



Estate Agents | Letting Agents | Property Managers

## **SELLING GUIDE**

[www.naylorpowell.com](http://www.naylorpowell.com)



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EXPERIENCED, PROFESSIONAL  
& MOST IMPORTANTLY  
**TRUSTWORTHY...** ”



NAYLOR POWELL  
HAS PROVIDED  
AN **EXCELLENT**  
**SERVICE** FROM  
 START TO  
FINISH  
Mrs W



## WHY CHOOSE **NAYLOR POWELL** TO SELL YOUR PROPERTY?

Estate Agency is a people business, so we work hard training and developing our team to ensure that they offer experienced, professional and most importantly trustworthy advice. Expert local knowledge of each area we work in is key to providing the best possible service.

Our experienced Sales Managers will advise you how to correctly price your property, giving appropriate comparable evidence of sold prices in your area.

This expert knowledge ensures you will achieve the best price for your home.

Sales advisors in each office are on hand 6 days a week to ensure your sale progresses as quickly and efficiently as possible. We will liaise with all the links in a moving chain including solicitors, surveyors and others estate agents and update you on a regular basis, making your move as easy as possible.





## MARKETING

Our comprehensive marketing campaigns ensure your property is seen by as many potential buyers as possible. This is an all-inclusive service and you will not be charged an additional fee for these marketing activities...no sale no fee!

The first stage of marketing is to target our extensive list of active house hunters. Your property will then be listed on our high profile website as well as the country's leading property portals [rightmove.co.uk](http://rightmove.co.uk), [zoopla.co.uk](http://zoopla.co.uk) and [onthemarket.com](http://onthemarket.com). Together these sites attract millions of house hunters each day.

Our network of branches situated across the county in Cam, Cheltenham, Gloucester, Newent and Stonehouse are in prime, high footfall locations which further increases your properties reach.

Every property listed with Naylor Powell will receive a high quality brochure. This brochure will include a floorplan and professional quality photographs to show your property in its best light to potential purchasers.

## A PROFESSIONAL SERVICE GUARANTEED

As licensed members of NAEA Propertymark we meet higher industry standards than the law demands. Our experts undertake regular training to ensure they are at the forefront of developments in the industry and to provide the very best moving experience to you. Naylor Powell is proud to be members of the following associations:

### The National Association of Estate Agents

[www.naea.co.uk](http://www.naea.co.uk)

### The Association of Residential Letting Agents

[www.arla.co.uk](http://www.arla.co.uk)

### The Property Ombudsman

[www.tpos.co.uk](http://www.tpos.co.uk)

These accreditations ensure we have highly trained members of staff who aspire and continue to work to very high industry standards.



**EVERY YEAR, UNLICENSED AGENTS CAUSE BRITAIN'S HOMEBUYERS AND SELLERS UNNECESSARY STRESS AND HASSLE - AND SOMETIMES LOSS OF MONEY - BY GIVING INCORRECT OR MISLEADING ADVICE OR OFFERING POOR STANDARDS OF CUSTOMER SERVICE. LOOK OUT FOR THE LOGO AND MAKE SURE IT'S NOT YOU LOSING OUT**



The Association of Estate Agents



# THE 10 STEPS TO SELLING

## **STEP 1 - MARKET APPRAISAL**

We endeavour to sell your property at the best price, in the shortest time, whilst offering the best possible service. Our Sales Managers carry out numerous valuations each week, giving us an unparalleled and intimate knowledge of property values in your area. We will not give an inflated value in order to obtain your instruction.

## **STEP 2 - THE ENERGY PERFORMANCE CERTIFICATE**

It is a legal requirement that every property marketed for sale or let must have an Energy Performance Certificate prior to marketing. This certificate details the property's energy use and typical energy costs as well as making recommendations on how to reduce energy and save money. The certificate will last 10 years, however, can be updated if the property has been significantly improved.

## **STEP 3 - PRESENTING YOUR PROPERTY**

First impressions are very important when house hunting, so preparing your property to go on the market is paramount. Now is the time to sort out, de-clutter and finish off any odd jobs you have been putting off. Naylor Powell will then take photographs, write a detailed property description and create floorplans, all in one visit.

## **STEP 4 - MARKETING YOUR PROPERTY**

Buyers use a variety of ways to look for houses, so it is important to maximize exposure across a wide range of media. With Naylor Powell you will benefit from a marketing campaign tailored specifically for your property.

## **STEP 5 - VIEWINGS**

Where possible we encourage accompanied viewings of your home by one of our experienced negotiators. Viewings are a prime time to gauge first reactions to a property and answer any questions. We try our hardest to gain feedback where possible and relay this back to you.

## **STEP 6 - OFFERS**

All offers will be put forward to you, both in writing and verbally within 24 hours. The potential purchaser will be asked to provide a summary of their financial status to include whether they require a mortgage and any chain details prior to us putting forward offers to you.

## **STEP 7 - ACCEPTING AN OFFER**

Once you have accepted an offer on your property, we will need to know which solicitor both yourself and the buyer are using. We will then send out sales memorandums to all parties concerned. Your solicitor will send a draft contract to your buyer's solicitor, who will start raising enquiries. We will check the progression of the sale on a regular basis and keep you updated. There are no legal obligations until contracts are signed.

