

# Seller's Guide

KW Market Navigator - we'll show you how!





Keller Williams  
Worldwide... a  
network of 112,000  
Independent Estate  
Agents committed  
to customer service  
and the property  
industry.



# Get going

Thank you for giving Keller Williams the opportunity to earn your trust and list your property. We are looking forward to working with you to achieve the best possible price, in the shortest time, with the least amount of inconvenience to you.

The reason we will succeed in this partnership is that while most agents simply list homes, we market them.

First, we will take the time to understand the unique selling points of your property and area. Then we'll conduct a full market analysis to ensure that we create the most effective marketing program and pricing strategy.

Next, we'll leverage our network, technology and marketing platform to actively target the types of buyers most likely to want to purchase your property.

This includes a variety of both online and offline marketing - working for you - 24 hours a day, seven days a week.

From instruction to completion, we are committed to working closely with you to navigate the entire process.



# The Selling Process

We understand that it can be difficult selecting an estate agent to sell your property. Your property is likely to be your biggest asset, and selling it is a big financial and emotional decision. We'll help guide you through the process.





# Key Administration

Selling a property is not an easy process. There are considerable legal and regulatory requirements that need to be addressed.

## Conveyancing

Please instruct a **solicitor** immediately and advise us of their contact details as soon as possible. If you need help finding a solicitor, let us know and we'll be happy to recommend one for you.

Ask your solicitor to request your **title deeds** as soon as possible and be aware that this can take up to two weeks (the deeds to your property are usually kept by your mortgage lender).

If you do not have a mortgage, it may be with a solicitor or perhaps held by yourself.

## Anti-Money Laundering

Property Advisors are required by law to verify the identity of their clients.

For **Private Individuals** this involves acquiring evidence of identity and address.

For **Companies, Partnerships and Trusts** we need to understand the structure of the entity and then establish and verify the beneficial owners.

Please have the documents listed below ready for us. If you do not have these documents please let us know so we can discuss other acceptable alternatives.

## Terms of Business

Keller Williams offers three options to choose from.

**Sole Agency** gives the agent the exclusive right to sell your property for a designated period of time.

**Multiple Agency** means you retain the right to retain multiple agents to sell your property.

**Shared Agency** gives one agent the exclusive right to market and sell your property. The agent also agrees to offer a percent of their fee to any agent (often called sub-agency), from any company, that brings a qualified buyer to complete the sale.

## Paperwork to Gather

### Anti-Money Laundering

- ⊗ Passport.
- ⊗ Photocard driving licence with counterpart OR Council Tax / Utility Bill (less than 3 months old, not mobile phone bill).

**NOTE:** These must be original documents. Photocopies will not be accepted.

### EPC

- ⊗ Energy Performance Certificate (EPC). They are valid for 10 years. If you require a current one, your property advisor can coordinate this inspection.

### Solicitor's Package

- ⊗ Title Deeds.
- ⊗ Completed standard preliminary enquiries.
- ⊗ Fixtures and Fittings Forms.
- ⊗ Planning Consent & Building Regulation (where applicable).
- ⊗ Long-term warranties covering timber, damp-proofing & roof.
- ⊗ Ongoing service agreements for boiler repairs, central heating etc.

