



HELLO

At **Q Estate Agents** we set out to deliver more to our clients than any other agent in Brighton & Hove. From the beginning, Jim and I wanted to build a boutique company that delivered bespoke services designed to help our clients achieve the best price for their home. In short, we wanted to get away from the 'one size fits all' approach that most estate agents take. We realised that every home is different, and every seller has different needs – therefore to deliver client expectations 100% of the time, we needed to tailor our service to suit each individual. This award-winning approach has earned us inclusion in the Best Estate Agents Guide five years running.

Rather than just offering **competitive fees** we wanted to offer a **complete package**. Our research showed that buyers expect good quality photography and floor plans. For this reason we include virtual reality tours, professional photography and floor plans as standard, alongside energy performance certificates and our full range of online marketing. By offering these marketing tools for **FREE**, we are giving each and every one of our clients the **best chance of achieving the best price for their property!**

We also appreciate that sometimes it is necessary to think differently and perhaps a home will throw up development opportunities, and the highest value may lie in this approach. We have an excellent network of architects, planning consultants and builders that we work with to ensure we can best advise on all options.

As a company we have an enviable reputation for the level of service we provide. We have gained this through attention to detail, **always going the extra mile**, and never dealing with more than we can manage. We realise that when a client is moving home it can be stressful and at that time it is the biggest single thing in their life – we want to help guide you through this process making it as smooth as possible.

If you're looking for a different approach from your estate agent, backed up by sound professional advice from a licensed member of the National Association of Estate Agents, then call me at any stage on 01273 622664 or email james@qsalesandlettings.co.uk.

I look forward to working with you to make your move happen.

James Beale MNAEA
Director

The service you get is head and shoulders above other high street estate agents, who treat you like a statistic.
Heather (Seller)



The Smarter Way To Sell

T: 01273 622664 E: sales@qsalesandlettings.co.uk



OUR *award winning* SERVICE

Below are the elements of a typical package we provide. However, our service is bespoke, so we will sit down with you and discuss any other marketing techniques that will help you reach the widest audience and benefit your particular sale. We always welcome feedback and if there is anything you feel we could add to our service we will go away and research that for you. Our success is dependent on working with you to make your sale happen at the best price.



BEAUTIFUL PHOTOS OF *every* HOME

Everyday we're told by buyers that they expect to see floor plans and plenty of photos. And how frustrating it is when these aren't available.

That's why we not only provide these, but we make sure our professional photography will show your property off to its best advantage. We'll also spend time with you giving you advice about how to dress your property prior to the photo shoot.

360° VIRTUAL *reality* TOURS

We provide high definition 360° virtual walkthrough tours that can be viewed by any buyer, anytime, anywhere!

Q are the first estate agent in Brighton to provide this state of the art technology for free, for every home.



WE PROVIDE *detailed* FLOOR PLANS

Our floor plans always include dimensions for each room and every floor. A detail 85% of buyers said they look for.

What's more, we provide floor plans, for free, for every property we market.

WE *really* SELL YOUR PROPERTY

Unlike many agents we don't limit your property to only two portals, and while we have all the usual web presence you'd expect from an estate agent we have more than just the usual content. By providing local news, views and attractions we excite buyers about your home and location.



QUALIFIED *professional* CARE

Our team of experienced negotiators are professionally trained to ensure you have the best people looking after your sale, every step of the way.

SELLING *your* PROPERTY

We want the selling of your property to run as smoothly as possible. So we don't start or stop with finding you a buyer. **We'll be with you every step of the way;** from preparing to sell and presenting your property for photography, to helping you find the right mortgage advisor, solicitor and surveyor and liaising with them all the way to completion.

First things first, here's a brief guide to selling your property. This will get you up to speed with the process and point out things to consider and what to prepare. Take the time to read through it, as it could save you more time further down the line.

1. Consider your target market

Before putting your home on the market consider who the property will most appeal to. If it is most likely to attract a professional couple dress the property to **meet their needs**; if it's a family home do likewise. For example, if you use the second bedroom as an office, decide whether this suits your buyers needs or if it will better appeal as another bedroom

2. Prepare your home

It's easy to ignore those little jobs that need doing when we live somewhere, but it is always best to deal with these before going on the market. A coat of neutral paint, some new tiles, replacement handles on cupboard doors, and new lino, can make the world of difference to kitchens and bathrooms.

- Repaint the front door and smarten the hallway – these are a potential buyer's first impression of your home.
- Take down heavy curtains; lighten up dark paint work in small rooms, and place flowers and plants around the house.
- Most important of all **de-clutter**; a buyer needs to be able to feel it could be their home by picturing their possessions in it.