## **STEP 8 - CONVEYANCE**

Conveyance is the legal name given to the transfer of the property from one person to another. The Solicitor / Conveyancer will act on behalf of the buyer to ensure that he or she obtains a 'good title' to the land i.e. that the person selling the property has the right to sell it and there is nothing that would prevent the buyer from obtaining a mortgage or re-selling the property in the future.

## **STEP 9 - EXCHANGING CONTRACTS**

Exchange of contracts can only occur once the solicitor has answers to enquiries, local search results and a mortgage offer from the buyer. Once the contracts have been signed by both parties, the deposit will need to be transferred to your solicitor from the buyer's solicitor. The completion date will then be set.

## **STEP 10 - COMPLETION**

Completion can only take place when the balance of the sale price has been transferred from the buyer's solicitor to your solicitor. Your solicitor will notify you when this has taken place and we will then be able to release the keys to your buyer.



**EXPERT KNOWLEDGE**  
OF EACH AREA WE  
WORK IN IS KEY TO  
PROVIDING THE  
BEST POSSIBLE  
SERVICE... ”



## FAQ'S

### **HOW SOON CAN I EXPECT VIEWINGS?**

From experience, if the property is priced as advised by our Sales Managers you should expect your first viewing within 2 weeks of the property going on the market. There are of course external factors which may influence this timescale such as the activity in the market and also the time of year has a major impact on the levels of house hunters.

### **HOW LONG IS MY CONTRACT?**

A great benefit of selling your property through Naylor Powell is that we do not believe in long term fixed contracts. We are confident that you will receive the highest levels of customer care throughout your sale and if you are not entirely satisfied with our service you are free to move agents.

### **HOW DO I FIND A SOLICITOR OR SURVEYOR?**

We are happy to provide a list of recommended solicitors and surveyors to you on request. We would also always advise to go on recommendations from us or family and friends.

### **HOW QUICKLY SHOULD I EXPECT THE CONVEYANCE PROCESS TO TAKE?**

There are many factors governing this. In a simple property transaction, i.e. where there is no chain, and where a survey does not reveal anything untoward, the average period of time between an offer being accepted and contracts being exchanged is 8 - 10 weeks, with completion taking place some 1 - 2 weeks thereafter. It can take less, of course, and it can take a lot longer - it all depends on the circumstances, and the level of cooperation between the parties involved.

# TESTIMONIALS



Naylor Powell provided excellent service from start to finish - **MRS W**

A professional and dedicated team delivering excellent advice and attention to detail service. Knowledgeable and enthusiastic staff - **MR M**

A professional service throughout. No sales speech, honest appraisal, kept informed and up-to-date, did exactly what they said they would. Thank you - **MR & MRS H**

I cannot recommend them highly enough. Great friendly and efficient service - **MRS G**

Robert and his team were first class, they made the whole process of selling painless and stress free. The whole package from valuation to completion was excellent. I would not hesitate recommending Naylor Powell. If we were to move back south of the border and looking for a property, Naylor Powell would be our first stop - **MR AND MRS W**



Great staff very professional from start to finish. Did exactly what they said they would. Highly recommended not something I say very often - **MR W**

Naylor Powell were very helpful, they were happy to help anyway they could. The staff are friendly and nothing was too much trouble. I would recommend Naylor Powell - **MR AND MRS H**



## WHAT FIXTURES WILL BE INCLUDED IN THE SALE OF MY PROPERTY?

Once a sale is agreed on your property and the conveyance process has started your solicitor will send you a 'Fixtures and Fittings' list. This form will detail everything you are leaving within the property. Items that have been included in the property sales brochure and agreed during the negotiation process must be included. It is a legal requirement that if light fittings are removed they must be replaced with a bayonet fitting.

## DO I HAVE TO PAY STAMP DUTY?

Stamp Duty Land Tax is charged on land and property transactions in the UK. This tax only applies to the buyer and not the seller. A higher rate of SDLT will apply on purchases of additional residential properties.

There are varying thresholds as follows:

## STAMP DUTY LAND TAX (SDLT)

PURCHASE PRICE	STAMP DUTY RATE (Percentage of portion of purchase price)	ADDITIONAL PROPERTY SDLT RATES
£0 to £125,000	Zero	3%
£125,001 to £250,000	2%	5%
£250,001 to £925,000	5%	8%
£925,001 to £1.5 million	10%	13%
Over £1.5 million	12%	15%

(Figures correct as of January 2020)



WITHOUT DOUBT I  
WOULD RECOMMEND  
NAYLOR POWELL TO  
ANYONE LOOKING  
FOR A PROFESSIONAL  
**QUALITY ESTATE  
AGENT** ”

**CAM**

3 Noel Lee Way  
Cam, GL11 5PS  
01453 706707  
cam@naylorpowell.com

**CHELTENHAM**

99 Salisbury Avenue  
Cheltenham, GL51 3DA  
01242 252699  
cheltenham@naylorpowell.com

**GLOUCESTER DOCKS**

Unit C, Barge Arm East  
Gloucester Docks, GL1 2DQ  
01452 398010  
docks@naylorpowell.com

**NEWENT**

1 High Street  
Newent, GL18 1AN  
01531 828970  
newent@naylorpowell.com

**STONEHOUSE**

Regent House, 1 Bath Road  
Stonehouse, GL10 2JD  
01453 827640  
stonehouse@naylorpowell.com

**PROPERTY MANAGEMENT**

Unit A2, Spinnaker House  
Gloucester, GL2 5FD  
01452 504813  
propertymanagement@naylorpowell.com