

## STAGE ONE

# *Book the valuation and choosing the right agent*

When it comes to selling your home, choosing the right agent for your property before booking a valuation is crucial. After all, not all agents are the same. A good agent will help you to get the best value for your property, save you time and save you stress, whereas a poor agent could do the exact opposite. So how do you get started to find the perfect agent for you?

### 1. Do a little research

Google the agents in the area of your property and look for a few key things. What are their reviews like? Do they market similar properties to yours and do they advertise them well online? To get the best for you, your agent needs to market your property effectively.

Is the agent local? Buyers overwhelmingly prefer to work with local experts, whom they regard as "in the know".

Once you've done some research, we recommend inviting three agents to your property to give you a valuation.

### 2. What to ask during a valuation appointment?

**What is included in the agent's fee and how have they come to their suggested sale price for your property?**

A good agent will ask you about your requirements and illustrate to you how their marketing proposition will deliver the results you need. They will also use recent comparable properties they've sold to demonstrate how this is the right price.

Beware at this stage! A poor agent may deliberately over-value your property to secure your instruction, so don't fall into the trap of choosing the agent with the highest valuation. An inflated price at this stage could mean the right buyers never see your property, resulting in far less interest. This often also leads to the property falling below its true market value.

### How will the agent market your property?

An agent who works hard for you should have marketing recommendations at every stage, from presenting your property for photographs and viewings, to matching out to their database of prospective buyers. Make sure to ask your agent how many channels your property will be marketed across to get you the best price.

### Does the agent accompany all viewings, including on evenings and weekends?

Few agents provide accompanied viewings and fully qualify buyers before showing them around your property. Apart from potential security issues, only when agents accompany buyers around a property can they listen and understand what the buyer really wants.

An agent who develops a full picture of the buyers' preferences, in addition to those collected when the buyer initially registered, tend to have a much higher viewing to sale ratio, and do not frustrate their clients with unsuitable viewers. According to research, you are more likely to achieve an offer from an accompanied viewing.

### Making your final decision

Choose an agent based on how you feel they'll look after you during the entire process of the sale, not just based on fee. You may also want to consider agents who offer additional services, such as sales progression, doing more to help ensure your sale goes through once an offer is accepted.

An agent who works hard on your behalf to get you the best price, can save you a lot of money in the long run.



**Hunters Top Tip:** Make sure all decision makers are available for the valuation appointment. It can make a difference to the agent in understanding your requirements, and you may even want to sign up there and then.