look out for these letters after an agent's name, they show they're qualified Propertymark members— another way to know that you are in safe hands.

See page 15 for more info

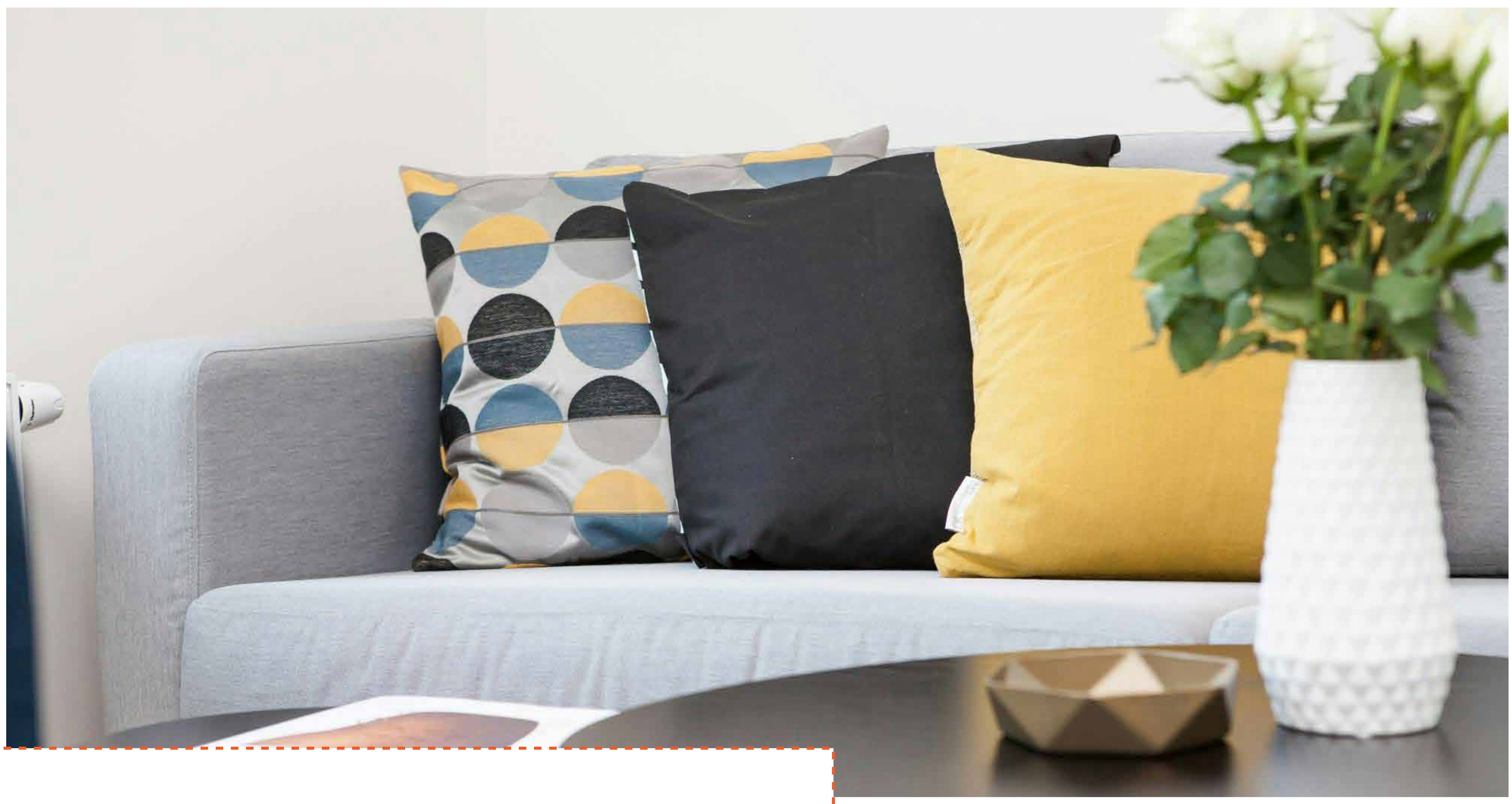
propertymark

The leading professional body for estate agents

Get your home sale-ready

You can't change your home's location, location, location but the presentation, presentation, presentation is all in your hands!

Just take a quick look at the online portals and you'll see that properly presented properties really shine out from the rest. Here's how to maximise your property's appeal.



What is staging?

Most buyers spend just 15 minutes viewing a property for the first time, sometimes less, so those first impressions are everything. These days, that's not just the classic decluttering and cleaning, although these are vital first steps. Staging takes things to the next level, by arranging rooms and furniture in a way that gives each room a clear purpose and sells a certain lifestyle. This makes it easy for potential buyers to imagine themselves living there.

Strip away clutter, not personality

This is all about making sure your property's character shines, rather than yours. You want to declutter, but not to the extent it's empty and soulless.

TIP 1

Remove excess furniture

Take an objective look at each room. Crammed-in furniture and too many decorative bits and pieces make a room look smaller so what can you put in the loft or in storage?

TIP 2

Rearrange what's left

Make sure your home has an easy, open flow from one room to the next. If buyers have to squeeze past anything, it'll make your home feel cramped.

TIP 3

Give each room a purpose

If a room is too multi-purpose - say it serves as a home office/gym/box room – it's harder for a buyer to imagine how they might use it. A bedroom is going to have broader appeal than a home gym, for instance, so strip out anything that could be confusing on first impressions.

TIP 4

"Not every property has 'wow', but you can create the feel that appeals to buyers in any home, calm, uncluttered, warm and welcoming".

Get it in good condition

Little things can make your home look rundown and potentially knock down the price, so look at it with fresh eyes.

- Remove (or cover up) any stains on the carpet.
- Clean thoroughly to get rid of bad odours.
- Check the roof, gutters and drains are in good condition.
- Make repairs to windows, doors and wobbly handles.
- Fix dripping taps and tackle limescale.
- Touch up scuffed paintwork, inside and out.
- Make the kitchen and bathroom spotless.
- Fix garden paths, gates and fences.

What's NOT worth doing

If your home is generally in poor condition, carrying out major repairs might not be worth the time and cost. Trying to patch up or conceal major structural problems could also backfire! Selling your home at a price that makes it an attractive project might be a smarter move.
Even dated kitchens and bathrooms may be better left for a buyer to renovate, so cost it carefully, weighing the work against a reduced price.

Still not sure what to fix and what to leave? Check out our in-depth advice: Read more

EASY WINS
Our top tips from staging experts

01 Everyone loves light so clean the windows and make sure curtains & blinds are fully pulled back.

02 If it's evening or a dull day, use lamps in every corner to create a cosy feel. Not only do they create a warm glow, but they lead the eye around the room, making it feel spacious.

