



Selling your property



**Sell your
property
the D&G
way,**

**with
confidence**

Buyer, seller (& landlord to boot) Max Hunt knows his properties are in safe hands with D&G — so he has to get his thrills elsewhere.



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Area Director Gary Howorth knows London inside and out, so he's ready to help his clients right off the bat with whatever they need.

We're by your side

Selling your property can be a daunting prospect. With so much to consider about a hugely valuable asset, it pays to have the right agent by your side from the very start.

As one of London's leading estate agents, we go above and beyond to help maximise the sale value of your property.

We do everything we can to make the process run smoothly. We advertise your property on all major portals and our vast database, giving you 100% coverage. Our highly-trained managers are also available seven days a week.

Our handy guide

To help you through each step of the process, we've compiled our top tips for selling your property. Keep hold of it. Refer back to it. And please don't hesitate to ask if you need help or advice.

Because selling your property needn't be daunting with Douglas & Gordon.



*Head of Professional
Valuations Adrian Hau values
knowing he's solved a problem
for his clients above all else: it's
music to his ears.*


You have a local market We have a local expert

Valuing your property

Getting the best result when selling a property starts with an accurate valuation. We think we provide the best possible advice and independent house valuation anywhere in London. Our experts know their local markets inside out and they won't put a value on a property until they have turned every stone with their research.

So when they value your property you can be sure you're getting the optimum price for it.



A black and white close-up portrait of a man with dark hair and a beard, smiling and looking down and to the left. He is wearing a light-colored button-down shirt under a dark, textured cardigan. The background is a plain, light color.

*Lawyer James Hollingsworth
knows how complex legal
paperwork can be for clients,
so he's only satisfied once he's
made sure all the i's are dotted
and t's are crossed.*

Getting things shipshape

Six things to consider before you put your property on the market

1. Paperwork

You will need the following documents:

For all properties

- Copies of guarantees for work carried out, e.g. timber, damp, roof etc.
- Proof of any remedial works carried out.
- Copies of service guarantees e.g. 5-star boiler maintenance.
- The title deeds.
- An Energy Performance Certificate (EPC).

For leasehold properties

- Lease — confirmation in writing, either from you or your solicitor, of when the lease was granted and for what term (documentary proof needed).
- Ground rent — confirmation of the yearly cost and details of any subsequent future increases.
- Service charge — cost per year and the percentage share of any outgoings payable by your property. It would be helpful to have the previous two or three years' accounts where available.
- Copies of the freehold certificates if you also own a share of the freehold (where applicable).

2. Solicitor

When you first put your property on the market, we advise that you instruct a solicitor. This is so that when you accept an offer, they already have your title deeds and can quickly send out a draft contract. Not having a solicitor can lead to delays, with information not being readily available for the purchaser's solicitor. This is particularly frustrating if you need a speedy exchange of contracts.

We also advise you choose a local solicitor who has experience of the intricacies and nuances of local councils and who specialises in conveyancing.

We work closely with Laurus Law and have a sale ready service pack. With this you'll be fully prepared to proceed with an acceptable offer, reducing possible delays. Do let any of the team know if you'd like more details.

3. Anti-Money Laundering

To comply with due diligence and money laundering regulations, you'll need to provide us with ID verification.

4. Maintenance

Carrying out basic and essential maintenance on your property can make a big difference to a surveyor's report. Your property is more likely to pass its survey with flying colours. This will make it less likely that you will be put under pressure to lower your agreed price

What to check:

Roof

- Replace any damaged or slipped tiles.
- Check the 'flashings' in old properties. These are 'fillets' made of cement and sand. If they've cracked, they should be repaired or replaced.
- Rafters — check the timbers inside your roof space have not become detached through rot.
- Flat roofs — a felt roof should be covered with white stone chippings to reflect the heat of the sun. Check the felt hasn't split at the junction between the walls and eaves. If asphalt has become cracked or blistered it can easily be repaired by reheating it.

Gutters

- Check all gutters carefully, particularly if they're old and made of cast-iron. They should slope slightly towards the downpipe. Signs of a cracked gutter could be splash marks on the base of the wall or staining on the brickwork.
- Check the hopper heads (top of drainpipes) are not blocked by leaves.

Doors and windows

Make sure your windows are painted regularly (every four or five years). Modern timber-framed windows are made of 'soft wood' and are more likely to suffer from rot at the bottom of the frames, sills and mullions. This is another hotspot for surveyors.

Movement

- This is often found in bay windows as they impose less ground pressure than the rest of the house or because they have inadequate foundations.
- Cracks — often diagonal ones — can be caused by trees close to the house. Be aware that removing the tree may not always solve the problem.
- Subsidence — always look for cracks close to door and window openings.

Surveyors always find cracks, especially on a building's exterior. If cracks exist you should take advice from a building surveyor or structural engineer. It's worth doing this before marketing your property, so that if the cracks are found not to be serious, documentary evidence to this effect can be shown to prospective buyers.

Wiring

Test your electric wiring every five years as it does wear out.

Plumbing

Service your central heating and boilers every year.

Damp

- Penetrating damp — look for damp patches and staining where rainwater has found its way into the structure of the building.
- Rising damp — found in rotten skirting boards or damp at the base of walls. This is caused by moisture from the ground being drawn up through a break in your damp proof course. A new damp proof course can be installed very easily.