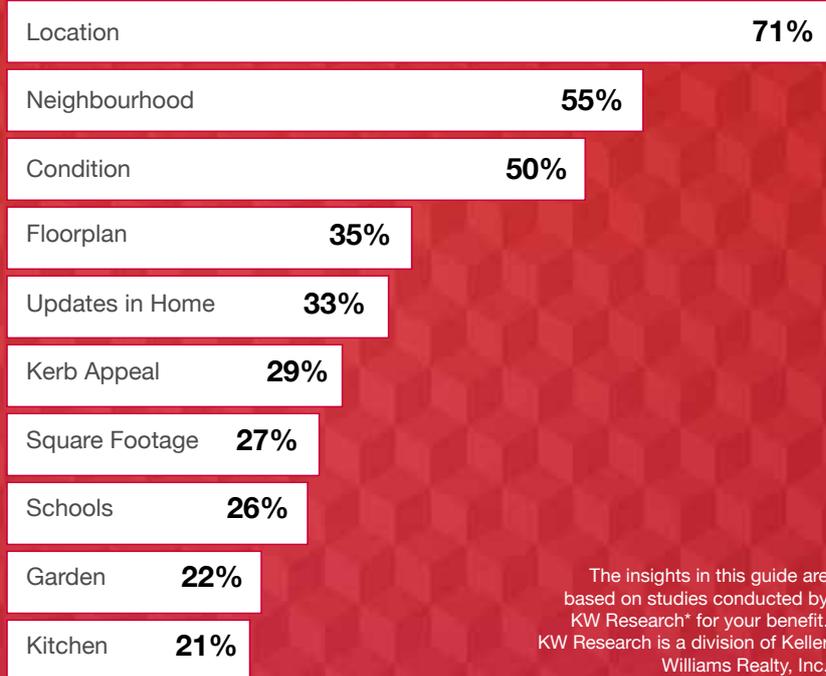
### Leasehold / Share of Freehold

- ⊗ The last three years service charge accounts.
- ⊗ A copy of the current buildings insurance certificate & schedule of policy.
- ⊗ Landlord consent for any alternations to the property.
- ⊗ Details of your most recent service charge demand.
- ⊗ A copy of your lease to confirm lease term, ground rent & other relevant information.
- ⊗ A copy of the freehold certificate.

When you decide to sell your property, it is critical to understand what buyers are looking for.

Keller Williams research shows that 71% of buyers consider location important. Unfortunately this is something you can't change.

However, 50% of buyers consider the condition of your property to be important and this is one area where you do have control.



The insights in this guide are based on studies conducted by KW Research\* for your benefit. KW Research is a division of Keller Williams Realty, Inc.

# Preparing to Market

We advise on how best to present your property to the market.

## Preparation & Staging

We will do a careful evaluation of the state of your property and help you plan for presenting the property in the most appealing manner in order to maximise its value. Our job is to ensure we don't miss anything that could cost you money.

We have a network of suppliers including cleaners, stagers, builders, decorators, architects, designers, furniture rental, plumbers and electricians. This enables us to provide assistance

with projects of any size from minor decorating and repair to complete refurbishment.

Whilst we are happy to manage the professionals involved in preparing and staging your home, their fees will be charged to you.

## Fixtures & Fittings

Which fixtures and fittings will you be taking with you? It's preferable that you remove any items you wish to keep prior to the photography being produced. This also helps us highlight which

significant items will remain with the property in our marketing materials. Please have a think about items such as carpets, curtains, blinds, light fittings and kitchen appliances.

## Photography & Floorplans

Our professional photographers will contact you to arrange access to your property to take photographs and prepare a floorplan. An EPC can also be completed at this time if you do not already have a current one.



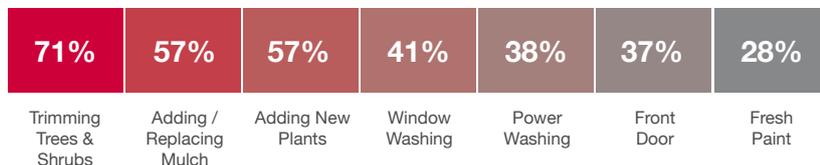
# Staging by Numbers

Preparing a property for sale requires seeing it from a buyer’s perspective. Although buyers know your home isn’t brand-new, they’re looking for a “like-new” space that shows care, quality, cleanliness and is devoid of clutter. At Keller Williams, we recommend some degree of staging to all our sellers. At sale time the difference is in the details and some of the smallest investments can yield the biggest results.

## Exterior Appeal

Make a great first impression! You don’t have to spend a lot of money to give your property kerb appeal. Cleaning up the front garden, keeping the grass and hedges trimmed and simply painting the front door can make the difference between a potential purchaser stopping and looking further or just walking away.

### Most common exterior improvements




**Our job is to Market to Buyers**

When you want to sell your property quickly for the greatest return, it doesn’t matter whether the market favours sellers or buyers. To make the most impact and have an edge over the competition the condition of the property can make all the difference.