03 Use mirrors (freshly polished!) to create a feeling of space.

04 Fresh flowers make rooms more welcoming but avoid anything too highly scented.

05 Deep clean before you market your home and spruce it up before every viewing remove pets and their beds before potential buyers show up.

06 Air the place to get rid of cooking and/or pet smells (if you have one).

07 You want your home to feel comfortable, so have the heating set to a pleasant temperature or open windows to get a cool breeze flowing in hot weather.

Price it right

How do you know what your home is worth? housing market.

With property, there are no fixed prices. Aim too low and you'll miss out on the full market value. Too high and your home could be hanging around.
Here's how to pitch it perfectly:

> "Setting a selling price for your property is quite an art. It's all about finding the sweet spot that gets you the best price in the timeframe that works for you."

STEP 1:
Compare the market

A property's value depends on many things but the most important is what similar properties are selling for.
Make a list of your home's features, including:

- Age.
- Location.
- Number of bedrooms.
- Size of garden.
- Number of bathrooms.
- Condition.
- Transport links.

Use these to look at sold house prices in your area that match. The upper and lower prices will show you the range yours is likely to be in. Does your home have any special features that make it 'best in class'? Perhaps the bedrooms are larger than comparable homes, or the kitchen is recently renovated? Are there any downsides, like a noisy road? These factors will steer you towards the top or bottom of the range.

BONUS TIP

Get extra tips on how to value your own home;
[To learn more click here.]

STEP 2:
Get a professional in

Now you've got a good idea, it's time to ask the experts. Estate agents use a mix of available data as well as their own experience and knowledge of the local housing market. They'll have a good feel for what similar properties are completing for, what kind of buyer your home will appeal to, and what price bracket those buyers are looking in.
If the suggested valuation is lower than expected, ask them how they've reached that conclusion. If it's significantly higher than expected, or way above what other agents are suggesting, ask to see the comparative evidence and properties they've sold at that price. That way you'll know whether they're being

Estate agents must give buyers the key facts, known as "material information". This includes price, tenure, council tax band, utilities, and risks like flooding or restrictions. You may be asked to complete a Property Information Questionnaire. Clear, detailed info from the start helps buyers avoid any nasty surprises later.

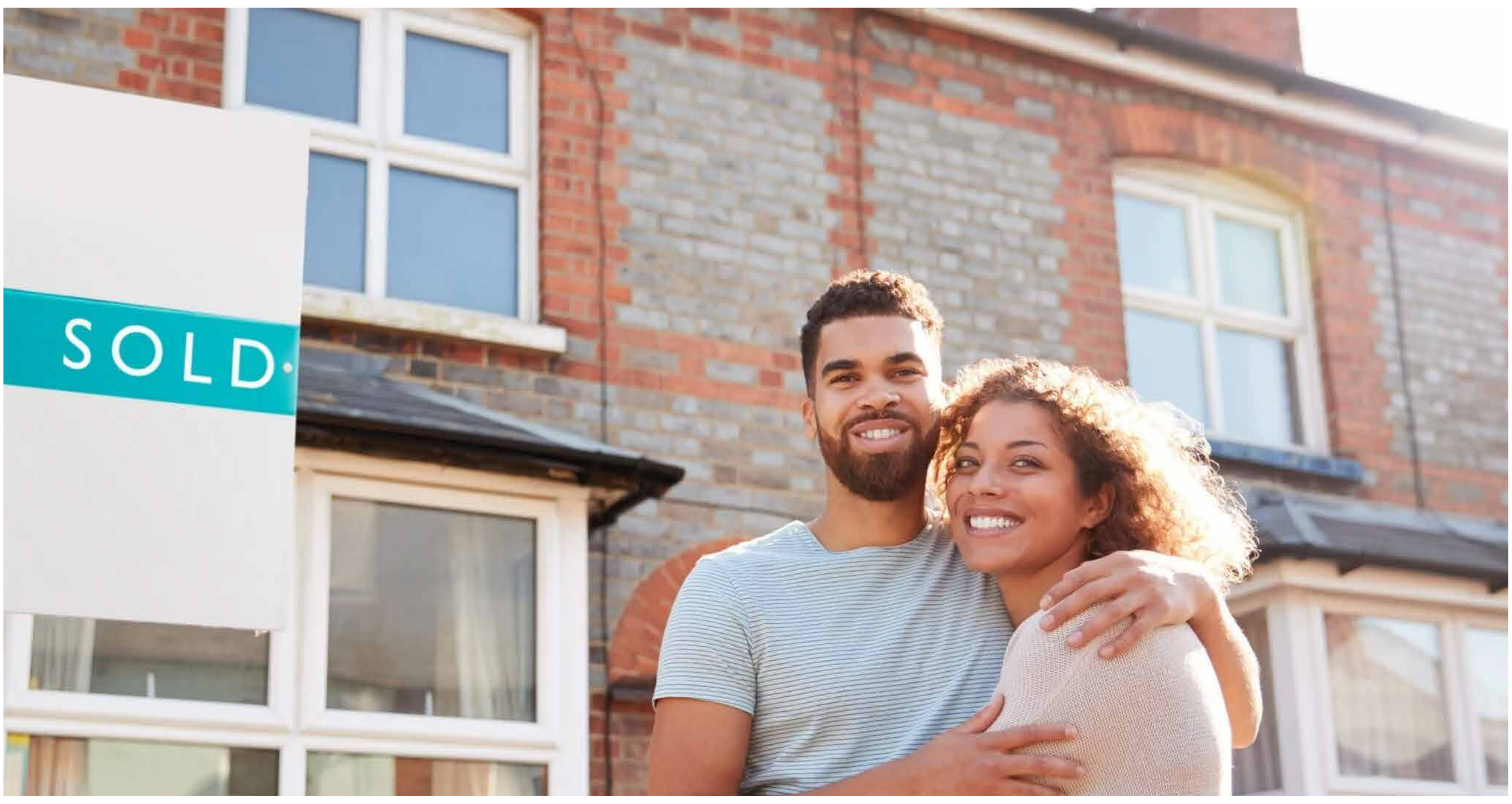
Prepare for a valuation — Valuation

Find your local Propertymark estate agents — Propertymark

STEP 3:
Set a starting price

Ultimately the price you list your home for sale is your choice. But bear in mind that buyers do their research too. Over-valuing your home is the most common reason properties don't sell. Price your home too high for its category and you'll get less buyers interested. It means your property is likely to hang around for longer and you may have to reduce the price to boost interest. Buyers can see if a property has been stuck on the market for a long time and that can look suspicious. Pitch your price too low and you'll attract buyers but won't maximise its value. How much you market your home for also depends on how fast you want to sell – for a quick sale, you make the price more attractive.

