

## *A guide to Selling your property*



*Selling your residential property is a significant and potentially stressful process; at W.A.Ellis every property sale is handled specifically by a partner of the firm with at least 20 years' experience. We aim to ensure our clients enjoy a smooth and speedy transaction and a profitable outcome.*

We know the prime residential areas of London inside out and will be able to provide you with the correct comparable evidence, having sold similar properties in your street many times over. As a consequence of this in-depth local knowledge, we will be able to achieve the highest sale price for you.

Don't assume that an agent who initially offers a high guide price will achieve it – this is often a ruse to win business, or indicative of their lack of knowledge. Do not be drawn either by an agent offering a particularly low fee. What matters is that your agent knows what they are doing having sold numerous similar properties across all market conditions.

### **When to sell?**

The traditional times to launch a property for sale are late January, just after Easter, or September after the schools go back. But good property sells throughout the year, and each property is different. If you have a sunny or flower-filled garden, it will surely look at its best in Spring or Summer. If you have a reason for wanting to sell in the winter then do consider speaking to us in the summer before about having photography done in the good weather.

The international market is always busy in central London and not entirely dependent on seasonal variation.



## Guide price?

The asking price of your property is the most important factor in the sale. In every valuation we provide a thorough examination of comparable transactions before suggesting a price. For over 30 years W.A.Ellis has accumulated extensive sales information across its core area and has at its disposal an unrivalled database. We also maintain a link to the Land Registry and LonRes enabling our experienced team to advise you sensibly and accurately to achieve the best price.

## Paperwork in order?

At W.A.Ellis we have excellent links and relationships with many of the top firms of solicitors within central London. We can recommend specific personal contacts who will be able to prepare all the paperwork relevant to the sale, so that when a buyer is found, the contract, together with supporting documentation such as relevant planning permissions, surveyor's certificates and so forth, is ready to go.

Before selling a leasehold property we can advise on the possibility of enfranchisement or lease extension to increase value.

We have a specialist valuation team acting for many of the Landed Estates and have specialised in this complex area since the Leasehold Reform Act 1967.

## Marketing your property

Once you have signed our Term and Conditions of Sale, the marketing process can begin as soon as you're ready. We will go through with you specific marketing plans which will include property particulars, direct approaches and media advertising. W.A.Ellis offers specifically tailored packages and innovative online and offline marketing opportunities.

## Viewings

We suggest you leave the viewings to us if you possibly can – people feel less comfortable viewing properties with the owners in situ.

It is always important to make your property look as attractive as possible and do ask our advice on how far to go to tailor your property to the right buyers.

At a basic level, de-cluttering is essential. Possessions everywhere indicate a lack of storage space and make it harder for viewers to picture themselves living there. Open curtains and windows, as a light, bright and airy home is attractive.

First impressions do count, so ensure your front door and, if possible, the front of the property is newly-painted and looking smart. Having the windows and carpets professionally cleaned makes a difference. If you have a garden or terrace, sweep away leaves, and plant some bright flowers. If there is room, add a small table and chairs to show that outdoor dining is a possibility.

If your property is unfurnished, we can advise on the provision of rental furniture as, in our experience, this adds value and more than pays for itself.

## Don't rule out refurbishment

If your property needs more than a lick of paint, we can offer expert advice from our in-house building surveying and refurbishment team. From a kitchen upgrade to a new basement, the W.A.Ellis experts can advise you on a wide range of ways to add value to your property.

## Let your agent take the strain

Your relationship with us is vital, and it is our job to ensure that it is a successful one. We will keep you updated with feedback on viewings and any fluctuation in market conditions. All offers will be conveyed to you by telephone in the first instance and followed up in writing.

When the offers do start to come in, listen to your agent's advice on who might make the better buyer – it isn't necessarily always the one who makes the highest offer. It is our aim to give rational advice at this crucial stage in negotiations and we pride ourselves on our objectivity and impartiality.

For more information or to arrange a guide price valuation for the potential sale of your property, please contact one of our sales partners on **020 7306 1610** or email us on [sales@waellis.co.uk](mailto:sales@waellis.co.uk)