



## A GUIDE TO SELLING

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01983 210295

[www.geniesalesandlettings.co.uk](http://www.geniesalesandlettings.co.uk)

Family-run business  
offering a  
straightforward, honest,  
professional, and  
competent service.

# We do everything you would expect and more...

## Our Service

**Free** no obligation appraisal

**Extensive online marketing (listing on Zoopla, PrimeLocation and On The Market)**

Professional and enhanced photography

Floorplan

For sale board

Accompanied viewings and feedback

Local property expert

Sales progression

Floorplan

Premium listing on, Zoopla, PrimeLocation and On The Market

Energy performance certificate

In-house property maintenance

## We help you move with the times with our modern and fair sales service

At Genie Sales & Lettings we understand what your property means to you. Better estate agency software and major property portals such as Zoopla and On The Market have led to revolutionary changes in the market with 98% of people now searching for their next property online. We have invested heavily into these key areas, so that we can deliver an excellent service at a fair fixed fee.

From marketing through to completion of sale, we will be there every step of the way.

# Sell your property with Genie Sales & Lettings in six simple steps...

## 1) BOOK YOUR FREE APPRAISAL

Pricing plays an important role with a number of factors to consider. An independent assessment of your property will be carried out by your locally based property expert.

During the visit we explain how the market is performing, giving advice and guidance on how to maximise your sale price. You can book a free, no obligation valuation today by calling us on **01983 210295**.

## 2) INSTRUCT US

Upon your instruction, we will guide you on how to sign up to your chosen service. We will then arrange a suitable time to visit the property in order to take professional photographs, create a floorplan, take room measurements and note down key information about your property. We will give guidance on how to prepare and present your property to its full potential which is also known as staging. All our experts are trained in photography and use the best camera equipment.

## 3) LAUNCHING YOUR PROPERTY ONLINE

Once your local agent has completed the staging visit, we will enhance photographs by making them sharper and brighter, and within 48 hours, we will request final approval. Once this is obtained, your property will be made live on the major property portals in just a few hours or on the agreed marketing start date. If agreed, we will also arrange for a "For Sale" board to be erected where appropriate.

## 4) VIEWINGS AND FEEDBACK

As you'd expect, prospective buyers are vetted before a suitable time is agreed and every enquiry is answered, thereby ensuring that every lead and opportunity is processed. Communication is a key focus of ours, valuing the importance of providing regular market report updates, discussing the performance of your listing, and ensuring that you receive prompt and accurate viewing feedback.

## 5) OFFERS AND NEGOTIATION

With each offer received, we will negotiate the highest price and assess the buyers' financial position in terms of whether they are cash buyers' or relying on a mortgage. We will vet prospective buyers' by asking for proof of deposit, mortgage offer in principal and check that their existing property is sold subject to contract should this be required.

## 6) EXCHANGE AND COMPLETION WITH WEEKLY UPDATES

When an offer has been successfully negotiated, we will prepare and send a "memorandum of sale" to all parties (including solicitors) which will trigger the start of the conveyancing process. We will ensure that your sale completes as efficiently as it can by providing regular updates throughout the process, keeping in direct communication with various parties, such as the buyer's solicitor, their mortgage broker, surveyors, the buyer themselves and of course you and your solicitor.



# Professional photography

## Every picture tells a story

Taking good pictures is one of the crucial factors when successfully selling a property; a picture can say a thousand words. All our property experts are trained in photography and use the best camera equipment. In addition to using the most sophisticated equipment and techniques to capture the best pictures, your images will be digitally enhanced, increasing the general appeal of the property to all prospective buyers.