Selling a help to buy property?
Here's what you need to know: Insights



ROUND UP
Pricing golden rules

01 Understand the market – is it hot or cold?

02 Compare your property – how does yours stack up against the competition?

03 Ask the experts – speak to local accredited estate agents to advice on the market and asking price.

04 Be realistic – the market always decides.

05 Price keen for a quicker sale – but don't leave money on the table.

TOP TIP

Get your team in place now! Make sure you've got a great solicitor or conveyancer on your side. Certain legal processes can be done now to save time.

Find experienced conveyancers here: Conveyancers

Market your home

Make sure your property is seen by the right audience.

The number one thing you need to know from your estate agent is how they will get your home in front of the kind of buyers you want to attract. These are our top three killer questions to ask before you commit.

QUESTION 1:
How will you advertise my home?

While property portals are important different platforms reach different buyers. Ask your agent which ones they'll use. Also, ask how you'll be promoted locally to ensure your home gets maximum exposure. How and when do they promote certain properties?

QUESTION 2:
How will you make sure my property stands out from the crowd?

A great listing grabs attention. This means high-quality photos and plenty of them, but nothing irrelevant, so what's their brief to the photographer? Descriptions should be well-written, and floorplans should be accurate. Some property portals let you enter a keyword into the search box, so type in the name of the estate agents you're considering. That way you can check the quality of listings they are creating.

BONUS TIP

Get extra tips on staging your home for the photo shoot here.

QUESTION 3:
What extra promotion will you do?

Your agent should have a plan to reach as many buyers as possible. Find out how they'll extend their promotional efforts beyond the usual channels. How will they leverage social media for instance? What about their own website? Do they have a 'hot list' of buyers for properties like yours? Will they produce a brochure to hand out to walk-in buyers?

Pick your property partner

How to choose the right estate agent for you.

Your estate agent is your number one ally in selling your home. From marketing to negotiations, they handle the heavy lifting to get your property sold at the best price.

Along with assessing their expertise, you also need to understand the small print and how to get the best out of working with the professionals. Before choosing an estate agent, think about what matters most. YouGov found 35% of movers prioritised agents who are regulated, qualified and professional. Only 5% chose low fees, and just 3% said they were influenced by the highest valuation.

FIND AGENT

Find your local Propertymark estate agents. To learn more click here.

What will an estate agent do for you?

STEP 1:
Value your home

Good agents will be honest and realistic in both their valuation and their suggestions for giving your home maximum appeal. The best won't flatter you with the highest price just to snare your business.

STEP 2:
Market your home

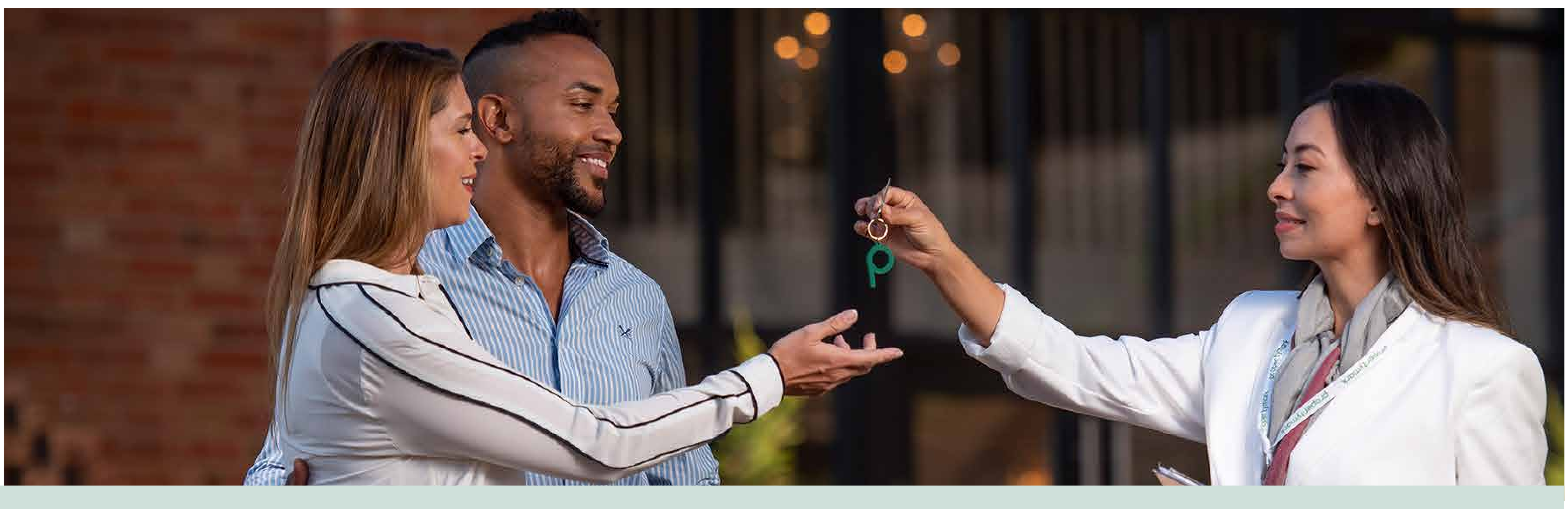
A good agent goes beyond listings, listening to your circumstances and matching your property to the right buyers and sales route to secure the best result.

STEP 3:
Arrange viewings

The agent should want to know as much as possible about your home so they can answer questions when they show buyers round. Ask how they keep your home secure if you're not there. They might also suggest an open house viewing. This is when more than one buyer visits the property at a particular time on a chosen day.

STEP 4:
Check out prospective buyers

The agent's job is to connect you with a serious buyer who is in a position to buy your home, including whether the buyer needs to sell before they can buy or if they have funds available. Under the Property Ombudsman Code of Practice, estate agents need to take reasonable steps to determine the source and availability of the buyer's funds. Your agent should keep an eye on the chain and flag any problems early, so things stay on track.



STEP 5:
Handle the negotiations

Once the offers start coming in, your estate agent acts as the mediator and negotiates on your behalf, letting the buyers know whether the offer has been accepted or rejected and why. They'll handle counteroffers and while they'll try to achieve a deal between buyer and seller, you're the client and they're working in your best interests, not the buyers.

STEP 6:
Keep things moving

A great estate agent is in regular contact with you, the buyer and will chase solicitors to keep the deal progressing. Once you've accepted an offer, your agent will send a Memorandum of Sale to your solicitor with details of the agreed price and details of the buyers and their solicitors.

Choosing the right agent

- Are they qualified members of Propertymark?
- Check out reviews online.
- Ask around for recommendations.
- Find out how long they've been trading. If they're new what's the experience of the team?
- What kind of properties do they usually sell?

Questions to ask your agent

- How many listings sell at or above the asking price? (Tip: Check this on property portals using the "Sold STC" filter.)
- How many homes are on the market, and for how long?
- How do you market beyond portals?
- How often will you update me on progress?
- What's your average time to an offer?

