



THE SELLING PROCESS





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Valuation

We aim to provide you with an accurate valuation of your home, drawing on our local experience and reflecting the current state of the housing market.

We will also be happy to offer practical advice on the best way to present your home to achieve the best price possible.

Instruction

On instructing us to market your home we would begin the process by arranging for photographs to be taken and floorplans to be drawn up as well as compiling the necessary information relating to the property.

Photographs

We arrange for professional photographs to be taken at the same time as the floorplan is drawn up. Whilst most agents only photograph the best/most presentable rooms, where possible we aim to photograph every room in every property that we market, so that when viewed online and used in conjunction with the floorplan, potential buyers will be able to conduct a self-guided tour.

Floorplan

We arrange for a floorplan to be drawn up of every property we market, providing potential buyers with an accurate representation of the layout of each property and the size and shape of the rooms.





Tenure details

We also require the tenure details before we begin marketing the property. These will all be added to the brochure and website.

FREEHOLD	SHARE OF FREEHOLD	LEASEHOLD
Council Tax band	1. Length of Underlying Lease	1. Length of Underlying Lease
	2. Annual Service Charge	2. Annual Service Charge / Ground Rent
	3. Council Tax band	3. Council Tax band

Our Lettings department will provide an approximate monthly rental estimate for each property, for the benefit of potential investors.

Marketing

We market properties through a range of media, from individual property brochures and the internet to magazine features and 'For Sale' boards. However, the most effective tool by far is through direct contact with our large database of potential buyers.

Property Brochure

Stylish A4 and A5 electronic booklets will be produced displaying the property description, floorplan, photographs and the relevant tenure details. These will be distributed to potential buyers. Given the ever-changing nature of the property market and our desire to monitor and limit the amount of paper we use, we feel this is the best solution for all concerned.





Property Portals

All available properties will be displayed on three major property search engines being Rightmove, Zoopla and Primelocation. These are updated every evening and feed straight from our website with any viewing requests directed straight to the relevant department.

Legal

You will require the services of a solicitor or licensed conveyancing firm to carry out the legal aspects of the transaction. We recommend you instruct someone when your property is brought to the market as they will need to collect the necessary documentation in preparation for the transaction and this can take some time.

We would also strongly advise you to choose a solicitor that has been recommended by friends or family and who you feel comfortable with when you speak to them.

If you prefer, we will happily recommend a local solicitor to you. This is likely to be someone we have dealt with on several occasions and who we feel is approachable, responsive and competent.

Energy Performance Certificates

If you are selling your home, you now need a certificate by law. It is possible to market your home as soon as The Energy Performance Certificate (EPC) has been ordered. You may instruct an Energy Assessor yourself or we can arrange this for you.

The EPC is a certificate that provides a measure of the property's energy efficiency and its impact on the environment. It includes suggestions of ways this impact can be reduced. It gives the building a standard energy and carbon emission efficiency grade from 'A' to 'G', where 'A' is the most efficient and with the average to date being D.





EPCs are measured using the same calculations for all homes, so you can compare the energy efficiency of different properties.

Part of the EPC is a report which will list the potential rating that your home could achieve, if you made the recommended changes.

The report lists:

- suggested improvements (such as fitting loft insulation)
- the approximate cost
- possible cost savings per year if the improvements are made
- how this would change the rating of the property

You can use this information to:

- cut your fuel bills
- improve energy performance in your home
- help cut carbon emissions
- help you choose a more energy efficient home to rent or buy

You do not have to act on the recommendations contained in the report. However, if you decide to do so, then it could make your property more attractive for sale or rent by making it more energy efficient.





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Viewings

We always do our best to arrange viewings at times that are convenient for you. You can be assured that when a property is occupied no viewings are carried out without arranging it with you first. In the case of a property being tenanted, we always try to give 24 hours notice and are sympathetic to their privacy.

Feedback following viewings is an important part of the process and we will endeavour to keep in close contact throughout.





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Offers

As soon as we receive an offer for your property, we will present it to you along with any other relevant information that may help you to make an informed decision. We will negotiate on your behalf and will happily offer you advice, should you require it.

Sale Agreed

Once a price has been agreed we confirm this in writing to both you and the buyer. We then write to both parties' solicitors so they can begin the conveyancing process.

We understand that buying and selling a property can be stressful and will do our best to guide both you and the buyer through the entire process so as to avoid any unnecessary delays to the transaction and to make things run as smoothly as possible.

Draft Contract

Your solicitor will send a Draft Contract and a copy of the Title Deeds to the buyer's solicitor and organise all the supporting paperwork (where applicable) such as original title deeds, fixtures and fittings list, seller's questionnaire, planning consents, building regulation approvals, any guarantees and, if selling a flat, management information.





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Exchange

The contract is signed by both buyer and seller and the deposit, (usually 10% of the purchase price), is either telegraphically transferred or paid in the form of a bankers draft by the buyer's solicitor.

The completion date is usually set at this point. At exchange of contracts the transaction becomes legally binding. If either party were to pull out of the transaction at this time, there are likely to be heavy financial implications for the person that withdraws from the sale. However, we must point out that it is extremely rare for a sale to go awry following exchange of contracts.

After exchange of contracts, the mortgage funds will be made available for completion. It is also important to make the necessary arrangements to have all meters read and final bills paid for all the necessary services (electricity, gas, telephone, broadband, television, water and council tax), up to the date of completion.





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Completion

On the day of completion, the remaining funds will be transferred via a telegraphic transfer to your solicitor. Once your solicitor has received confirmation that the money has cleared, they will call us to confirm that keys can be released.

Property Misdescriptions Act 1991

Element Properties Alexandra Park Ltd wish to emphasize that:

- 1) these sales particulars do not constitute any part of an offer of contract, and are for the guidance of prospective purchasers only and should not be relied on as statements of fact, and;*
- 2) no representations are made in these as to the property or as to whether any service or facilities are in good working order, and 3) all measurements are approximate.*