## FLOORPLANS

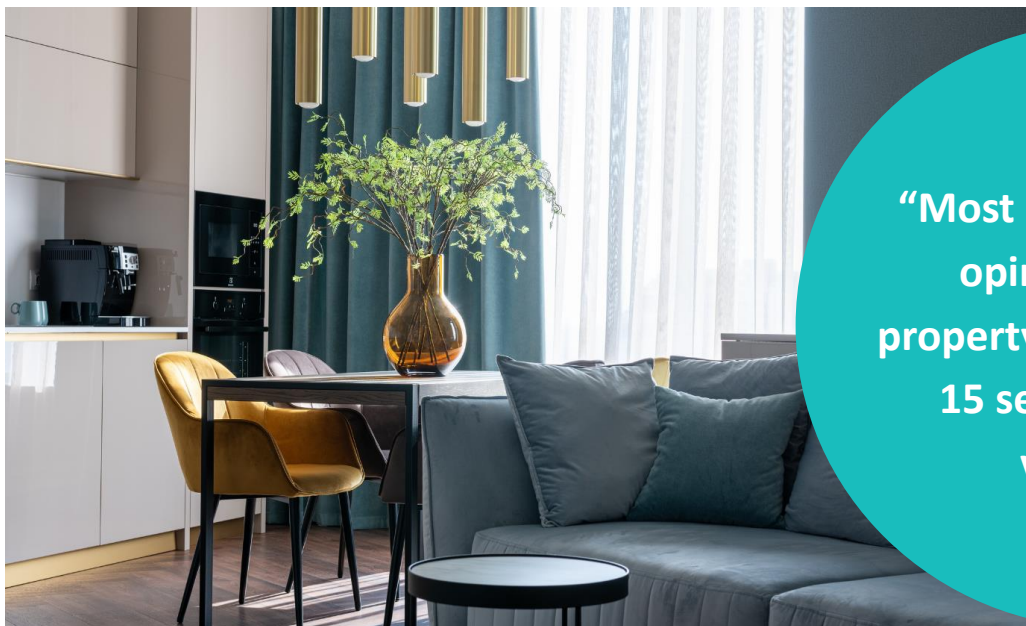
We provide detailed floorplans as standard with every listing to ensure that prospective buyers get the best idea of layout and size.

## VIRTUAL TOUR

A virtual tour has the unique ability of placing people within the space you wish to promote, and is a great way to future engage and captivate prospective buyers.

## ENERGY PERFORMANCE CERTIFICATE (EPC)

It is a legal requirement when selling a property to have an EPC. This shows how energy efficient your property is, considering insulation, lighting and heating systems etc. We can ensure your compliance with this regulation through one of our trusted Domestic Energy Assessors in the event that your property does not have one.



**“Most buyers form an opinion of your property within the first 15 seconds of the viewing”**

**genie**  
Sales & Lettings

## Presenting your property

Also known as “staging”, it is important to prepare your property for sale. This will ensure that your property is sold more quickly and potentially for a higher price.

Most buyers form an opinion of your property within the first 15 seconds of the viewing. Please see below a recommended “to do” list before viewings take place.

### DECLUTTER – BUT DON'T DEPERSONALISE

Remove excess items and store out of sight or give to a friend or relative. People want to envisage themselves living in your property therefore it's crucial to maximise perceived living space. Also consider removing any large items of furniture that makes a room feel small by replacing with smaller furniture.

### A FRESH LICK OF PAINT

Giving your walls a fresh lick of paint with neutral colours will make your property seem lighter and bigger. It will allow prospective buyers to easily imagine how a room can be adapted to their own tastes and create a very good first impression.

### FIX AND CLEAN

Make any minor repairs such as holes in walls, broken door knobs, cracked tiles, torn or threadbare carpets. Deep clean your property and get rid of lime scale and tile grout. Hang up fresh towels. Tidy up the garden, cut bushes back, clean the patio, outside furniture and ensure you cut your lawn.

### LIGHT AND AIRY

Wall mirrors make a room look larger and lighter. Consider putting some up, especially in smaller rooms or hallways. Clean the windows inside and out and replace any broken light bulbs. Making your home feel light and airy will make rooms feel bigger.

### HEATING

Ensure that the temperature within your property is comfortable for prospective buyers when they view. If the property is empty, set your heating/cooling system accordingly.

### SMELLS, ODOURS AND (EVEN) ALLERGIES

Avoid there being strong smells of cooking, cigarette smoke or pet related odours during viewings. If your pet malts, then give your property a quick vac to pick up any loose hairs.



## FAQs

### ARE TRADITIONAL ESTATE AGENTS ABLE TO ACHIEVE A HIGHER SELLING PRICE?

No, the market will determine what the seller is prepared to pay for your property. Our job is to help ensure your property is valued accurately by our property experts, whose full focus is to understand local market values and to back up their valuation with real evidence. 98% of prospective buyers search for properties online and through Genie Sales & Lettings, your property advert will be published on over three portals, including Zoopla, PrimeLocation and On The Market, whereas the majority of traditional estate agents advertise on two portals. This means that we will likely generate more interest and increase competition on price. We will also help you negotiate the best selling price when offers come in, and ultimately, you will have the final decision on whether you would like to accept a buyer's offer.