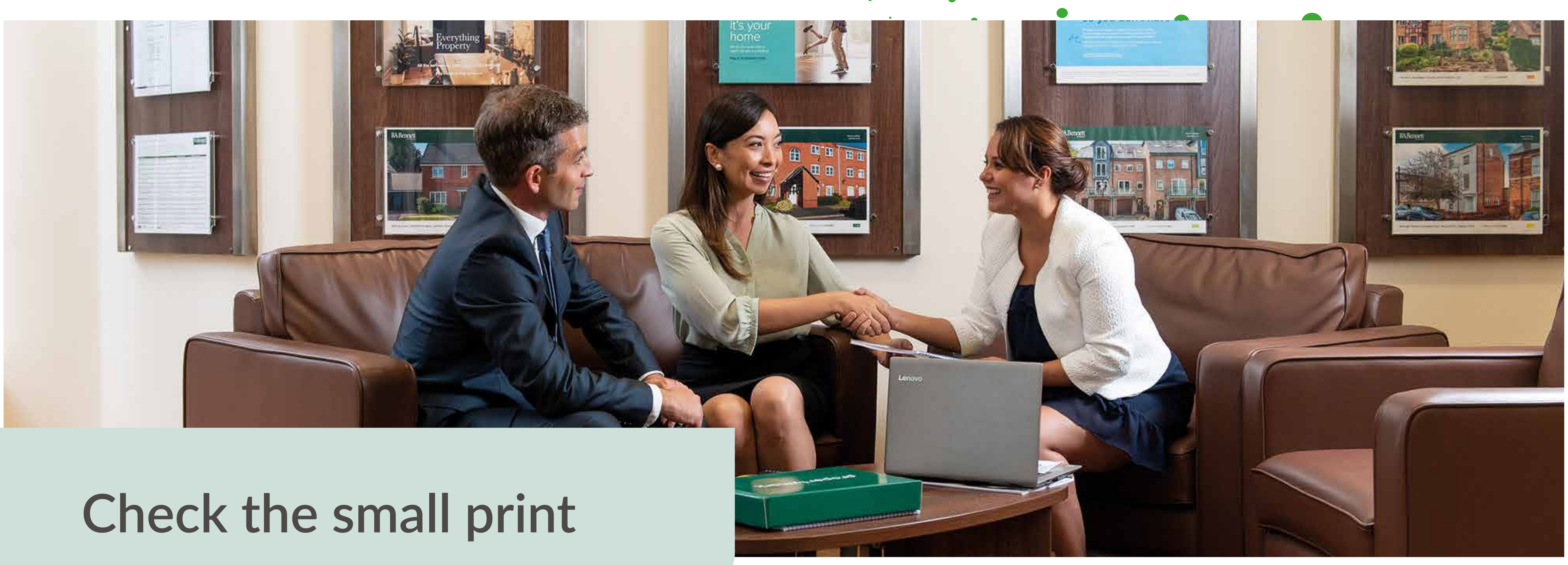
Look out for these logos!

CERTIFIED AND ACCREDITED BY propertymark

The Property Ombudsman

Property Redress

NATIONAL TRADING STANDARDS Protecting Consumers Safeguarding Businesses



Check the small print

Before you make your final decision, you'll need to know what deal they're offering. Are they charging a commission (a percentage of the price that you finally sell for or a fixed fee? Is the fee payable only if you sell? **What exactly will you get for the fee** in terms of marketing, escorted viewings and input during the sale? **Are there any extra costs,** for a floorplan, for instance? Can you negotiate the fee? You could ask for a sliding scale, for instance, 1% commission under a certain price and 1.5% if they get you a buyer over a certain price. Ask what's the deal to get out of the contract if you're not happy with their service? At what point could you swap estate agents, or ask another agent to jointly market your property?

Get the most from your estate agent

Make sure your estate agent knows everything that's relevant to your property. Whilst you're not obliged to point out less desirable features, you do need to disclose what's called 'material information'. That's things like ground rent or parking arrangements, rights of way or flood risk. You'll need an Energy Performance Certificate ready for your listing, plus any building regulations certificates if you've had work done on the house. Non-disclosure or lost paperwork with this kind of thing will only hold up proceedings later on and delays may lose you the sale.

ROUND UP
Picking the right estate agent – in brief

01 Look for estate agents who are members of Propertymark, so you know they're professionally qualified, trained and follow a code of conduct.

02 Ask several to value your home to get a sense of their expertise and how they work.

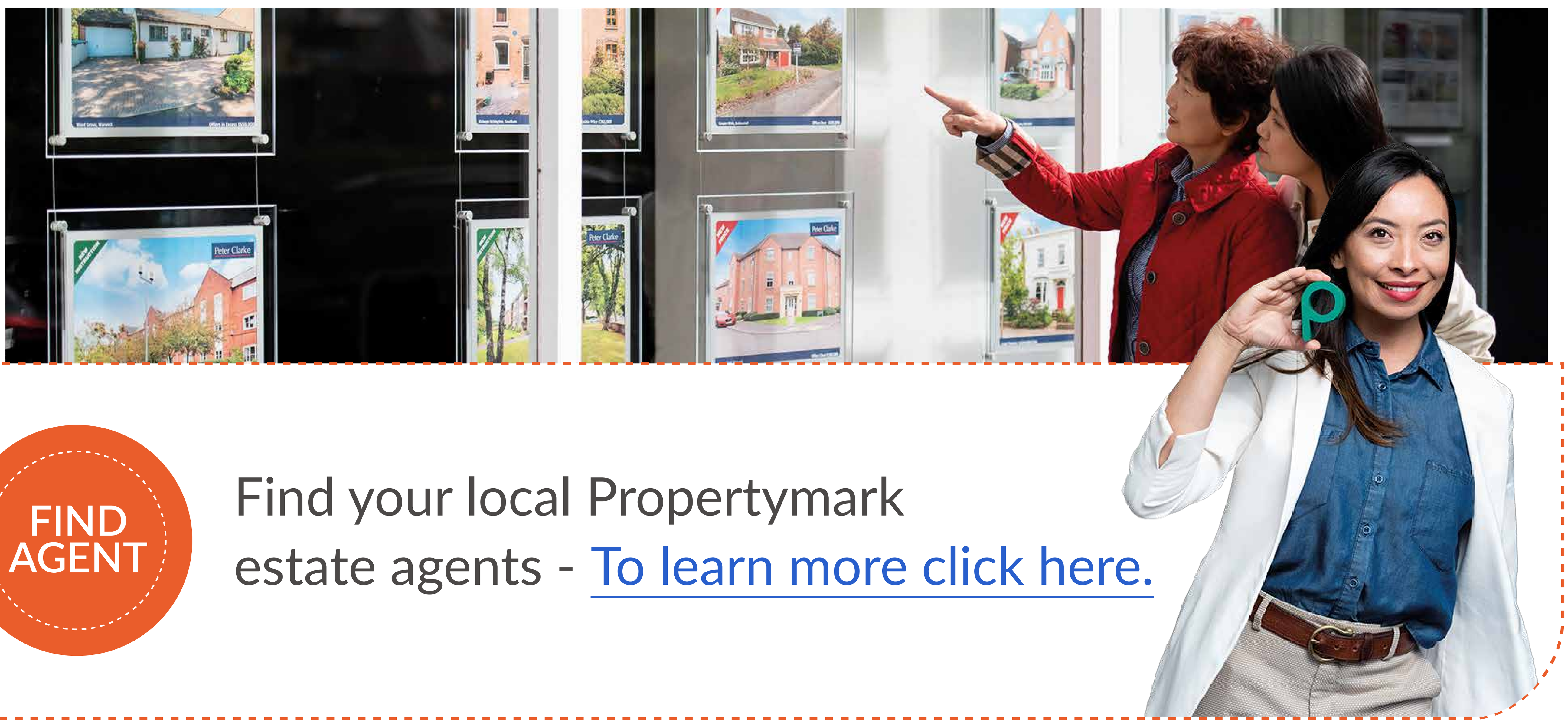
03 Be cautious of an agent that values your home far higher than other agents, or your research suggests – are they just after your business? Ask for comparables.

