

HENRY PHILIPS & PARTNERS.

SELLERS GUIDE



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INSTRUCT YOUR PROPERTY ADVISOR



INTRODUCTION

This Seller's Guide is designed to take you through the entire process of selling your property. We want to ensure that you are fully prepared to achieve the best price possible for your property with my support.

At Henry Philips & Partners, we understand that selling your home can seem like a complex process. This guide will simplify the journey and show you exactly where our team can help to make things faster, easier, and more enjoyable for you.

Your property is likely your largest asset; deciding to sell it is a big financial and emotional decision. We want to ensure you that we take every step of this process seriously, it matters to us that you are provided with the best advice and the outstanding service that your investment deserves.

The Henry Philips & Partners team are supported by training, technology and marketing tools from one of the largest estate agencies in the world. Providing you with excellent service is our number one priority.

To provide the level of service that your home deserves, our team will thoroughly research the market to ensure that we act in your best interest and market your property to the right buyers. Our role is to be your professional property advisors before, during and after selling your home.

Please don't hesitate to contact us if you ever have any questions, we can't wait to help you along your property journey

YOUR HENRY PHILIPS & PARTNERS SELLING JOURNEY

Instruct your
property
advisor

Prepare and
stage your
property

Photographs,
Floor Plans
and EPC

Marketing
your property

Viewings and
feedback

Offers and
negotiations



PREPARE AND STAGE YOUR PROPERTY

SHOWCASE YOUR HOME

It is our responsibility to give your property the best chance of selling quickly and for the highest price.

The quality of your properties marketing will affect the number of buyers deciding to view your home. We will showcase your home on social media in addition to all of the main property portals; RightMove, On The Market and Zoopla. We create the perfect advert by leveraging photography, videography and other amazing tools to market your property to as many potential buyers as possible.

Professional photography is essential for getting the right angles, composition and colour depth to attract potential viewers and make them feel like they have already viewed your home in person. Our professional photographers can give your home a distinct advantage in the market.

UPDATES & REPAIRS

Updates - A fresh coat of paint can completely change the feel of any space to make it more appealing to viewers. there are a few high impact updates that may be worth considering for your home, depending on its condition, price and completion. We can help you determine if any of these updates are suitable for your property

Repairs - We advise you to address any repairs that the property may need before launching your property to market.

Repairs may include ;

- Removing and repairs signs of water damage
- Repainting walls with neutral colours
- Repairing or removing wallpaper
- Repairing broken doors, cupboards and floorboards.
- Repair and paint cracks.

Staging - This involves using various methods to enhance the appeal of your property. It involves arranging your property in a way that depersonalises the space so that viewers can easily picture themselves living there.

We can focus on the most lived in rooms, the living room kitchen and master bedroom.

Top Tip

Repaint strong colours with neutral tones.

FLOOR PLANS EPC AND PHOTOGRAPHS

PREPARING TO MARKET

Once instructed to sell your property, We will advise on how best to present your property to the market. Our team will conduct a careful evaluation of your property and help you plan for presenting the property in the most appealing way to maximise its value. Our job is to ensure that we don't miss anything that could impact the value of your property.

Our network of suppliers includes cleaners, staggers, builders, decorators, designers, furniture rental, plumbers and electricians. This enables us to provide you with assistance on 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 payable by you.

Which fixtures and fittings will you be taking with you? This helps us highlight which significant items will remain with the property for use in marketing materials. Please consider whether you will be taking items such as carpets, curtains, blinds, light fittings and kitchen appliances with you.

It is vital that we ensure your property is presented in its best light for the buyer to see themselves living there. To support this, we can instruct professional photographers to take photographs and prepare a floor plan of your property. An EPC can also be completed at this time if you do not already have a current one.

It is part of our service to ensure you are connected with professionals that have our same drive to provide your home with the care and quality needed to get you the best price possible.



Poorly photographed home.



Professionally photographed home.



MARKETING YOUR PROPERTY

MARKETING PLAN

We create a bespoke marketing plan that is implemented and tailored to your property and potential buyers.

