

The Essential Seller's Guide



Everything You Need To Know
About Choosing An Estate Agent



The essential guide on everything you need to know about choosing an estate agent





Once you have decided to sell your home, one of the first steps to take is to choose an estate agent that is trustworthy and will look after everything for you while still achieving the best price.

Often it feels like they all claim to be the best, offer the best solutions, achieve the best prices. A good estate agent will take all the stress out of selling or buying a property. So how do you find someone who will actually do that? Here are some tips to help you make that decision!

1

Research

Ask for referrals:

Ask your friends and family if they have any recommendations. They will give you true honest feedback about their experiences. And if they had a good experience and achieved a good price, your search could very well be over before it even started, or you will know exactly which agent to steer clear of.

Does Your House Have A Niche?

Does the agent you might want to work with have experience in selling a property like yours?

Fees

Don't consider fees in isolation, factor in customer service, efficiency and ask whether the marketing of the property is included as well. Always request a full breakdown of costs





Ask About Marketing:

Always find out how your estate agent will market your property. Find out which digital platforms they use, how do they plan on making your property more visible and standout on these platforms, do they also advertise in print media, and do they use social media and social media advertising?

Formalities

Ask them about their qualifications and experience.

It is also important to ask if they are a member of a redress scheme to ensure they provide a fair, impartial and independent service. This means that you could be compensated for financial loss and/or aggravation, distress and inconvenience. They are there for your protection.

2

Over-Valuations

It's best to choose an estate agent who knows your local area and understands the market of that particular area so that they have a clear understanding of how much your property is worth. A sure way to know if your property is over valued is if you are receiving little to no interest or perhaps when you do receive offers, they are significantly less than what you listed for.

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Shortlist Agents

Once you have completed your research, it's a good idea to shortlist around 3 estate agents and invite them individually to offer a valuation on your home.





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What Can They Can Offer?

Each valuation will help you decide which agent you would like to work with, by shortlisting agents you have the opportunity to compare their services in action.

National Exposure

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Finding a buyer isn't just about getting lots of viewings at your home and listing on every portal. Its about finding serious buyers. This takes the work of a local estate agents who knows how to find these serious buyers not only locally but nationally as well since a lot of people who are moving are actually moving to different towns and cities.

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Marketing

Property Magazines

Does your agent have affiliations or relationships with property and lifestyle magazines that could be used to market your property?

Graphic Design

Does your agent have access to a design team or have the necessary skills to create professional promotional materials for your property?

Video

Does your agent have access to someone who can generate high quality video content around your home or perhaps a virtual viewing?





Electronic Magazines

Does your agent have access to electronic magazines that can be sent out in a targeted way to buyers in your area?

Responsive Websites

Does your agent have a responsive website? Meaning it is easily viewed on desktop, tablets and mobile devices?

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Conveyancing, Removals and Mortgage

Choosing a good agent is about taking the stress out of buying and selling but also to help you choose a suitable mortgage and find an expert conveyancer. Your agent should also be able to help you with things like reputable moving companies.



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Sole Agency vs Joint Agency

Sole Agency: A Sole Agent is when one agent has “exclusive marketing rights” of the property in question. This will provide you with a more seamless marketing campaign, and perhaps lower commission fees.

Joint Agency: This is when two agents normally share the commission of the property. The benefits of opting for a Joint Agency sale is that you have two agents with access to a larger field of contacts, and may have larger market reach/coverage. However, the downside to opting for a Joint Agency is that there may be two adverts appearing under two different names and two separate sale signs - meaning that it could look a little desperate on the market.



Contact us

01953 453838 | propertysearch@millbanks.com

www.millbanks.com

