



Your complete guide
to selling your home
with confidence

 charrison davis



Need support to sell your home, ready for your next move?

Looking for a smooth, seamless service from sales and lettings professionals who are committed to giving you the best results?

Then you've come to the right place...



Charrison Davis has been one of the area's leading independent estate agents and have been established since 1947. Our local knowledge combined with our high quality service has helped thousands of people to buy, sell and rent property with ease – and we'd love to help you do the same. We understand that selling your home can feel stressful, so we do everything we can to mitigate the hassle and worry, providing a truly tailored and end-to-end service that focuses on your complete satisfaction at every stage.

Why Charrison Davis?

Charrison Davis are the only estate agent with 3 offices in the local area. Our thorough approach, attention to detail and honest, transparent advice has earned us a fantastic reputation as one of the leading estate agents in the Hayes, Yeading, Northolt & Hillingdon area.

We promise to take care of you throughout the entire sales journey, offering exceptional support and a professional but friendly approach at all times.

Here are some more great reasons to choose us as your sales partner:

- ✓ In-depth and up-to-date market knowledge
- ✓ Members of The Property Ombudsman Scheme; the National Association of Estate Agents; the Association of Residential Letting Agents; The Relocation Agent Network and Deposit Protection Service
- ✓ Proven track record of sales success
- ✓ Tailored advice, flexible service
- ✓ Proactive and positive approach
- ✓ Targeted advertising via multiple channels
- ✓ Clear and competitive charges
- ✓ Extensive database of potential buyers
- ✓ 3 local offices

If you're looking to sell your home, we strive to secure the right buyer in super-quick time, offering unparalleled support all the way...



Selling your home with Charrison Davis

Selling your home doesn't have to be a headache. We work to exceed your expectations, providing an exceptional service as standard.

Our skilled team of experienced estate agents are 100% dedicated to securing the best possible deal. We know that communication is key, so we promise honest advice and ensure that we keep you up-to-date at every stage of the process. We're always here for you to answer any questions you may have, with guidance tailored to your individual circumstances.

We also guarantee:

- ✓ Free, no-obligation and realistic valuations
- ✓ High quality marketing assets to promote your property in the best possible light
- ✓ Eye-catching sales boards to draw attention to your home
- ✓ Flexible service levels to suit your specific needs
- ✓ Competitive pricing, with no hidden extras
- ✓ Advertising on all major property portals
- ✓ Eye catching full colour brochure with informative floorplan

Getting started – unlocking your property's sales potential

Selling your house is easy when you know how – and we certainly have the know-how!

We'll explain everything in clear and easy to understand terms, and this comprehensive guide will give you a handy reference resource to ensure that you're perfectly prepared and fully understand the sales process.

Our sales strategy – accurate appraisals, effective marketing

Pitching your property at the right price is essential if you want to release the maximum value from your largest personal asset.

There are a number of factors that we take into consideration in order to assess your property and recommend the best sale price, such as:

- ✓ Your preferred timescales for a sale – are you in a rush, or do you have more time to wait for the right offer?





Every year since 1994, We have been selected as the best independent estate agent in Hayes and the surrounding area by Relocation agent



- ✓ **Market values** – we keep a close eye on current market values for similar properties, and are always aware of any fluctuations in the market.
- ✓ **Market competition** – is it a buyer's or seller's market? What other properties are you competing against locally?

As soon as we receive your request for a market appraisal, we'll arrange for an independent assessment of your property to be carried out by one of our experienced estate agents at your convenience – this is a completely FREE service, and you're under no obligation to proceed.

If you decide not to sell, or simply wanted a valuation to gauge your position or even help with a re-mortgage, that's absolutely fine with us.

We use the most recent market data and activity, along with our extensive knowledge, to provide an accurate valuation, and you'll have the opportunity to put forward any questions you may have to our experts – if you forget anything during your appraisal visit, just pick up the phone and we'll be delighted to help.

Moving to market...

Once you've decided to sell, we'll talk you through our range of marketing plans and identify the most appropriate approach for you and your property.

At Charrison Davis we use the very latest technology and proven marketing techniques to promote your home. In addition to featuring your property on our own website, we'll also advertise on all major property portals including:



The more exposure your property receives, the wider audience you can expect to attract, maximising sales opportunities and improving your chances of finding the best buyer.

Upon receiving your sales instruction, we'll immediately contact our database of pre-qualified, registered buyers by telephone, email and SMS text alerts, making immediate matches between you and primed, potential purchasers. We can even tailor our database results according to their circumstances e.g. if they're in a lengthy chain or have a property to sell before they can buy and move into their next home.