04 Do they specialise in your kind of property?

05 Check the fees, ask about the contract you'll have with them.

06 Find out how much of the sale process they'll be involved in (cheaper fees can mean the agent doesn't conduct viewings, for instance.)

07 Are they people you can work with? Does their approach and attitude chime with yours?).



FIND AGENT

Find your local Propertymark estate agents - To learn more click here.

Prepare for viewings

Give buyers a glowing impression of your home.

You've done the prep and now it's time to welcome prospective buyers into what could be their future home! The average number of viewings is between 5 and 10, and you want each one to be a positive experience. Here's how:

Keep your home in top viewing condition

You've prepared your home for sale and staged it for the marketing photos - now it's got to live up to its online hype! Stay on top of clutter and cleaning and remember to make sure your home looks appealing from the road, those first impressions really do matter. Keep up with maintenance jobs like lawn mowing, and have a quick whip round plumping cushions, straightening bedding and wiping down basins and sinks before buyers arrive. And if you have a dog, take it out.

> "The best and most committed buyers often walk through your door in the first three weeks, so make those early viewings as good as you can."

TOP TIP

If you haven't already, get a solicitor or conveyancer in place now. Use our quick link to connect you to a range of professionals.

Conveyancers

Be the proactive one

Buyers often have a lot of questions about everything from the property to the neighbourhood. They'll also want to know what your plans are, whether you've found anywhere to move to and so on. Your estate agent can handle most of this but responding to buyer enquiries promptly, can maximise your chances of closing a sale. If they're not interested, pay close attention to any feedback because you may be able to address any concerns and improve your chances of a successful sale with other potential buyers.

BONUS TIP

Need more tips on presenting your home at its best? To learn more click here.

BONUS TIP

Make sure you've got a great solicitor or conveyancer on your side. They'll need to swing into action as soon as you accept an offer.

Conveyancers

How to negotiate your home deal

Our insider tips for canny negotiations when the offers come in.

The first you'll often know about an offer from a prospective buyer is when your estate agent contacts you.

Before an offer is submitted, agents should find out from the buyer what their position is regarding finances and whether they need to sell their own property before they can go ahead. Armed with this information, you can decide whether to accept, reject or negotiate.

Make a counteroffer

It's quite usual for a buyer to begin by offering under the asking price, and less than their top price. If the offer is close to what you want, it's time to negotiate to see if they will improve their offer. Remember, your estate agent is an experienced salesperson, and negotiating is what they do, so let them use their skills to get the best possible price for your house. A counteroffer is when you go back with a deal that's closer to the buyer's offer. At this point, the buyer decides if they will meet your counteroffer or come back with an improved offer. This process continues until you agree, or it becomes apparent you can't meet each other's expectations.

"Always have a clear idea of the lowest price you'll accept and be prepared to walk away from the deal if the buyer can't match it."

Why the highest offer isn't always the best

Most often, the main aim is to get the best possible price, but you shouldn't overlook certain other factors:

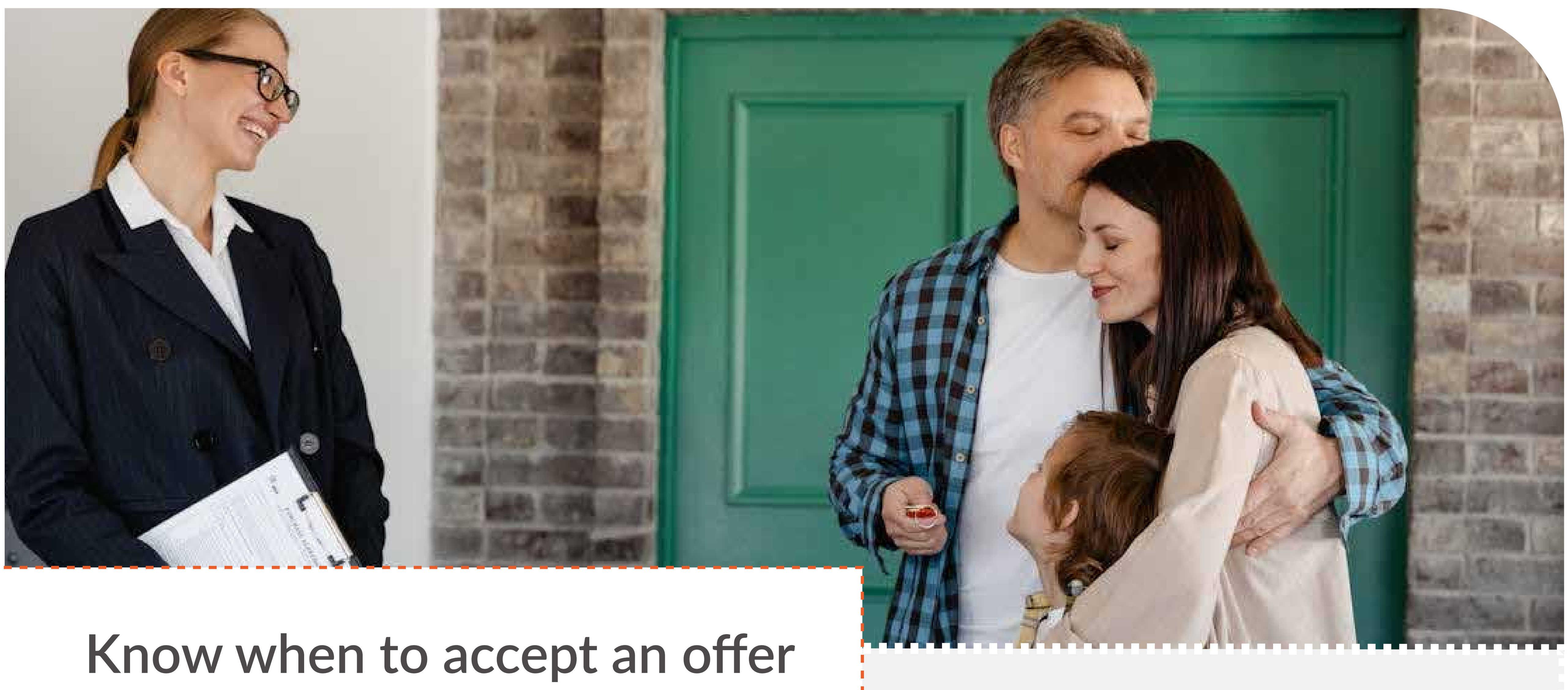
- Do they have finances in place? Do they have proof of a mortgage in principle?
- How organised are they? Do they have a solicitor lined up?
- Are they chain-free, a first-time buyer for example?
- How quickly can they proceed? If they are also selling a house, are they under offer?
- If under offer, are they in a chain?