### WHY ARE YOUR FEES SO MUCH LOWER

We have combined the best software on the market with our own bespoke software system which significantly reduces administration expenses and vastly improves the speed of communication with our clients. As a result, we can easily handle more volume than a traditional estate agent can. We often turn this question around and ask "why have you been overcharged". Traditional estate agents don't want you to know they'd be happy to sell just 50% of their available stock, because their higher fees underwrite the costs for listing properties that they fail to sell. You shouldn't be underwriting this cost, and we feel a fixed, fair and transparent fee is the way forward for most vendors.

### WHY DO VALUATIONS VARY BETWEEN AGENTS?

It's understandably tempting to instruct the agent who gives the highest valuation, however a recent report from Zoopla showed that the original asking price for a third of properties on the market had to be reduced by £25,000 on average before selling. Every property will sell if its presented, marketed and most importantly priced correctly. Our property experts are equipped with the latest valuation tools, having more time to focus on property market levels, thereby meaning that the most accurate, evidence based valuations can be provided. Should you disagree with our valuation, or have been persuaded by another agent that it should be higher, then we can test the market for you, however in all cases we will do our utmost to sell at the highest price possible.

**"We will do our utmost  
to sell at the highest  
price possible"**



## FAQs

### WHAT IS THE INCENTIVE FOR YOU TO SELL?

We rely mostly on recommendations from previous vendors. It's essential for us to sell as many properties we can in order to grow the business. Additionally, we are motivated to beat traditional agents and help enforce revolutionary changes in the market to benefit the consumer. We will regularly ask for feedback, enabling us to continually improve our services. Furthermore, our fees are paid once a sale is completed. From a monetary aspect, the changing model of property portals such as Zoopla is based on how many properties we list in total, therefore it remains in our interests to efficiently maintain our available stock levels and work closely with you to ensure your property has the best chance of selling quickly and at the highest price possible.

### CAN I COME ONBOARD WITHOUT MEETING FOR THE VALUATION?

Absolutely, if perhaps you already have an asking price in mind that you would like to aim for, you can instruct us at any time. We can immediately get to work on preparing your property for an agreed market launch date.

### HOW QUICKLY CAN YOU VISIT?

It depends on availability however it's typically within three days of your booking.

### DOES THE SERVICE INCLUDE OFFER NEGOTIATION?

All of our agents are trained to handle negotiations and are fully experienced in dealing with modern day buyers. We will handle this process in the interests of achieving the highest price. Once a sale is agreed, we prepare and send sale memorandums to all parties, chase surveys and begin progressing the sale.

### WHAT IF MY PROPERTY IS ALREADY BEING MARKETING BY ANOTHER AGENT?

You will need to check your notice period with them. If you are outside your fixed term contract period, then you should be able to move easily. You could also opt for a multiple agency agreement with your existing agent, however this will likely result in an increase in their fees. It is counter-productive to list your property with two agents as it could mean duplicate adverts appearing on the same property portals and also mean you are required to pay two fees instead of one.



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## HOW DO I REVIEW MY ADVERT?

We will ensure that your advertisement is approved by you before it goes live on all property portals. We also ensure that the particulars are correct and that images and floorplan are properly displayed.

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## HOW LONG IS AN EPC VALID FOR?

10 years.

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## WHAT PROFESSIONAL BODIES ARE YOU A MEMBER OF?

We are proud members of The Property Ombudsman, PRS, CMP, UKALA and NRLA.

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## DO I GET ONE POINT OF CONTACT?

Yes, you will have one main dedicated point of contact who can handle any ongoing matters swiftly throughout the entire process.

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## ARE THERE ANY HIDDEN CHARGES?

None at all.

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## DO YOU VET PROSPECTIVE BUYERS?

Absolutely, we obtain key information such as their full name, address, contact information and check their buying status and financial position.

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## HOW LONG AFTER THE HOME VISIT WILL MY PROPERTY BE MARKETING?

Your local property expert will prepare everything within 48 hours of the appointment and will request approval from you once ready. We usually beat this timeframe and more often than not, have clients ready to launch within 24 hours.

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## Some thoughts from our customers!

"Genie have always offered very good value with their services."

**Mr. S**

"Went out of their way to help us. Would highly recommend them."

**Mr. A**

"Great customer service. Always going that 'extra' mile to help."

**Mrs. G**

**"You will have one main dedicated point of contact throughout the entire process"**

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