High quality photography, glossy property brochures (physical and digital versions) along with accurate floor plans can also add value to our marketing activities – and later in this guide we'll offer our advice for getting your property ready to make the most of these marketing methods.



Conducting viewings

Our flexible service levels mean that you have a choice in regards to how your viewings are conducted.

Do you feel confident that you can perfect your sales patter and clinch a buyer? Or do you feel a professional touch will help to secure a sale more efficiently? Most of our clients prefer for us to take care of the viewings, but we're also happy to offer some tips if you'd like to manage this yourself.

Our estate agents will handle all enquiries and arrange viewings to fit around any existing commitments or availability restrictions – we can even arrange open day events, allowing multiple parties to look around your property all at the same time.

Potential buyers will always be accompanied by one of our expert estate agents for your peace of mind, and they'll use the knowledge they've built up of your property and the local area to make a convincing case for purchase.

Offers and sales progression

After the marketing and viewings come the offers. This is the most critical stage in the sale of your property, and we act as a professional liaison point between yourself and your potential buyers at all times.

Depending on a variety of factors, you may receive offers in a steady flow or in volume – the latter is often seen as a result of open day events. While it may be tempting to jump on the highest offer straight away, if multiple

parties have expressed an interest, then in the first instance we'll offer each potential buyer the opportunity to increase their bid in order to seal the deal.

However, it's also worth bearing in mind other circumstances in order to secure you with the best all-round deal, such as:

1) *What is their buying position?*

This can make all the difference if you have a deadline for your onward property purchase, or need to complete and move according to other commitments e.g. school holidays. The transactional process is much simpler if you're engaging with a first-time buyer, and gets progressively more complicated with sale-dependent buyers, depending on how many links there are in the sales chain and their own property's market position.

2) *Cash or mortgage?*

Most buyers will require a mortgage and their level of borrowing could have a significant bearing on your decision. For example, a buyer needing to borrow 85% of the sale price may struggle if the bank's surveyor down-values your property – if their funds are completely tied up in the 15% deposit, stamp duty and other moving costs, it could leave them unable to proceed at the agreed price, leaving you in need of a new buyer, and putting you back to square one. If a cash offer is received, then we'll need to secure evidence of their ability to complete the transaction as promised.



...we act as a central liaison point, keeping everyone connected, chasing up progress and ensuring everything flows as smoothly as possible

3] Genuine buyer?

You may end up receiving similar offers from two buyers who are in the same buying position, both with significant levels of deposit. If one buyer began the process with a particularly low offer, only increasing to a sensible level when increased offers were encouraged, it could suggest a higher chance of them seeking a price reduction at a later date. Genuine buyers usually come in with a sensible starting offer and it's our job to help you decide which would be the best choice, even if it's not the most obvious one.

Our strong focus on communication empowers you to make informed decisions about accepting or rejecting an offer.

After an offer has been accepted

With a sale price agreed, both you and your buyer will need to employ a conveyancing solicitor to take care of the legal aspects of the transaction, and of course a mortgage broker may also be involved at this stage.

It's an unfortunate but natural fact that busy solicitors may get caught up with other commitments, so it's our job to keep things moving. Communications between the multiple parties involved need to be managed effectively to ensure efficiency, so we act as a central liaison point, keeping everyone connected, chasing up progress and ensuring everything flows as smoothly as possible. This is particularly important when your sale is part of a chain, where we may be dealing with multiple buyers, sellers

and other external agencies and professionals.

Renegotiations after surveys

Sometimes, after receiving their mortgage survey or homebuyer's report, a buyer may wish to enter into negotiations in order to lower the sale price and cater for potential improvement works.

As experienced agents, we have the knowledge and skills to help allay any fears that may have been triggered by these surveys, and we use our insight and past case studies to help quantify the findings contained therein. For example, an older property will have been subject to a degree of normal 'wear and tear', and the results of the reports may need reframing in order for the buyer to put them into clearer perspective.

Handled with care most of these issues can be overcome, ending in a fair and satisfactory resolution for all parties.

All offers will be financially qualified

All offers will be financially qualified by our own financial advisor to ensure the prospective buyer is able to afford the property.

Reputable solicitors

Instructing the right Solicitor can make all the difference in a stress free transaction and we are able to point in the right direction and recommend a local and reputable company.



FREE market appraisals

No-obligation advice and valuations based on our extensive knowledge of the local market.