There's no denying that the offer amount matters, but it shouldn't be the only factor driving your decision. Long property chains, for instance, can mean delays and the longer a sale takes to complete, the higher the chance it will fall through.

TIP

Best and final offer

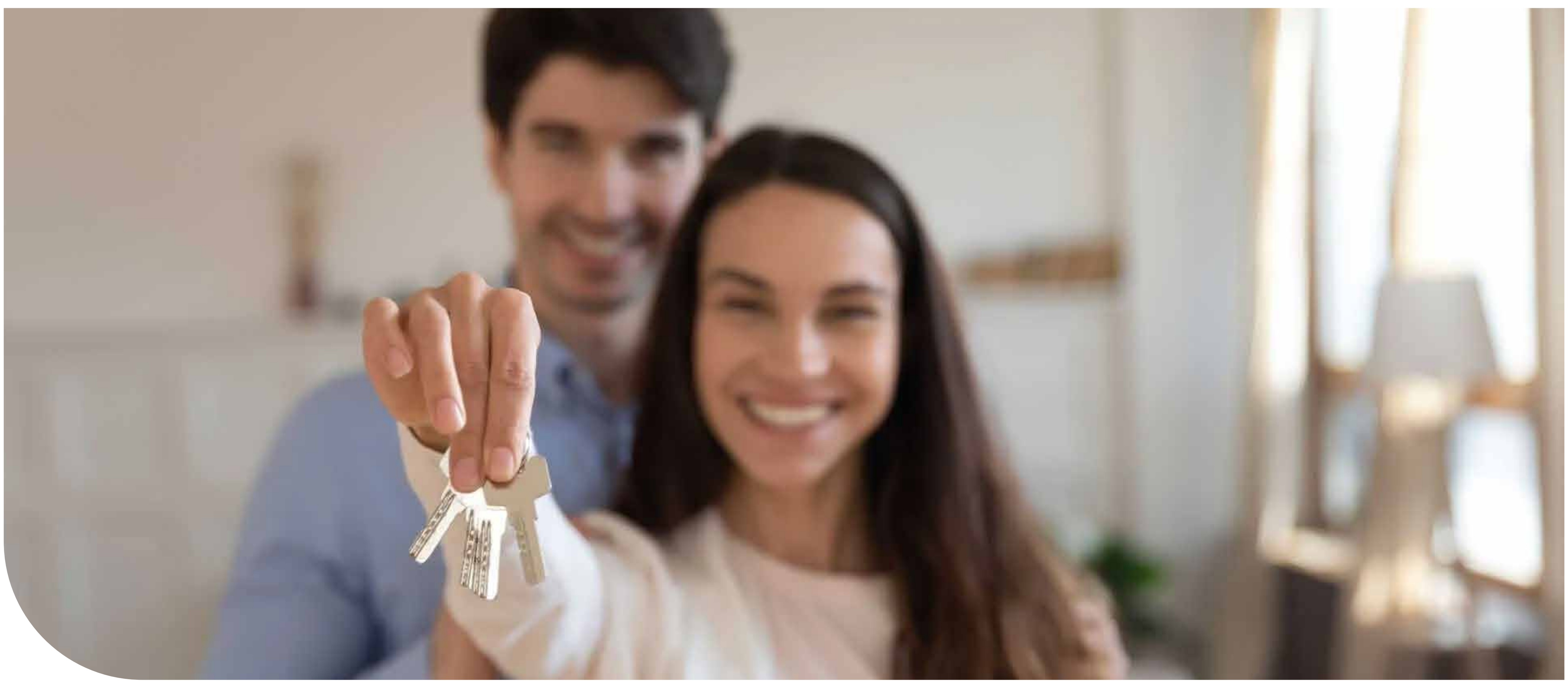
Lucky enough to be fielding more than one offer? A 'best and final offer' is a sales technique similar to sealed bids but less formal. Typically used in a highly competitive housing market, your estate agent will set a deadline for all interested buyers to put forward their most compelling offer for the seller to consider, based on price but also the readiness to proceed. In Scotland, this process is called "offers over" and has slightly different rules.



Know when to accept an offer

Knowing when to accept the offer depends on your answers to 4 key questions:

- **Is the price right?** Your research and guidance from your estate agent should mean you have a good idea of a fair, realistic price.
- **How long has your home been on the market?** If you have only just put your home up for sale and you receive a good offer, you might decide it's a sign that the house is going to sell well and wait for further interested parties to appear. But don't dismiss a strong offer simply because it's your first. Remember that the early days are when you will see the most intense interest.
- **Is anyone else interested?** If there are other interested buyers, make sure that your selling agent tells them that you have an offer. This should spur anyone serious to also put in an offer and potentially allow you to work the price upwards. But bear in mind that buyers can be emotion-driven too, and can cool off and withdraw just as easily.
- **What's their position?** A slightly lower offer from a buyer in a good position to move quickly may be worth more to you than a great offer from a buyer who still needs to find a buyer for their property. Even a buyer with an offer may not appeal if they are in a long property chain.



BONUS TIP

Check out our website for more detailed advice on making this crucial decision. To learn more click here.

ROUND UP
Six quick property negotiation tricks

01 Add in extras
For first-time buyers in particular, including white goods or curtains, for instance, could save them enough time and money to persuade them to increase their offer.

02 Be sale-ready, not just market ready. Have your property's guarantees and certificates gathered, like building safety certificates, and records of boiler servicing etc.
An organised seller can increase the appeal of the deal.

03 Offer to take the house off the market
You can sometimes nudge the offer up by naming the price at which you'd stop marketing your home to other buyers.

04 Ramp up the competition
If you have many viewings lined up, make sure everyone knows there's plenty of interest in your property.

