

# Lovelle's Home Seller Guide



## Selling a house? Ask Lovelle

Every property journey is different and it can be hard to know what to expect when you are selling your home. Even if you have sold a property before, the chances are things have changed since then. Whether this is your first time selling a property or you are an experienced seller, we have created this guide to answer some of those burning questions that pop up from time to time.

**We are with you every step of the way!**

  
**lovelle**  
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# Ask Lovelle

## How Do I Know How Much My Home Is Worth?

To begin with, try our [free online valuation tool](#), this will give you a good idea. However, like all generic calculators, the online tool doesn't take into consideration any improvements you have made nor is it able to evaluate the condition of the property. For a more accurate valuation, you would be advised to book a market appraisal with one of our experienced local agents, who will give you a much clearer picture.

For specific advice about selling your property, contact one of our experienced local property professionals.

[Click here to find your nearest office.](#)

## Which Estate Agent Do I Choose?

When deciding upon an estate agent to help sell your home, there are a number of factors to consider. One of the most important considerations will be local knowledge. It can be very hard to sell a property if you do not have that local property industry knowledge. It can be invaluable! You should also check to see how the agent will market your property, will it be placed onto the popular websites like Rightmove and Zoopla? What other methods will be employed? One of the benefits of placing your property with Lovelle is that all our offices are locally owned, but have the support of a much larger network. That means we have the support of likeminded people and regional knowledge which allows us to expand the coverage we achieve when marketing your property.

## How Long Will It Take To Sell My Home?

On average it can take 3-6 months\* for the entire process to complete. The length of time varies greatly, some of the factors that influence how long it will take are:

- The condition of the open market
- How prepared you are
- How well you present your property
- How well the property is marketed
- The price (too high and too low can make buyers hesitate)
- The circumstances of the buyer (cash buyers process faster, first time buyers and those without a chain are also fairly speedy and buyers in a chain can mean that the sale is delayed).

Responsive communications on both sides can help to keep things moving.

\*subject to change depending on market conditions

## How Do I Know The Agent Will Support Me Throughout The Selling Process?

One of the best things an estate agent can do for you is to set a realistic price on your property. Support comes in many forms; from making sure you have a great set of photographs and a well-produced floorplan, to providing honest feedback on viewings. Make sure the estate agent you choose has a dedicated point of contact, who knows you, your property and the local market.

## How Will My Property be Marketed?

When you sell your property with Lovelle you will be appointed a dedicated point of contact who will know the local area well and will get to know you and your property. We will market your property with high quality photography and well produced floor plans. We have access to powerful marketing tools to help us to reach the right buyer for your property. We will post to online portals like Zoopla, Rightmove and our own popular [lovelle.co.uk](#) website and of course our Facebook and Instagram pages. We will also reach out to our extensive local connections and by utilising the support that comes from being a part of an expanding network, you will be amazed at how many potential buyers we can reach.



# Ask Lovelle

## What Do I Need To Do To Sell My Property?

Presuming you have already decided where you will move to, the first thing you need to do is instruct a solicitor or conveyancer. They will take care of the legal paperwork. You will be given a raft of forms and questionnaires to complete and you will need to provide all the required documents for the home information pack. Your chosen solicitor and estate agent will also need to conduct identity checks. Before placing a property on the market, by law you will need to have a current Energy Performance Certificate (EPC).

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## How Do I Prepare My Home For Sale?

First impressions count and a potential buyer will form an opinion as soon as they see your property. It's important to make sure both the exterior and interior of the property are appealing. Taking a look at your neighbours' homes and the best-kept homes in the nearby area will give you some ideas of what you can do to your property to add kerb appeal. Don't forget we can always recommend Tradesman to help with this.

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## Top Five Tips

1. Create a blank canvas with neutral décor and by removing some personal items, we want potential buyers to be able to imagine their belongs in the property.
2. Remove all clutter, put away magazines, newspapers, coats, books, toys etc.
3. Give the place some TLC, a well-maintained property is far more likely to achieve a quick sale at the best price. Repaint, re-stain, touch up and freshen up the home.
4. Keep it clean and tidy, you don't know when a potential buyer will do a drive buy before requesting a viewing, make sure both inside and out are kept clean and tidy.
5. Let there be light! Make sure there is plenty of light throughout the property, cut back overgrown foliage, make sure all lights are in good working order and if it is a dull day keep all the lights on.

## How Do I Decide Which Offer To Accept?

Congratulations, you have received an offer for your home! If this question is popping up it means you have received more than one offer – even better. It can be difficult to decide which offer to accept, it can be tempting to go with the highest offer, but if the highest offer is from buyers that are in a large chain the risk of the sale falling through because of something happening within the chain is increased. Sometimes it can make more sense to take a slightly lower offer if the buyer has no chain. Remember, it is your choice which offer you accept, your estate agent will show due diligence and qualify the potential purchasers positions to allow you to make the correct choice for you.

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## When Does It All Become Legally Binding?

When you accept an offer, you do still have the ability to change your mind, however, please remember that this can be very upsetting for the buyer, especially if they have already paid for the Survey and Searches to be done on your property. You may also have accrued costs yourself. Upon exchange of contracts, you are at this point legally bound to the transaction. In the event of any party pulling out of the transaction, this will result in a loss of deposit.

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## What Do I Do If The Buyer Wants To Negotiate?

It is not uncommon for a buyer to want to negotiate an element of the price. Perhaps something has been highlighted in the survey that will cost the buyer money to put right, or perhaps they have taken a liking to a fixture or fitting and would like to have it included in the sale. Try to keep an open mind, discuss the request with your estate agent and conveyancer/solicitor, both can help you to decide the right path for you. Keep in mind the buyer will have spent money on the survey, searches and legal fees, so they are genuinely interested in buying your property.



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## What Happens At Exchange?

When you agree and exchange contracts, both you as the seller and the buyer of the property are now legally committed to the transaction. If the buyer pulls out they will forfeit their deposit. If you decide to pull out of the transaction after exchanging contracts the buyers deposit will be returned to them and you might be sued. During the exchange of contracts you will agree with the buyer the completion date. You will need to vacate the property on this date. Completion usually happens 7-28 days after you have exchanged contracts, but if both parties agree, completion can happen at the same time as the exchange.

## What Happens At Completion?

When the transaction completes the ownership of the property changes from you to the buyer. The money is transferred via solicitors/conveyancers. Your solicitor/conveyancer will confirm when the funds have entered their bank account, register the transfer of ownership with the Land Registry and pay off the redemption figure provided from your mortgage company (if you have one). If you are buying a property at the same time your conveyancer will pay the stamp duty on the new property and present the bill for their fees and disbursements for both transactions (if applicable) and they will advise the estate agent to release the keys to the new owners. You must have vacated the property by the handover of keys.



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Remember, if you still have unanswered questions, you can contact one of our local property experts for advice [click here to find your nearest office.](#)

