



# **THE SELLING PROCESS**

*A clear, step-by-step guide for vendors*

Version 2026.1

*Effective from 1 May 2026*





## Welcome

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Selling a home is one of the most significant transactions you will ever make. At **Element Properties & Co.** our role is to make the process as clear, professional and stress-free as possible — from the first valuation to the moment we hand over the keys.

This guide takes you through every stage of the journey, explains what we do at each step, and sets out what you can expect from us. If anything is unclear at any point, please ask — we would much rather answer a question now than leave you wondering.

### Our promise to you

Transparency at every stage. Honest, market-led advice. Proactive communication. No tie-in contracts.

## The Five Steps at a Glance

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The sale of a residential property in England follows a well-established sequence. We have grouped the journey into five steps so you always know where you are.

Step	What happens	Typical timing
<b>1. Preparation</b>	Valuation, instruction, marketing setup	Week 0–2
<b>2. Marketing &amp; viewings</b>	Listings go live; we manage enquiries and viewings	Weeks 1–8
<b>3. Offer &amp; sale agreed</b>	We negotiate, qualify the buyer, issue the memorandum of sale	Week 4–10 (varies)
<b>4. Conveyancing &amp; exchange</b>	Solicitors carry out searches, enquiries and contract drafting	8–12 weeks from sale agreed
<b>5. Completion</b>	Funds transfer; keys are released to the buyer	1–28 days after exchange

*These timings are typical for the current North and East London market. Your transaction may move faster or slower depending on the chain, the buyer's funding, and the complexity of the title.*





## Step 1 — Preparation

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### Valuation

Our valuation is the foundation of a successful sale. We base ours on three things: recent comparable sales agreed and completed in your immediate area, current buyer demand on our register and the major portals, and our own day-to-day experience of what is selling and at what price.

We will give you an honest, market-led figure, even where that is not the highest figure you have been quoted. Inflated valuations are the single biggest cause of properties sticking on the market — and a stale listing almost always sells for less than a correctly priced one.

We will also offer practical advice on presenting your home: simple, low-cost adjustments often add far more value than expensive ones.

### Instruction and the legal basics

Once you have decided to instruct us, we will issue our Sales Vendor Terms of Business. We strongly encourage you to read these before signing — your specific attention is drawn to the clauses on agency type, fees, and the right to cancel.

Before we can begin marketing we are required by law to:

- Verify your identity under The Money Laundering, Terrorist Financing and Transfer of Funds (Information on the Payer) Regulations 2017 (as amended). We will explain what we need and arrange this through our identity-check partner.
- Confirm you are the legal owner of the property, or are otherwise authorised to sell it.
- Obtain or commission a valid Energy Performance Certificate (EPC). Marketing can begin once the EPC has been ordered.
- Comply with The Consumer Protection from Unfair Trading Regulations 2008 and the Trading Standards / National Trading Standards Estate and Letting Agency Team (NTSELAT) guidance on Material Information. This means disclosing certain facts about the property up-front, including tenure, council tax band, service charges and ground rent (where applicable).

### Photography, floorplans and brochure

We arrange professional photography and a measured floorplan as standard. Where the layout supports it, we photograph every room, not just the headline ones — buyers researching online want to imagine themselves living there, and the more accurate detail we give them, the more qualified the viewings.





Each property is given a digital A4 and A5 brochure containing the description, photographs, floorplan and tenure information. These are distributed electronically to our buyer database and made available on request.

### Tenure information

We will need confirmation of the tenure and the relevant figures before we go live:

Freehold	Share of Freehold	Leasehold
Council Tax band	Length of underlying lease	Length of underlying lease
—	Annual service charge	Annual service charge / ground rent
—	Council Tax band	Council Tax band





## Step 2 — Marketing and Viewings

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### Where your property will appear

Modern property marketing is dominated by a small number of high-traffic platforms. We use them all, alongside our direct buyer register, which is often the source of our quickest sales:

- The major portals — **Rightmove, Zoopla and OnTheMarket**. Listings refresh from our system overnight, with viewing requests routed straight to your dedicated agent.
- Our website — including premium placement for new instructions.
- Our applicant database — the active buyers we have qualified and are matching daily.
- Targeted social and email marketing — visual-first content for the right audiences.
- 'For Sale' boards — where appropriate and permitted.

### Viewings

Viewings are arranged at times that suit you. We never enter the property without your prior agreement, and where the property is tenanted we give at least 24 hours' notice and remain mindful of the occupants' privacy.

After every viewing we collect feedback and pass it on, usually within 24 hours. If a pattern emerges — for example, repeated comments about a particular feature or the asking price — we will share that with you and discuss whether any adjustment to the strategy is sensible.

