



éspc

How to sell a home

Simple, straightforward advice

This simple guide is designed to help you secure your next home.

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Choosing a solicitor

Why using an ESPC agent is best

A solicitor will handle the sale of your home from start to finish - marketing, selling and the legal process (the conveyancing). Most ESPC agents offer free valuations so it may be a good idea to get a few round to find the one which suits your needs best.

They are uniquely placed to help you every step of the way. Not just in marketing your property for sale, but also the complex legal elements that come after.

The real experts

When it comes to the local market and pricing your property for that all important sale, ESPC agents are the experts. Every ESPC agent has access to the ESPC database which allows them to offer you clear guidance on your selling process.

This includes setting the right price based on current market conditions and whether it is best to set the price at Offers Over, Fixed Price or Offers Around.



Marketing your property

Your marketing

Only an ESPC agent can provide access to ESPC's marketing channels, which include:

- espc.com
- The ESPC app
- The ESPC paper – published weekly
- ESPC Property Information Centre

These channels offer great exposure to the widest audience and put you in the best position for selling your home.

Marketing materials

Your agent will prepare all your marketing materials which include the schedules, photos and For Sale Boards. They will also offer advice and carry out the legal side of the sale.

Get a Home Report

Before you can market your home, you need a Home Report. Home reports are created by a surveyor and your agent will help to arrange this for you. The report includes the following:

- Property Questionnaire – this contains general information about the property
- A single survey – this details the condition of the home, a valuation and accessibility audit
- An Energy Report – this assesses the energy efficiency of the home and gives it an energy efficiency rating.

Your current mortgage

Know your financing

Before you do anything else it's best to determine your financial position. This may make a difference when it comes to what offer you accept on your property and what your next steps will be.

Speak to the experts

If you have a mortgage on your property you're best to contact a financial adviser or your mortgage lender to find out the specific details of transferring your mortgage to another property. In addition to this they will also advise on what you can afford when purchasing your next home.

Preparing your home for sale

Presentation is everything

It doesn't mean you have to spend a fortune getting your home ready for the market but it does mean you should take time and care to ensure there are no loose ends around your home. A simple freshen up inside and out may be all that's needed to make sure your property is well-presented and tidy for photographs and for viewings. Kerb appeal is important so don't forget to tidy up the garden too.

Getting your photographs right

One way to ensure your home is looking its best is to think of the photographer as your very first viewer. The photographs are what's going to get viewers through the door so it is vital that you take the time to get this part absolutely right.



How to handle viewings

Make every viewing count

Meeting and greeting complete strangers is not always as simple as it seems but your ESPC property expert will help with useful hints and tips on how to make every viewing count. Some solicitors offer an accompanied viewing service so if you are not comfortable with this part of the process, ask them for details.

Don't forget the presentation

For viewings make sure your home is always tidy, switch on lights to make the space feel brighter and create a welcoming environment by putting out flowers or brewing some nice fresh coffee to make the viewer feel right at home!



Negotiating offers

Your solicitor is here to help

A potential buyer will submit an offer on the property. You can either choose to accept the offer or go back to the buyer and negotiate on the price. Your ESPC agent will negotiate the selling price and other matters, such as date of entry, on your behalf.

The closing date

If there has been a note of interest on the property, a closing date can be set. However there is no legal requirement to fix a closing date. The seller can instruct their solicitor to accept an offer without having a closing date and without giving other people who may have noted interest, the chance to offer.

If a closing date has been set, all offers should be submitted at that date. It's a blind auction: buyers won't know what other people are bidding, or even if they're making an offer at all. It is then up to you if you wish to accept any of the offers.

Concluding the missives

The legal work

Your property has almost sold! Following a successful negotiation your solicitor will work on all the legal aspects of your sale. Rest assured that they are working hard even if you don't hear from them frequently.

Once the missives (the binding contract between the buyer and the seller) have been concluded, there are further checks that your solicitor estate agent must do before drawing up the new title deeds and transferring ownership of the property.

Organising your money

The money from the sale will be collected and arrangements made to discharge and repay your existing mortgage (if you have one) on the agreed date of entry when the property is officially sold.

Contact us

 0131 624 8000

 help@espc.com

 espc.com

 espc