Getting to know you

From the outset we build powerful partnerships with all of our sellers, taking the time to understand your property and your personal situation and objectives.

Our sales service at a glance

Here are our 13 steps to sales success...



Offers and negotiations

We'll act as your 'go-between', helping to secure the very best price based on any offers received and the buyer's circumstances. All offers will be financially checked out by our own in house financial advisor.



Recommendations

Over the years, we've built a trusted network of mortgage companies and solicitors to draw from, helping you to find the right third-parties to help manage the legal and financial side of things.



Clear communications

We keep everyone up-to-date on progress by speaking to all other agents and solicitors in the chain, ensuring that you are fully updated at all times and know exactly where you stand.



Advertising

We promote your property online, in our agency windows, via local press and on-property For Sale boards.



Superb service 6 days a week

We understand that weekends may be the only time you're available, so we're open on Saturdays to ensure we're here when you need us.



Quality photography

First impressions count, so we use quality cameras and our professional photography skills to capture beautiful images that show off the best features of your property.



Additional assets

We create personalised sales assets including property detail pamphlets, floor plans and even HD video 'walk-arounds' so prospective buyers can view your property from the comfort of their home, or while on the move via their mobile devices.



Open days

We're happy to run open day events to help you reach out to multiple prospects at the same time.



Viewings

We can show buyers around the property on your behalf, drawing on our exceptional experience in making a compelling case for purchase.



Removals

Once exchange of contracts has taken place we can recommend a local & reputable removal company to help you with your move.



From start to finish

We're here to guide and support you every step of the way, so you can relax knowing that you have a dedicated team of professionals on your side throughout the sales journey.



Don't just take our word for it...

Great customer service, support and excellent sales and rental outcomes are always our top priority – but to understand just how well we deliver on this, it makes sense to let some of our past and current vendors, landlords and tenants share their experience of our services. Here's what they have to say...

Vendor reviews



"...head and shoulders above other agents..."

"Thank you so very much for all of your help and guidance over the past couple of months whilst we have been selling our property in Hayes. Thank you for your unending professionalism and caring attitude – you have been a real asset to us and are certainly head and shoulders above the agents we use in other parts of the country!"

F & S Mitchum, Hayes

"Very impressed with your overall service"

"Very impressed with your overall service. Not only did you find more than one buyer quickly, but you also undertook due diligence to make sure that we selected the correct buyer for us"

Mrs F Saffir, Yeading

"...I was very pleased with the service I received..."

Charrison Davis were recommended to me by a friend and I was very pleased with the service I received – I will have no hesitation in also recommending you to my friends"

Mr R, North Hayes

"Your Sales Co-ordinator was brilliant..."

"I would like to thank everybody at Charrison Davis. Your Sales Co-ordinator was brilliant – there were so many problems with the property, without her intervention and assistance I think it would have fallen through"

Mrs G, Yeading

"...one of the more caring and personal estate agents"

"I was particularly pleased with the way in which I was kept up to date, in writing, with every event. I would certainly recommend Charrison Davis as one of the more caring and personal estate agents"

Mr & Mrs Rashford, Northolt

"...the best estate agents we have ever dealt with..."

"We think that you have been the best estate agents we have ever dealt with and would be delighted to be a reference to anyone who is thinking of selling"

Mr C Khan, Hayes

"...thank you for all your efforts and looking after us..."

"Just wanted to say a big "thank you" for all your efforts and looking after us as always even on short notice and outside of business hours. You always guide us the right way and we look forward to more property dealings in years to come with your help and support"

S & P Patel, North Hayes

"We cannot recommend you highly enough..."

"Within the first week we had two viewings, after which our property was sold within two weeks! The whole process was painless, we were kept informed every step of the way and always received excellent feedback promptly – which to us was very important. The company has that personal touch which is very much appreciated – and unlike any Estate Agents that we have used before. We cannot recommend you highly enough, really professional and a pleasure to work with. We would not go anywhere else now. If we were asked for marks out of 10 it would certainly be 10 plus"

Mr and Mrs B Faulds, West Drayton

"...an honest valuation..."

"I was pleased with the service that I received right from giving me an honest valuation to start with. I would readily use you again and recommend you to my friends"

Mrs B Everton, Uxbridge

"...reassurance and communication was fantastic!"

"Thank you for assisting in what was a complicated chain. Your constant reassurance and communication was fantastic! Amongst all the agents involved your proactivity put your standards and effort well above the others"

Mr and Mrs D, Hayes

"All of your staff were extremely helpful..."