## Interior Appeal

When your house is decluttered and depersonalised, a purchaser can imagine themselves there. Put yourself in their shoes. The answer is staging, cleaning up and presenting the property at its best. Nearly one-third of all sellers stage their property. Another benefit of staging is how much better your marketing photographs look. 9 out of 10 buyers look for homes online and photos that showcase your property in the best possible way keep buyers coming through your door.

Staging doesn’t need to be hard, time consuming, or costly. 50% of people who staged spent £200 or less with the average cost of all who staged just £420. As a minimum, staging may consist of boxes for all the extra “stuff ” and re-arranging what you already own.

- ⊗ Clean everything until it sparkles.
- ⊗ Have windows cleaned thoroughly inside and out. Clean and re-grout showers and bathroom floor / wall tiles.
- ⊗ Clean / dust light fixtures.
- ⊗ Install a new shower curtain, rod and hooks.
- ⊗ **Declutter.** Less is more. Remove enough so that there is some empty space on shelves, in cupboards, and in closets. Remove excessive wall hangings, furniture and knickknacks.
- ⊗ **Depersonalise.** Remove personal effects such as photos and fridge art (eg magnets, post-it notes) to make it easier for potential buyers to visualise themselves in your space.

## Updates

A fresh coat of paint can completely change the feel of any space from “yuk” to “wow.” There are a few high-impact updates that might be worth considering for your home depending on its condition, price point, and competition. We can help determine if any of these popular updates are right for your property.

### Most common updates

Painting	43%
Flooring	27%
Lighting	21%



**3 out of 4 spent £2,300 or less on repairs**



Electrical  
26%



Plumbing  
34%



Roofing  
26%

### Top 3 Repairs

## Repairs

One in three sellers know there's bound to be a problem that comes up under the inspection, such as a leaky tap or a stuck window. It can be a good idea to make these kinds of repairs before putting the house on the market.

- ⊕ Replace broken window panes and mirrors.
- ⊕ Remove and repair all signs of water damage, mildew and other deterioration.
- ⊕ Repaint walls in neutral colours.
- ⊕ Repair or completely remove any existing wallpaper where appropriate.
- ⊕ Make any minor repairs to doors, drawers, squeaky floorboards.
- ⊕ Paint and repair cracks in walls and ceilings.

## Rooms to Stage

Use staging to highlight the most lived-in rooms of the house. The living room, kitchen, and master bedroom are where buyers will spend most of their time, so make those impressions count.

kw

32% of sellers made repairs to prepare the property for sale.

### Most commonly staged areas

Whole house	70%
Reception room	30%
Kitchen	26%
Master bedroom	18%

The insights in this guide are based on studies conducted by KW Research\* for your benefit. KW Research is a division of Keller Williams Realty, Inc.



Listing on our website and the the portals is just the beginning. We host and attend all private showings of your property as well as arrange, advertise, and host regular open houses. Your property will have scheduled ongoing email and phone marketing campaigns to the agent and direct buyer communities.

# Marketing Plan

A bespoke marketing plan will be created, implemented and tailored to your property and its potential buyers

Your agent will discuss your marketing plan in more detail as the launch date for your property marketing approaches.

## Brochures

We offer a number of brochure designs to suit varying property types and sizes. All of our brochures have space for a good selection of photographs and a detailed floorplan. These will also be available on the web, as well as at open houses. Once you have approved the content, we

will create a draft of your brochure which will be emailed to you for approval / revision. Once we have your final approval, the brochure and photographs will be uploaded to our website and web portals and leveraged in online and print campaigns.

## For Sale Boards

Our eye-catching For Sale Boards are distinctive and very recognisable in the local market. They have proven to be an extremely successful

way for catching the attention of passers-by and we therefore regularly receive phone calls from prospective purchasers who have seen our boards. We typically arrange for boards to be installed on "Launch Day" where applicable. However, in some cases it may be the following day, particularly if access is required. From time to time boards are removed by others. If that occurs, please contact your property advisor immediately.



Marketing is more than placing a listing on the portals. It requires a multifaceted and multilayered strategic approach.