05 Break the chain
Property chains can be frustrating so offering to opt out of a chain which usually means moving into a rental may attract a higher offer. But do weigh up the cost of doing this versus the increase in offer.

06 Move to sealed bids If you have more than one offer on the table, the sealed bid process invites buyers to submit their best offer, by a certain date, in a sealed envelope. These are opened at the same time for you to decide.

From offer to completion

You've accepted an offer so what happens next? Here's our guide to demystifying the steps from offer accepted to sale completed.

Staying on top of the process of transferring ownership from you to the buyer is vital to keep the deal moving through successfully. Remember, you're not on your own – your estate agent and your conveyancer are on your side, so this is our step-by-step guide to what to expect:

Read about our exchange to completion blog here.

STEP 1:
The conveyancing process begins

When an offer is accepted, your estate agent will send a Memorandum of Sale including property details, price agreed, your solicitor's details, expected completion date and any extras agreed, to the buyer's solicitor, and vice versa. Now the solicitors can begin the process of conveyancing – legally transferring ownership of a property from seller to buyer.
A conveyancer is a professional with specific experience and expertise in property transactions and they'll liaise with the buyer's solicitor, deal with all the legal documents, organise the deposit and final exchange of money, and draw up the contracts. Conveyancing is a complex process which can be frustrating, make sure your expectations for a move date are realistic.

It's crucial that you get as much information about your property ready - right at the start of the process - to speed this up. The more questions that are asked during the conveyancing process, the more delays will extend the transaction and increase the likelihood of a sale falling through.

STEP 2:
Buyer does surveys and checks

Meanwhile, the buyer's solicitor will be checking out the property from a legal point of view. They'll be looking for potential problems, such as flood risk, and they'll do what's called local searches to check out boundaries, rights of way and so on. The buyer's mortgage lender will want to carry out a valuation survey on your property, to check their investment is safe, and the buyer should get a building survey done on your property, to check there are no hidden structural problems.

?

Will the buyer renegotiate the house price?

If the buyer's survey throws up any problems, they may come back to you looking for a price reduction. At this point, depending on the survey results and taking advice from your agent and solicitor, you may agree to a lower price. If you don't agree with the survey or the reduction being asked for, you can negotiate or hold firm.

STEP 3:
Exchange contracts

When all necessary paperwork and checks have been done, both parties exchange signed contracts, stating all the agreed details, and the buyer hands over a deposit via the solicitors. This is the moment when the sale becomes legally binding. If the buyer pulls out after this, they'll lose their deposit. At the time of exchange, a completion date is set. From booking a removal firm to organising post forwarding and sorting out your bank account, this will be a busy time. For this reason, although it's possible, simultaneous exchange and completion may not be advisable.

STEP 4:
Sale completed!

Your home legally becomes the property of your buyer, and at that point, you need to leave. In the next chapter, we'll talk you through how to prepare for that...

TOP TIP

Will the buyer renegotiate the house price?

If the buyer's survey throws up any problems, they may come back to you looking for a price reduction. At this point, depending on the survey results and taking advice from your agent and solicitor, you may agree to a lower price. If you don't agree with the survey or the reduction being asked for, you can negotiate or hold firm.

ROUND UP
Top tips for a smooth property sale

01 Try to be organised at all times, keep records of all communications.

02 Check and double-check every detail.

03 Respond quickly and accurately to queries.

04 Give everyone a timescale to work towards.

05 Don't go on holiday, unless you're easily contactable.

06 Maintain a good relationship with the seller.

07 Ensure you understand everything in the contract.

08 Make sure your solicitor is on top of things.

09 Ensure you have all the required documents.

Let’s get moving!

As the sale progresses, it’s time to prepare to move out. These are our tips from the experts.

Alongside all the legal stuff, you’ll need to organise your belongings, plan the move, and make sure everything is ready for the handover to the new owners.

This is what you need to know to make the process as efficient and stress-free as possible.

> “The best and most committed buyers often walk through your door in the first three weeks, so make those early viewings as good as you can.”

01 **Get your removals booked**

Having a removal firm lined up ready for completion is important – and you want to make sure you’ve got someone experienced and insured. Track down a professional here: removal quotes.

02 **Declutter**

You did this when you were preparing the house for sale, but now it’s time to get into the loft and inside all those cupboards and work out what’s coming with you. Make piles for selling, donating and throwing away.

03 **Let utilities know**
Once you know completion date, inform your utility companies and give your next address. On moving day, take readings for gas, electricity and water to send to your utility companies, so they can bill you accurately.

04 **Redirect post**
Set up post redirection to your new address. You can do this online at: Royalmail.com.

05 **Let your local council know** about your move at least a month beforehand. They'll issue a final bill, to cover council tax up to your moving day. Once paid, remember to cancel your direct debit or standing order.

06 **Update other essentials**
Let your bank, doctor and dentist know you're moving. Update your address on the electoral register.

07 **Make plans for kids and pets**
Moving day can be stressful for both. If you have them and depending on their age, they might be better staying with friends or relatives until the move is complete. Likewise, pets may be best checked into kennels or kept safely in one room while the move goes on before they go into pet carriers at the last moment. Don't let cats out the night before, because they can go AWOL once removal people start arriving at the house.

TOP TIP

Get more tips!

We have some fabulous articles on moving house. Check them out here: moving advice.

ROUND UP
Pack like a pro!

01 Start in your least used rooms.

02 Set aside moving day essentials (e.g. medication, phone chargers, loo roll, overnight bag and bedding).

03 Order good quality packing materials.

04 Don't overpack boxes and label them room by room.

05 Label each one with contents, and the room in your new home where it should go.

06 Take photos of any arrangements you want to reproduce, plus which wires go into which slots on electrical equipment.

07 If you dismantle furniture, put nuts and bolts into a bag and tape it to the furniture.

08 Use towels or light items to fill gaps in packing boxes.

09 Tape cupboard doors shut.

10 Defrost the freezer before moving day and use up as much food as you can in the fridge, larger and freezer.

11 Clean as you go, including cupboards as you empty them.

12 Don't forget to tidy up in the garden.

CHAPTER 10

Checklists and jargon busters

Don't miss our free downloadable checklists to guide you through every step of selling, plus our guide to property jargon that puts you ahead of the game.

FREE!