"Without your help I would have found it hard to sell the property. All of your staff were extremely helpful, friendly and diligent. The advice that they gave helped me to make the decisions that ultimately led to the sale"

Ms C, Yeading

"...amazing how quickly it went forward"

"We completed last week and it's amazing how quickly it went forward compared to other experiences of selling. Thank you for all your help with this"

B Heggarty, Hayes

"...communication and feedback was exemplary..."

"I'd particularly like to commend Michael from Charrison Davies who made the experience of selling our first property a friendly and welcoming one. His communication and feedback was exemplary at all times. Would definitely recommend to others. Many Thanks"

G Galbraith, Hayes



Preparing your property for sale – our top tips

Did you know that it takes just 15 seconds for most buyers to form an opinion of your home? From the moment they step through the door, you need to make sure that you're creating the best possible impression of your property.

Of course the first thing buyers will see is your property's exterior, so make sure your lawn is cut, your pathways are clear and clean and your hedges or borders are well-tended.

But what about the inside?

A fresh pair of eyes can quickly pick up the signs of damage and wear and tear that naturally occurs over years of living in a property, so here's our quick guide to some easy and affordable improvements that will help to maximise your home's sale potential.

🌸 **Basic DIY** – broken or worn fixtures and fittings draw the eye, so get out your toolbox and attend to any obvious repair requirements. Look out for cracked tiles, damaged door knobs, loose cupboards and other signs of wear.

🌸 **Spring cleaning** – whatever the season, give your house a top-to-toe spring clean. Grubby grouting, lime-scale that leaves your bathroom and kitchen lacking lustre, mouldy or loose seals and staining should all be addressed.

🌸 **Maximise space** – a cluttered room looks smaller and messy, so put anything you don't need into storage, or arrange for us to take your photographs over two days, so you can move things between rooms. If you have a tenant living in your property, sweeten them up with the offer of a rent-free day to encourage them to tidy up.



🌸 **Odours and allergies** – strong smells such as cooking, tobacco smoke and pet-related odours can quickly put some buyers off, so make sure you air and refresh the atmosphere prior to viewings. Running around with a vacuum is also a good idea if you own pets – you never know when a buyer may have an allergy!

🌸 **Creating a 'homely' space** – don't strip your home of all personality: you want buyers to experience that 'I could live here' moment. Create a welcoming and cosy environment, and if the property is currently empty, the often surprisingly reasonable investment in a home staging service can add genuine value, especially in fast-moving markets where property sells fast.

🌸 **Special touches** – clever use of candles, flowers and mirrors can maximise light, minimise odours and create a 'feel good factor'.

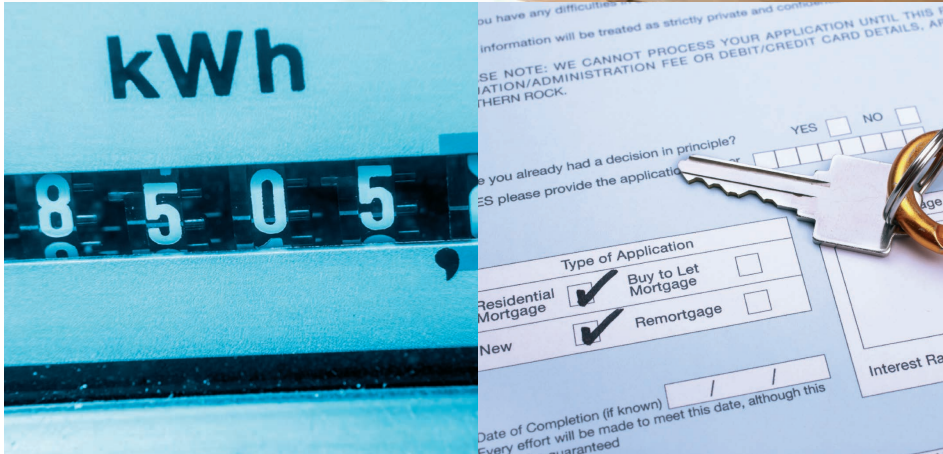
🌸 **Cater for visitors** – if you're holding an open day, consider laying on some sandwiches, snacks and soft drinks to create a positive impression and help the buyers relax – it can also help to keep the kids on-side too! Just leave everything laid out, head off for the day, and we'll play both agent and host for you.

