

Our guide to putting your house on the market

They say that moving house is one of the most stressful experiences a person can have, but it doesn't have to be that way! When it comes to selling your property the stress-free way, the Pearson Ferrier team is here to ensure the whole process goes smoothly.



At Pearson Ferrier, we're passionate about property, we take pride in our proactive approach, and we're always keen to see our clients' houses sell.

With an impressive property portfolio and extensive knowledge about the local area and property market, we're committed to finding the right buyers quickly and seeing that FOR SALE sign change to SOLD!

1. Do your homework

When it comes to selling your property, choosing the right estate agent is absolutely essential, and there are three key things to look out for.

Reputation

Do they enjoy a good reputation in your local area?
Can you access reviews from any previous clients?

Approach

Do they actively and continually make efforts to generate interest in your property? Will they request feedback from viewings and provide you with ideas on how to improve the first impression of your home?

Accuracy

Can their valuation of your home be trusted? Some agents will purposely overvalue your property in order to win you over. This unrealistically high figure will, nine times out of ten, need to be reduced when your house hasn't sold months down the line, ultimately costing you valuable time and money.

With over 25 years of industry experience, Pearson Ferrier enjoys a glowing reputation across the Greater Manchester area, and our service has been rated 4.9/5 on Feefo. We like to keep our finger on the pulse of the local property market to ensure our valuations are always accurate, and we take a proactive approach in all of our marketing efforts.

2. Act early

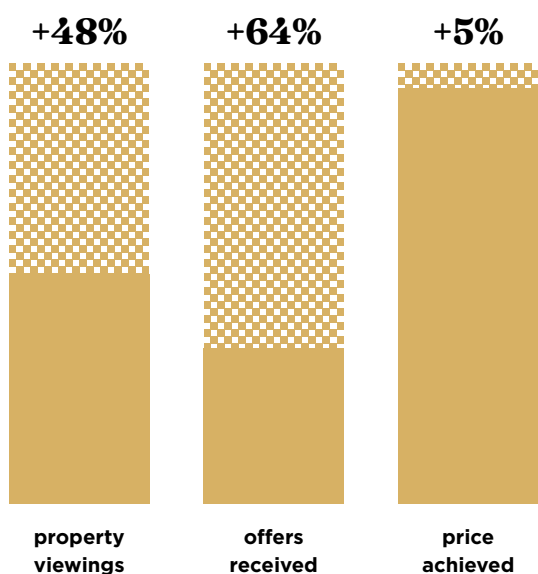
When considering a move, it's advisable to take mortgage advice as early on in the process as possible. This will enable you to establish the category of property available to you in terms of budget, and it will help our team to personalise your home-buying experience.

We have access to expert independent financial advisors for mortgage and investment advice who have been providing sound mortgage advice and helping families to purchase their dream home for many years.

3. Trust the stats

Statistics show that a local, proactive high street agent can achieve 5% more for your property than a generic online agent.

At Pearson Ferrier, our figures say it all! By using our knowledge of the local property market and our industry expertise, our team beats online agents on all fronts, achieving 48% more viewings and 64% more offers than an average online agent.



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4. First impressions matter

You have one chance to create a great first impression - one which will make those potential buyers fall head over heels for your home.

It's a good idea to take a step back and consider your property from the kerbside. Does it have kerbside appeal? You might consider tidying up the outside spaces and garden(s).

Interior presentation is equally important. When

preparing to conduct viewings on your property, you might want to think about beginning the decluttering process. Not only will it save time and stress during the move, but it may also help to increase your property's appeal, as potential buyers tend to favour the homes that are well-kept, neat and tidy.

5. Let them look around

Whilst doing all you can to make viewers feel comfortable, often the best thing to do is to let them take a look around uninterrupted. Maintaining constant conversation can be distracting, and they may not retain information about what they've seen. If they remember your house, there's a stronger chance that they may want to return for a second viewing.

If you feel more comfortable walking around the property alongside your viewers, try to lead from behind.

6. Don't get disheartened

Selling your property can be tough, particularly if it's been your home for a long time and you have some emotional attachment to it. Try not to place too much hope into each viewing - whilst your home may hold many fond memories for you, it won't be suited to everyone's tastes and needs, so it's important not to feel disheartened if an offer isn't made right away - it's all part of the process!

In an effort to alleviate some of your stress, our teams endeavour to provide you with feedback from a viewing within 24 hours of the completed appointment. We'll usually give you a call to talk you through everything, but we can contact you via email if you prefer.

7. Give yourself breathing space

When you do receive an offer on your property, we always advise to sleep on it overnight before coming back to us with a decision. This way, you will have time to process everything and do any calculations that you need to. It's also a good idea to consult with your financial advisor, too.

8. Choose the best team

Once your sale has been agreed, it's important to have a reliable local solicitor to handle paperwork, timescales, and oversee the whole sales process. This is the only way to ensure channels of communication are kept open, and it will give you the best possible chance of completing your sale in a timely manner.

We enjoy an excellent working relationship with Legal Brokers Ltd, who we collaborate with in order to establish the best conveyancing quotes from a panel of local law firms.

It's also at this stage that a survey will usually be carried out on your property to determine if there are any major defects, and to verify that the price agreed is consistent with current market trends. It's always a nervous time, but when you choose to work with us, you can rest assured that your sale is being handled by the best team of advisors in the business!

9. Trust in the process

The conveyancing process can take some time, and it's not uncommon for frustrations to build as a result. Your agent should be able to guide you through any concerns and put your mind at ease, always doing their best to help the sale move forward.

At Pearson Ferrier, our team has been assisting sellers and buyers for over 25 years. With vast experience in the property industry, we have the foresight to understand where problems may arise, and we'll do our utmost to find a timely solution if they do.

For more advice, get in touch with our team

Our friendly property experts are only a phone call away, and are here to help you take the next step in selling or renting your property.



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