

# A guide to selling your property



LINLEY &  
SIMPSON

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# Why should you choose Linley & Simpson to sell your property?

Through our extensive industry expertise we understand that as a potential seller your key aims are to achieve a sale, within a timescale to suit your individual circumstances, and at a price you are happy to accept. We also know that you are looking for an agent who will undertake a professional service, with effective communication at each step of the process to guide you through the property transaction.

Not all agents are the same, and here are just a few reasons why you should choose us...

1. A regional network of 11 high profile, interlinked branches covering North and West Yorkshire.
2. A fresh and dynamic responsive website with easy to use search facilities, [www.linleyandsimpson.co.uk](http://www.linleyandsimpson.co.uk)
3. Dedicated Move Managers who will keep you fully informed from agreeing the sale to completion
4. Highly trained and industry experienced staff all of whom have achieved or are working to professional accreditation through the National Association of Estate Agents (NAEA).
5. An award winning brand with a trusted reputation in the property market.
6. 1000s of current clients on our database.
7. A unique sales marketing cycle with specific focus on identification of key buyers for your home.  
(See, How will we sell your home, page 4)
8. Intuitive use of technology which allows us to communicate with you more effectively at key points of the sales process, including Live Chat.
9. Promotion via multiple websites including, [linleyandsimpson.co.uk](http://linleyandsimpson.co.uk), [Rightmove](http://Rightmove) and [OnTheMarket.com](http://OnTheMarket.com).
10. Most importantly of all, an individual service that is tailored to you.

# The Linley & Simpson Guide to Selling your Property

We are proud to provide excellent customer service and are passionate in communicating with customers to exceed expectations. Linley & Simpson are undoubtedly the 'Right Choice' for motivated sellers.

Our commitment is to achieve a sale for you at the best price to suit your individual circumstances and to keep you fully advised at each stage of the process.

**We do this by attracting maximum buyer enquiries and then by thoroughly and aggressively testing the market for your property.**

So, if you are thinking about selling your property the first thing to do is book your FREE valuation through Linley & Simpson. We will visit your property, carry out a detailed inspection and provide clear advice on marketing options tailored to your individual circumstances and in line with current market conditions.

We will arrange an Energy Performance Certificate (see back page for information on EPC's).



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# What makes us different!



# How will we sell your home?

## 1. Daily staff briefing

Each day our staff are advised of your valuation and the main selling features of your property so they can identify suitable buyers who are actively looking for a property of your style.

## 2. Phone out to qualified buyers

Our expert sales negotiators are fully trained to establish, in detail, the needs and requirements of new buyers. These buyers are spoken to regularly to update their position, and are proactively contacted before your valuation takes place to identify if they would be interested in viewing your home. As soon as we are instructed these qualified buyers are telephoned to arrange viewings to maximise the launch of your property to the market. As part of our bespoke and tailored service, for a 'hot', qualified buyer we will ask them to identify specific areas, roads, streets or cul-de-sacs where they would have a preference to live. To assist these 'hot' buyers in their search we co-ordinate the distribution of specific marketing material, and if you have received examples of this you can rest assured this is part of the unique service which you will receive from Linley & Simpson.

## 3. Internet Marketing

Research confirms that more buyers now commence their search via the internet. Our recently upgraded



website, with simplified search criteria, attracts over 8000 unique visitors a week, resulting in maximum enquiries from national, regional and local buyers. With our continued investment in to our on-line presence we have launched a new responsive website which significantly enhances the user experience. We also display properties on major national property portals such as Rightmove and the newest place to search for properties, OnTheMarket.com.

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#### **4. For Sale Board and Sales Particulars**

Standing out from the crowd is easy with a distinctive 'For Sale' board. The unique Linley & Simpson branding certainly catches the eye of passing buyers and helps generate more interest.

Promoting your property professionally and with attention to detail provides a real marketing edge. High quality, multiple photographs (including multiple images on the internet) and informative floor plans are included to attract maximum attention. If you have a premium property you can also take advantage of our bespoke Select Marketing package.

#### **5. Local Branch Presence and Window Display**

All of our branches are prominently situated and of contemporary design with crisp, clear window displays designed to catch the eye of local buyers. Our windows are designed to generate initial interest, with the buyer then visiting the branch to discuss individual requirements in detail with one of our highly trained negotiators.

#### **6. E-Marketing to Buyers**

In addition to phoning qualified buyers we immediately match your property to all appropriate buyers from our 11 interlinked branches,

sending emails with either a short description or full details, enabling customers to view at their leisure and encouraging viewings in the first weeks of marketing.

Emails also include properties recently reduced in price to attract more interest.

#### **7. Viewing and Feedback**

Communication of viewings and feedback is a core aspect of our service delivery whether by email or phone. We aim to provide constructive feedback within 24 hours of the viewing or advise that we will continue to make every effort to contact the viewer within a maximum of 48 hours.

#### **8. Marketing Review**

Recent research from Rightmove shows the first 2 to 3 weeks of marketing is when the highest volume of enquiries is received. If after 4 weeks we have not received an offer we will carry out a full review of marketing techniques. This includes pricing policy in relation to other properties available, reduced and recently sold. For those customers where there is an urgent reason to achieve a sale we will of course agree a more frequent review period, tailored to your individual needs and circumstances.

Our unique marketing cycle is developed to involve you at all stages of the process and to achieve the common goal – the sale of your property.

### **9. Agreed Sale and Move Managers**

When an offer has been successfully negotiated our commitment to delivering a high quality service continues and we will update you on progress weekly through a dedicated Move Manager who will be your single point of contact from sale agreed to completion. You will need to routinely contact your conveyancer to prompt them to achieve your move as quickly as possible.

### **10. Onward Purchase**

As well as marketing your home, where you are looking to purchase another property we will forward details of suitable properties. This will keep you in touch with what is available in the market, together with trends and any pricing alterations. You will then be fully informed to make decisions to view or perhaps re-evaluate the marketing strategy for your own home. Additionally, if you are unable to locate a suitable property we can offer our specific target marketing approach to prompt sellers to the market.



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## ENERGY PERFORMANCE CERTIFICATES (EPC)

Any residential property offered for sale must have an EPC. This is prepared by a qualified Domestic Energy Assessor who visits the property and prepares a detailed report which covers such elements as glazing, insulation and heating.

The property is then given a rating similar in format to those seen on refrigerators and washing machines. The certificate is designed to give prospective buyers information on the energy efficiency and carbon emissions of the building so that they may compare it to others on the market. We can arrange the EPC and ensure your compliance with the new regulations using a reputable organisation.



For more information on any part of this guide visit  
our website at: [www.linleyandsimpson.co.uk](http://www.linleyandsimpson.co.uk)

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Branches across North & West Yorkshire