We have a 30 Step marketing plan that details the entire process

My property details have a good selection of photographs and a detailed floorplan, which will be available to view on property portals and social media. Once you have approved the content, the property details will be uploaded to the Henry Philips & Partners website, web portals and leveraged in both online and print campaigns.

INTEGRATED MARKETING

Integrated marketing is designed to capture the maximum exposure for your home in the shortest time. We implement a multifaceted marketing campaign that targets buyers looking for a property like yours.

By partnering with a property professional, you don't have to wait for a buyer to walk down the high street to see your home - we deliver your advert to them virtually on their phone, tablet or PC; wherever they are.

FOR SALE BOARDS

Our For Sale Boards are distinctive and very recognisable in the local market. They have proven to be a successful way to catch the attention of anyone passing by; We regularly receive phone calls from prospective purchasers who have seen our boards.

Marketing is more than placing a listing on the popular property portals. It requires a multifaceted and multi-layered strategic approach.

HENRY PHILIPS & PARTNERS.



MARKETING YOUR PROPERTY

OUR 25 POINT MARKETING PLAN

PHASE 1 - Before the listing goes live

1. Analyse the competition and strategise pricing and timing to go on the market
2. Professional staging – prepare the property to highlight its features, ready for photography and presentation to the public
3. Photography – professional photography showcasing the property at its finest. Drone footage as required.
4. Henry Philips & Partners has joined a network with over 500 Agents in the UK, and thousands overseas we utilise our expansive network to promote your property
5. Property video tour to share on social media, websites and portals. Videos boost the attraction buyers and investors
6. Create a detailed description of the property in line with your guidance and experience whilst in your care.
7. Prepare mapping of floor plans
8. Prepare flyers for the property brochure box, a marketing technique used to attract passers by.
9. Plan and order highly recognisable, branded boards thank link to a 24/7 answering service.
10. Choose your neighbours campaign. The local area receives our postcard "just listed – choose your new neighbours"
11. Detailed property brochure to be placed in home to answer all buyer's questions about schools, neighbourhood, and features of the home.
12. In house Notes of Exceptional Features – to draw buyers attention to features they may not have noticed in house. Enhances buyers' appreciation of all the home has to offer.

PHASE 2 - As soon as the listing goes live, we proactively engage the public.

13. Send you the listing to check for accuracy and any additions needed
14. Send you the crafted facebook post announcing your home for sale with photos.
15. We run in depth targetted social adverts including Facebook, Instagram, Youtube and Google
16. Check all major websites for accuracy & ensure your listing is optimised on Zoopla, Rightmove, On The Market & other platforms
17. Contact our network of Agents top agents in your area with your listing for their clients
18. Create a virtual tour
19. Feature your home in our monthly newsletter (over 5000 recipients)
20. Just listed "choose your new neighbour" postcard campaign

PHASE 3 - Reviews, optimisation and offers

21. Streamlined follow up system with potential buyers to nurture them, combined with a dedicated answering service 24/7
22. Data analytics of property performance over time. This allows us to create informed optimisation changes to the adverts to boost performance
23. Weekly marketing review– our team meets weekly to analyse feedback on your homes showings in order to create new and fresh marketing weekly for your property until it's sold
24. Streamlined offer process. If someone makes an offer on the property, you will be informed immediately. We will have collected feedback and a good understanding of the client and we will pass this information to you.
25. Accept, reject, or negotiate the offer with our speedy response time, and great communications on your behalf.

A man with dark hair and a beard, wearing a light green shirt, is looking towards a woman. The woman is partially visible on the left, smiling. They appear to be in a home, with a dark door and a window in the background.

VIEWINGS AND FEEDBACK

ADVICE AND FEEDBACK

Once on the market, we will be in regular contact to keep you updated on activity, interest, and to provide marketing advice. Until an offer is accepted, this part of the process can vary in length depending on the level of interest shown by prospective purchasers and the course of action 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.