Home seller toolkit

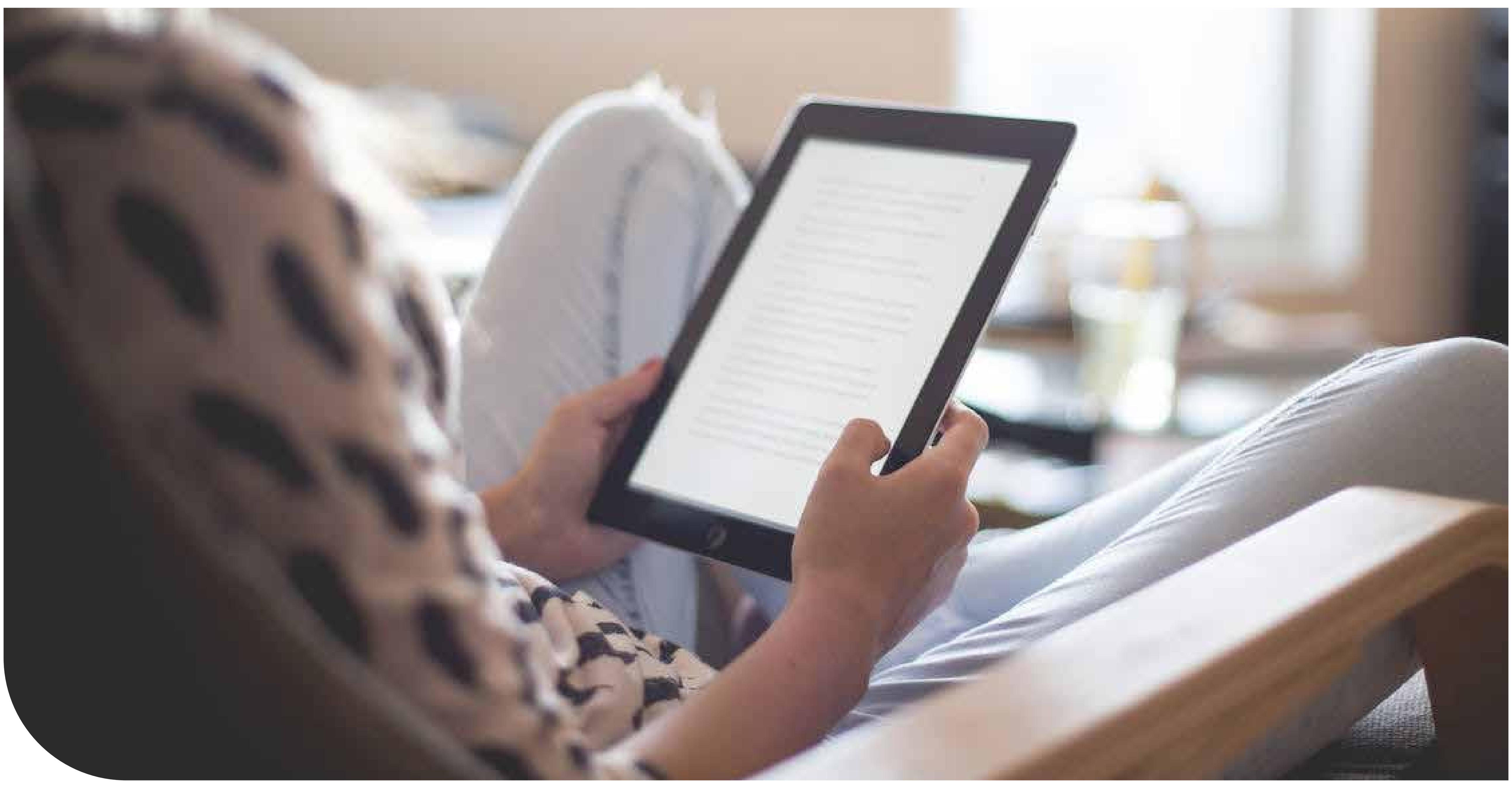
Your go-to guide for navigating the home selling process with ease, this toolkit has everything you need. Get your toolkit here.

FREE!

Moving Home Checklist

Ready to move? Our detailed checklist will help you keep everything on track, from notifying utilities to scheduling movers, so you don't forget anything. Download your checklist here.

Demystify the world of property sales with our handy guide to terms you'll come across.



01 Chain: A sequence of property transactions that are linked because each sale depends on another property being sold. If one part of the chain falls through, it can affect the whole process.

02 Completion date: The day when the property officially changes hands, and you can collect the keys to your new home.

03 Conveyancing: The legal process of transferring property ownership from the seller to the buyer. This is handled by a solicitor or licensed conveyancer price.

04 Deposit: The amount of money a buyer pays upfront, is typically a percentage of the property price. This is separate from the mortgage.

05 EPC (Energy Performance Certificate): A document that shows how energy-efficient a property is, graded from A (most efficient) to G (least efficient).

06 Equity: The value of your property minus any outstanding mortgage. For example, if your home is worth £250,000 and your mortgage is £150,000, your equity is £100,000.

07 Freehold: Owning the property and the land it's built on outright. Compare this with leasehold, where you have the right to live in the property for a set period but do not own the land.

08 Gazumping: When a seller accepts a higher offer from a different buyer after already agreeing to sell to someone else.

09 Gazundering: When a buyer reduces their offer just before contracts are exchanged, often puts pressure on the seller to accept.

10 Land Registry: The government department that keeps records of property ownership. Once you buy a home, it needs to be registered here.

11 **Leasehold:** You own the property for a set number of years but not the land. Ground rent and service charges may apply.

12 **Loan-to-value (LTV):** The percentage of the property's value that you're borrowing as a mortgage. For example, a £90,000 mortgage on a £100,000 property means a 90% LTV.

13 **Mortgage in principle (agreement in principle):** A statement from a lender saying how much they'd be willing to lend you based on your income and credit check. It's not a guaranteed mortgage offer.

14 **Property chain:** The series of transactions are interlinked because people need to sell their property to buy another.

15 **Searches:** Checks are carried out by your solicitor to uncover any issues with the property, such as flood risk, local planning.

16 **Stamp duty:** A tax is paid when buying property over a certain price threshold. Rates depend on the property value and type. Stamp duty is dependent on the value of the property you are buying and your individual circumstances may impact the rate at which this is set.

17 **Subject to contract:** An agreement that's not legally binding until contracts are exchanged.

18 **Survey:** An inspection of the property to assess its condition and identify potential issues. Most common surveys are Level 2 (known as a Homebuyer Report) and Level 3 (known as a Building Survey).

19 **Under offer:** A property status means the seller has accepted an offer, but the sale is not yet final.

20 **Valuation:** An assessment of the property's value, is often done by the lender to ensure the property is worth the amount being borrowed.

THANK YOU!

We hope you've found this eBook valuable and that you're now in a confident position when it comes to selling your home, knowing what to expect and what to do at every stage.

We'd also like to thank our partners, including Propertymark, for their commitment to raising standards across the property industry. Their expertise helps ensure sellers like you receive reliable, professional guidance throughout your journey.

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Important note on regional variations:

This guidance has been prepared with reference to the legal framework applicable in England and Wales. Please be aware that certain aspects of property law—including those relating to land ownership, leasehold and freehold tenure, and conveyancing procedures—differ significantly in Scotland and Northern Ireland. If you are buying or selling property in these jurisdictions, we strongly recommend seeking region-specific advice or consulting a local legal professional to ensure you receive accurate and relevant information.