

STAGE FOUR*Presenting your property for sale and launch marketing*

In order to get the best price, in the quickest time and with the least hassle, your property needs to be marketed across various channels.

Presentation and preparing your details

To get you the right buyer, the marketing naturally begins with presentation of the property itself. You should aim to appeal to the broadest range of prospective buyers, so presenting your property in a good, clean, neutral fashion can really create a space potential viewers can imagine themselves living in.

Once you've instructed your agent, they will then take photos, or arrange a professional photographer, both inside and out and write up your property description.

Legally an Energy Performance Certificate, commonly referred to as an EPC is needed so your agent will talk to you about this and arrange for an EPC assessment if you don't have it. An EPC shows how energy efficient the property is – this can have a decision-making effect on some people – the more efficient, the lower their utility bills might be.

Launch marketing

Once the photographs and description have been agreed, your agent will upload your property onto their website and all the major property sites. A good agent will ensure that you get maximum coverage, advertising your property on Rightmove, Zoopla, OnTheMarket and PrimeLocation, as well as on their own website.

Your agent should also match your property out to their database of prospective buyers – this can be done via phone and email. Many agents will also share your property listing in their branch window and on social media.

Viewings

Your property has now launched and, presented properly, will start to generate interest. At this stage your agent will begin booking viewings, either individually or as an Open House viewing, all dependent on the property and your needs.



Hunters Top Tip: Open House viewings can often be a good way of securing a quick sale and / or highest price.

A good agent will discover prospective buyers' needs and brief their accompanied viewer to highlight all the features of a property that match them. This will build the buyer's desire to make an offer on the property and can lead to a higher price.

Homeowners often feel that they are best placed to conduct viewings on their property, but it's important for an agent to do this so the buyer feels comfortable asking questions they may not otherwise ask. Your agent should also use this time accompanying viewings to gather more information on the buyers' position should they want to move forward with an offer.



Hunters Top Tip: With more than 98% of buyers starting their property search online, the presentation of your property must be right.