🌸 **Comfortable temperature** – sending potential buyers into a fiery furnace or turning them into shivering wrecks is never a good thing, so make sure you keep your property at a comfy temperature – and set your heating system accordingly if your property is empty.

🌸 **Quick decorating wins** – freshen up tired spaces with a lick of paint, especially in areas that are likely to draw attention such as your entrance hall. It's also worth examining your front door to see if it needs repainting or a thorough wash-down. If you're happy to do the work yourself, then great – but if not, a decorator won't charge much for small projects.

🌸 **Don't forget the garden** – deal with any overgrown areas, store clutter in your shed or garage (if you have one) and remove or repair any potential hazards, such as broken paving or loose bricks.

🌸 **Fit for purpose** – to help buyers imagine living in your space, ensure each room is organised according to its intended purpose, even if that means clearing piles of paperwork from your dining room, or exercise equipment from a spare bedroom.



Choose a reputable agent with a track record for success, don't feel pressurised

Your essential sales checklist

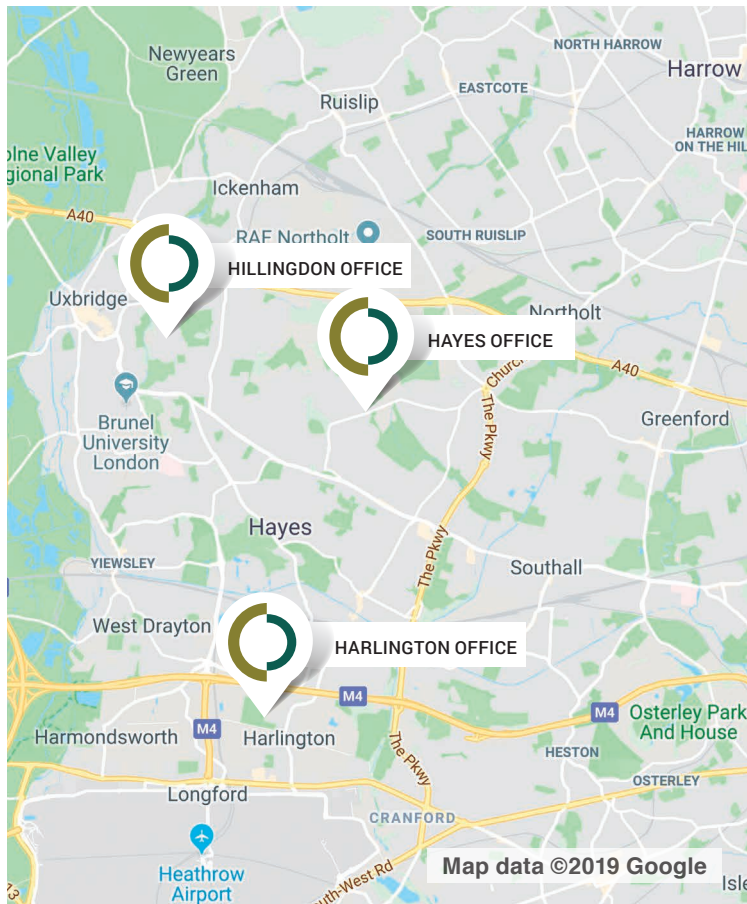
Selling your property is a big step and, as with anything else, it's better to be prepared. Here is a short checklist to help you with this.

- ☐ Choose a reputable agent with a track record for success, don't feel pressurised
- ☐ If you are moving home, research the area you are moving to, ask your selling agent to help with this
- ☐ Think carefully before signing an agency agreement and make sure you are comfortable with the terms
- ☐ Prepare your property for marketing to ensure it is viewed in the best possible light by your buying audience
- ☐ Secure the services of a local solicitor. It's advisable to do this early on as they cannot act for both you and your buyer (so get in there first)
- ☐ Check your documents are in order, such as your lease, and make sure any ground rent and service charges are paid up to date
- ☐ Speak to your bank to make sure your mortgage is portable and whether there are any charges, e.g. early redemption penalties
- ☐ Commission your Energy Performance Certificate before you market your property
- ☐ Check the property details making sure they are correct as items listed will be perceived as being included in the sale price
- ☐ Don't leave your removal arrangements until the last minute. Do your homework, obtain quotes
- ☐ Once you have a completion date, make arrangements to transfer your utilities and take meter readings on the day
- ☐ Once you have a completion date, make arrangements to transfer your utilities and take meter readings on the day
- ☐ Ensure all keys are ready to be handed over to the new owners, including window keys



Notes:

We have your area covered.



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