#### Accompanied viewings

Wherever possible, we conduct viewings ourselves rather than asking you to. We are trained to read buyer cues, answer technical questions confidently, and handle objections — all of which materially affects the chances of an offer.





## Step 3 — Offers and Sale Agreed

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### Receiving and presenting offers

Every offer we receive will be presented to you in writing, together with the buyer's position — whether they are a cash buyer, mortgage-backed, in a chain, and what their timescales are. A strong offer is not just a price; it is a price plus a credible ability to complete.

We will negotiate on your behalf and give you our honest view on whether to accept, counter or hold firm. The decision is always yours.

### Qualifying the buyer

Before we mark the property as Sale Agreed, we verify the buyer's funding position. Where a mortgage is involved we ask to see an Agreement in Principle from a mainstream lender. For cash purchases we ask for evidence of funds. We are also required to carry out anti-money-laundering checks on every buyer under the 2017 Regulations.

### Memorandum of Sale

Once you accept an offer, we issue a Memorandum of Sale to both sides and to both parties' solicitors. This formally starts the conveyancing process. From this point the sale is agreed in principle but not legally binding — either party can still withdraw until exchange of contracts.

### Choosing a solicitor

Conveyancing is the single biggest variable in how long a transaction takes. A responsive, experienced conveyancer can save you weeks; a slow one can lose you the buyer.

We strongly recommend you instruct a solicitor or licensed conveyancer at the point of going to market, not after a sale is agreed — title information and management-pack requests can take weeks to come back. If you do not have a preferred solicitor we are happy to recommend firms we have worked with and trust to be responsive. We do not receive any referral fee for these introductions.





## Step 4 — Conveyancing and Exchange

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### What the solicitors are doing

Behind the scenes, your solicitor and the buyer's solicitor are working through:

- Drafting and reviewing the contract pack, including title deeds, the Property Information Form (TA6), Fittings and Contents Form (TA10), and — for leasehold — the Leasehold Information Form (TA7) and management pack.
- Local authority, water and drainage, and environmental searches.
- Pre-contract enquiries raised by the buyer's solicitor.
- Mortgage offer (where applicable) and surveyor's report.
- Final agreed completion date.

### Our role during conveyancing

Our involvement does not end at sale agreed. We chase both solicitors weekly, escalate where things stall, and keep you and the buyer informed. Most fall-throughs are caused by silence and frustration on one side or the other; our job is to keep information moving.

### Exchange of contracts

At exchange, both parties sign and the contracts are formally exchanged between solicitors. The buyer pays a deposit (usually 10% of the purchase price) by bank transfer. The completion date is fixed. From this moment the transaction becomes legally binding — neither side can withdraw without significant financial penalty. In practice, sales falling apart after exchange is extremely rare.

#### **Between exchange and completion**

Use this window to arrange your move: book removals, give notice on utilities, and arrange final meter readings on the day of completion. We will send you a checklist.





## Step 5 — Completion

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On the day of completion the buyer's solicitor transfers the balance of the purchase price to your solicitor. Once your solicitor confirms the funds have cleared, they call us and we release the keys to the buyer.

Completion usually happens by lunchtime, but the timing is determined by when funds arrive — which in turn depends on the buyer's lender. We will keep you updated through the morning.

Your solicitor will then settle outstanding balances on your behalf, including any redemption of your existing mortgage, our agency fee, and their own costs. The net proceeds are transferred to you.

### After completion

We continue to be on hand if you need us — for example, to forward post on, recommend tradespeople, or help with any onward purchase. We never lose interest once the keys have been handed over.

## Useful Information

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### Our offices

**Alexandra Park Office:** 26 Palace Gates Road, London N22 7BN — 020 8057 0777

**Hackney Office:** 147 Church Walk, London N16 8QW — 020 7167 6878

**Email:** [info@elementproperties.co.uk](mailto:info@elementproperties.co.uk)

### Our regulatory memberships

- The Property Redress Scheme — government-approved redress scheme
- Client Money Protect — client money protection scheme
- Information Commissioner's Office — registered data controller (ZA242204)
- Appointed representative of Danire Services Limited, authorised and regulated by the Financial Conduct Authority

### If something goes wrong

If you are unhappy with any aspect of our service, please tell us. Our Complaints Handling Procedure (Version 2026.1, effective 1 May 2026) sets out how we will acknowledge, investigate and respond to your complaint, and your right to refer the matter to The Property Redress Scheme if you remain dissatisfied.





## Important notices

**Consumer Protection from Unfair Trading Regulations 2008 and the Digital Markets, Competition and Consumers Act 2024.** We are required by law to ensure that information about your property is accurate and not misleading. Please review the sales particulars carefully and tell us promptly of any errors, omissions, or material changes.

*These guidance notes are for information only and do not form part of any contract between us. The terms of our engagement are set out in our Sales Vendor Terms of Business.*