3. Spring clean

It is essential the house is spotlessly clean. **Hiring in a professional cleaning firm has proved for many to be money well spent – especially before launch days.** If this is a route you'd like to go down, we have firms we can recommend. Gleaming windows, carpets, upholstery, and even the dreaded oven, can all enhance your chance of selling at the best price. Put fresh white towels out in the bathroom and polish the taps, try not to hide everything in wardrobes and cupboards – if they're

built-in, buyers will open them to see how much storage there is. **Finally, tackle the garden, for most buyers this is viewed as another entertaining space,** so at the least they expect it to feel smart, neat and ready to use

4. Instructing an Estate Agent

Don't necessarily go for the agent with the highest valuation, or the one you want to buy through, or the one with the lowest fee – remember, you don't pay an agent anything unless they find you a buyer who offers you a price you're willing to accept. Also consider the length of the contract on offer – if an agent asks you to sign a 16 week contract, what does this say about their confidence to sell your home? **Look at what they can offer in terms of marketing and how they will approach the marketing of your home.** Take time to discuss their strategy to find the best buyer, at the best price.

5. Instructing a Solicitor

Preparation at the beginning can save a lot of time later on, so it can be prudent to choose your solicitor early. **Ask them to prepare a draft contract and apply for the title deeds.** It is also a good time to get together all the paperwork that might be required (see checklist on next page). Having this information to hand will also help your agent answer buyer's questions accurately and quickly, which in turn can speed up how quickly you secure a buyer.

“These guys were great. They made selling our house practically stress free. They were honest, straightforward and kept us in the loop every step of the way. We have already recommended them to friends looking to sell.”

Jeremy (Seller)

6. Prices

Unfortunately it is sometimes necessary to reduce the price on a property. Don't be afraid to do this, and don't be afraid to do it quickly. The first two or three weeks on the market are crucial and this is the time when most homes sell. Don't let yours get stale, it's always tempting to wait 'just one more week', meanwhile your competitors are reducing the price on theirs. If the price is too high for too long, you're more likely to end up selling below market value.



We wanted to say how wonderful we think everyone at Q is. Their knowledge, pragmatism and efficiency were heartily appreciated, but most of all their honesty and availability to talk things through made all the difference when selling our flat. We cannot thank them enough for being so totally different from every other estate agents we have ever come across, and would recommend them unreservedly.

Naomi (seller)



7. Let the world know you're selling

It is always best to put a board up, and don't worry if your neighbours know you're moving – it can only help, as you never know who they may tell about it, they may have some friends or family desperate to move to the area. Word of mouth is sometimes the best marketing tool available.

8. Viewings

As tempting as it is to show the house yourself (and understandably so – after all, who knows it best?) don't do it. It is always recommended to go out for viewings and let the agent manage them. You're paying an agent for their expertise – they know how to best answer buyer's questions and what you are and aren't allowed to say, and most importantly they know how to get constructive feedback. Also, the fewer people in the property, the larger the property feels.

9. First impressions count

Make your home inviting for viewings.

Turn on lights and the heating, leave pets with neighbours or friends (if possible). Don't smoke or cook strong smelling foods before viewings. If you have a driveway, leave it clear. These are all little touches that buyers pick up on.

10. Accepting an offer

When you receive an offer on your property make sure your agent has found out as much as possible about the buyers position. Your agent should do all they can to confirm that they can proceed with the sale, including checking affordability, have they got a mortgage in principle and what the chain details are. **The highest offer is not always the best choice.** Cash buyers are preferable but find out where the cash is coming from, is it dependent on the sale of investments and how long will that take. First time buyers have no chain but are inexperienced. If the buyer needs to sell a property don't remove yours from the market until they are under offer. Also consider what you want to take with you for your next home and what you're prepared to leave behind; curtains, furniture and white goods can all be useful bargaining tools and help secure the price you want.

11. From under offer to moving home

Now you've secured a buyer the hard work really begins. In an ideal world you will want the sale to go through quickly. **Exchanging contracts as soon as possible decreases the chances of the sale falling through.** Make sure that you speak with your solicitor on a weekly basis and work with your agent to try and head off any likely issues with the sale. Try to be as flexible with completion dates as possible – **it is the exchange date that really matters as this ties all the parties in.** Don't book holidays during your sale – the rest of the chain may not think it's reasonable to delay moving for two weeks while you're 'finding yourself' in Ibiza. **Most of all, try to relax and enjoy the experience, within a few weeks of moving into your new home you will have forgotten all the stress of selling.**

SOLICITOR DOCUMENT CHECKLIST

- Energy Performance Certificate (we can provide this)
- Title deeds
- A copy of the lease and maintenance charges (if selling a leasehold)
- Any planning consents and building certificates
- Guarantees and warranties for work carried out
- Plan your fixture and fittings list