VIEWINGS AND OPEN HOUSES

We will endeavour to obtain feedback from all parties who have viewed your property to let you know their reaction; this is useful when discussing our marketing strategy. If required, we will coordinate keys and property access. We have 24/7 phone and online access so that prospective purchasers can get in contact outside office hours and make enquiries.

Open houses are a good way to generate interest in your property, and are typically held on weekends, but these can be tailored to your requirements.

We suggest that, when possible, you are not present during viewings. Potential purchasers generally do not feel comfortable exploring a property with the owners present.

A bright, modern interior space featuring white furniture, including a tall cabinet and a desk. A window with white blinds is visible on the left, looking out onto a green landscape. A small potted plant sits on the cabinet.

Ensure beds are made
vacuum floors
Arrange some freshly cut flowers
Keep the kitchen clean and tidy
Show counter space as much as possible
Eliminate odours. Use neutralisers
Fresh towels in bathroom
Secure valuables before viewings and open houses



OFFERS AND NEGOTIATIONS

TRANSACTION MANAGEMENT

We work with you to achieve the best possible outcome for the sale of your home. We work through any contingencies and terms to help you review offers, so you can make an informed decision. Our hand on approach is there to guide you through the sales process.

KEY ADMINISTRATION

CONVEYANCING

We advise that you instruct a conveyancer immediately. If you need assistance in finding the right person, we would happily recommend one for you.

Ask your conveyancer to request your title deeds as soon as possible. Please be aware that this process can take up to two weeks (your mortgage lender usually keeps your property deeds). If you do not have a mortgage, your deeds may be with yourself or a solicitor.

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

Selling a property is not a straightforward process, but my role is to make it as easy and enjoyable as possible for you.

ANTI MONEY LAUNDERING

It is required by law to verify the identity of my clients, this involves acquiring evidence of identity and address.

We will need to see your Passport, Photocard driving licence with counterpart or Council Tax/Utility Bill (less than 3 months old and not a mobile phone bill).

ENERGY PERFORMANCE CERTIFICATE

Each Energy Performance Certificate (EPC) is valid for 10 years. If you require a new one, we can coordinate this on your behalf.

COMPARING AGENTS



How to choose who should market your property?

This is a really tough decision.

Here is a comparison guide that you are more than welcome to use when you are interviewing other agents.

At the end of the day, you want to go with the person that you trust to sell your home, and someone who is going to be personally motivated to get you the best price. It should be noted that some Agents may suggest high valuations for your property, in order to win the instruction. We typically see these properties sat on the market, with little to no communication from the Agent, and struggling to sell.

It is key that your property is valued and marketed to attract as many buyers as possible, to drive the price up with competition. For that reason, it is not always the best option to simply go for the highest valuation that you get when choosing an agent.

It is much better to choose an Agent that has the full toolkit, network, and marketing skills that position your property correctly in the market. It is also really important that you like and trust your Agent to sell your property for the best price possible, in the shortest timeframe, with plenty of communication and reviews along the way. On the next page, you will see our comparison guide for you to use.



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STRATEGIES FOR CREATING DEMAND

Henry Philips & Partners Other Agencies

- | | |
|---|---|
| • Utilise market knowledge in order to determine potential market value | ✓ |
| • Study comparables in order to forecast price for highest return on investment | ✓ |
| • Staging and decorating consultation available | ✓ |
| • Mortgage services available | ✓ |
| • Implement sales process and procedures to manage incoming leads, conversions, contracts and closing | ✓ |
| • Receive, follow-up with and convert prospective leads | ✓ |
| • Professional photography and editing services | ✓ |
| • Access to all the major portals (Rightmove, On The Market, Zoopla) | ✓ |
| • Additional exposure on social media. | ✓ |
| • Access to global network of Keller Williams customers and Agents | ✓ |
| • Weekly reporting on lead generation. | ✓ |
| • Professionally designed and crafted marketing collateral | ✓ |
| • 24/7 phone UK based answering | ✓ |



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