# Integrated Marketing

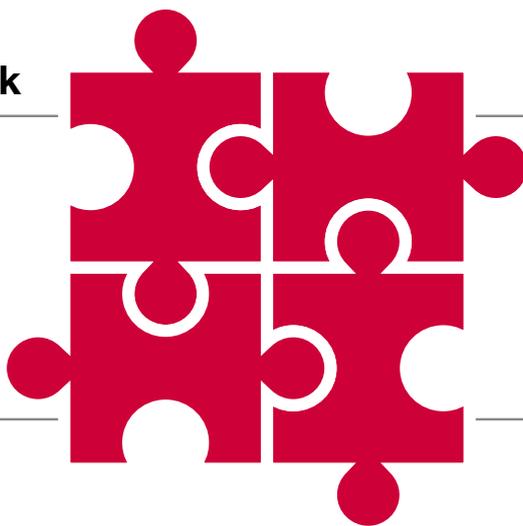
Designed to capture the maximum exposure for your home in the shortest period of time, we will implement a multifaceted marketing campaign targeting buyers looking for properties like yours.

## KW Agent Network

- Ⓞ 115,000 Agents
- Ⓞ 750 Offices
- Ⓞ 1 Global Network

## Local Marketing

- Ⓞ Local Agent Network
- Ⓞ For Sale Boards
- Ⓞ Postcards & Flyers
- Ⓞ Open Houses



## Online Presence

- Ⓞ Rightmove
- Ⓞ Zoopla
- Ⓞ KellerWilliams Website

## Media Campaigns

- Ⓞ Email Alerts
- Ⓞ Social Networks
- Ⓞ Press Releases



Over 92% of purchasers now start their property search online.

We will endeavour to obtain feedback from all parties who have viewed your property in order to let you know their reaction as this is useful when discussing tactics and strategy.



# Viewings & Open Houses

We will provide as much notice as possible prior to viewings.

Your Property Advisor will coordinate keys, access and any other instructions. If viewing agents are used, they are experienced, well presented and know how to best respond to viewers' queries.

We have 24/7 phone and online coverage so that prospective purchasers can get in contact outwith office hours and place enquiries.

Open houses are the best way to generate interest in your property and get more buyers over your doorstep. Open houses are typically held on weekends but these can be tailored to your own requirements.

In addition to this we suggest that wherever possible you are not present during viewings as potential purchasers generally do not feel comfortable exploring a property with the owners present.

- ⊗ Ensure that beds are made.
- ⊗ Vacuum and / or polish all floors.
- ⊗ Arrange fresh-cut flowers.
- ⊗ Increase lighting with use of 'daylight' or 'full spectrum' bulbs, supplement darker rooms with additional lamps and / or accent lighting.
- ⊗ Keep the kitchen clean (no dishes in the sink), stainless steel polished, and excess small appliances stored away.
- ⊗ Show as much counter space as possible.
- ⊗ Eliminate odours. Remove litter boxes and empty rubbish bins prior to viewings. Use air fresheners or neutralisers.
- ⊗ Keep fresh towels in the bathroom.
- ⊗ Store children's and pet's toys.
- ⊗ Secure valuables prior to viewings and open houses.



# On the Market

Once the property is listed on the portals, your agent's work really begins



## Advice & Feedback

Whilst on the market, your Property Advisor will be in regular contact to keep you updated on activity and interest and provide tactical advice. This part of the process, until an offer is accepted, can vary in length depending on the level of interest that is shown by prospective purchasers and the course of action that they take. If the initial asking price has not generated the desired level of interest, we will discuss alternative pricing and marketing strategies with you.



## Offers & Negotiations

Our property advisors will work with you to complete the best possible deal for the sale of your home. Our trained and experienced negotiators will work through contingencies and terms and help you review offers from agents and direct buyers as well as ensure that their offers are substantiated with adequate financial and preapproval documentation. We will present all offers and work with you to complete the best possible deal for the sale of your home.



## Transaction Management

We stay connected to the people and information needed to complete the sale and stay in touch. We keep up with all the critical dates, documents, tasks, information and people involved in each transaction and ensure that all parties involved (Seller, Buyer, Solicitors, Lenders, Appraisers, Managing Agent, etc) are communicating and moving the sale forward as quickly as possible.



## Beyond the Sale

Our Advisors are happy to recommend qualified service providers to assist with your move. We can recommend everything from removal specialists and cleaners to financing for your next purchase. Your advisor is here to make the sale of your property as effortless as possible.