- Condensation — caused by poor ventilation and often found in houses with double glazing.

Drains

Make sure you regularly put a rod down your drains. Also check for cracks which can allow roots to grow and potentially block the drain.

5. Decluttering

To make sure your property's looking its best, it's a good idea to tidy, and perhaps even remove, some of your possessions to give your house a spacious and airy

6. Decoration

Before you pick up a paintbrush, talk to one of our agents about our refurbishment and interior services department. We'll be able to give you good, clear advice on when and where to make investments in your property.

We'll be able to provide full interior services from furniture rental and interior dressing to larger refurbishment projects.





Property Refurbisher Tyrena Dangerfield isn't afraid to get her hands dirty turning a house into a home. From the first spread of plaster to the last plumped cushion, she'll be there.

It's time to plump the cushions

Preparing for viewings

What to think about before showing your property to prospective buyers:

First impressions

A sparkling front door and an entrance free of nasty litter creates a great impression.

Clear any communal areas within the property of junk mail and vacuum regularly.

Lighting

Clean the windows and open curtains to maximise natural light. In the winter months good lighting is equally important, so consider using lamps to add extra warmth and charm to a room.

If the property is empty, make sure the mains power is on and all light bulbs are working.

Temperature

Make sure the temperature of the home is appropriate to the season. Open windows in summer, and use a working fireplace or regular bursts of central heating in the winter.

Freshness

Keep damp to a minimum in below ground spaces with good ventilation or a dehumidifier.

Cleaning

Regularly clean your property. It doesn't take long for dust and dirt to gather on shelves and window sills, which could easily put off buyers.

Garden

Your garden, at the front or back, should be kept tidy and attractive, with well-mown lawns, hedges cut and colour emphasised where possible.



Sales Manager Georgia
Jakstys is confident that she
can find the right buyer for
every seller, and she's got the
track record to back it up.



We know how to market your most valuable asset

Marketing your property

We understand that every property is different.

Our highly-trained marketing experts combine cutting-edge marketing techniques alongside more traditional methods to get your property sold quickly and for the best price.

Photography and floor plans

Whether online or in a brochure, the first time your property is viewed will most likely be in a photograph. We make sure your property is seen in the best possible light.

Our team of professional photographers are expert at capturing the correct property features in the most flattering way. We also use experts to create accurate and detailed floorplans.

Brochures

Our brochures capture your property in the most compelling way, with engaging descriptions and high-quality photography, alongside the relevant technical information.

Online

At least 90% of buyers start their property search online. We use the latest digital marketing techniques to make sure your property is seen by as many potential tenants as possible.

All our properties are listed on every major online portal, such as Rightmove and Zoopla, giving you 100% online coverage. In fact we're platinum members of Rightmove — the UK's no.1 property portal. This means we have access to premium features to get your property noticed.

Our buyer network

We maintain a central database of potential buyers, so we can instantly call and email anyone looking for a similar property to yours.

Corporate partnerships

Our specialist department is dedicated to creating and maintaining long-lasting relationships with major blue chip companies, relocation

and property search agents.

Our professionalism and responsiveness, as well as our honest approach to property, means we're frequently their first port of call during a search.

'For sale' boards

'For sale' boards are a surprisingly effective, and simple, marketing tool for selling your property. We always recommend displaying one, where possible.

Brand, advertising & PR

Getting your property noticed is our first priority. We invest heavily in the Douglas & Gordon brand, making sure we're at the front of people's minds when they are looking to buy.

Our marketing is on all the major property search sites, as well as in brochures and office windows. The D&G marketing team works closely with our PR agency to maximise your property's exposure to potential buyers.



Photographer Owen Thompson is a magician when it comes to capturing a property in its best light.

Lights, camera, viewings!

Viewing your property

This may seem obvious, but when it comes to viewings, the better you make your property look, the more likely you are to find interested buyers.

So make sure the place is clean and tidy and consider adding finishing touches like fresh flowers. Lighting matters, so when there's a viewing be sure to turn on lamps and table lights.

It's also important to make your property as available to view as possible. Potential buyers may have many properties to look at, and not much time to do it.

We always keep you in the loop with details and feedback from each viewing. You can also access information about the viewings in your online account.





First-time buyer Ella Coates only had eyes for her dream home in Richmond. We made sure she was first to view the property, first to put in an offer and first to hear the good news — happy buyer, happy seller.

The offers are in...

Drumroll

The offer process

Receiving an offer for your property is an exciting time. It also needs to be handled carefully and fairly. Your very own dedicated Douglas & Gordon sales manager will be on hand to take you through every stage.

We'll tell you of all offers as soon as possible and confirm them in writing. In fact, we're bound by law to do so.

Closing a sale and seeing it through to exchange can be a difficult process. We'll be on hand to provide advice and support, whenever you need it, at every stage of the negotiation, all the way through to completion.

The offer you can't refuse

Accepting an offer

Once you've accepted an offer you'll receive a Memorandum of Sale. This confirms the terms of sale to you, your buyer, and both solicitors. This will include any special conditions, including time frames for exchange and completion.

Make sure you check the Memorandum of Sale carefully. Although it's not legally binding, mistakes can slow down the sale process.

Your solicitor will send a draft contract to your buyer's

solicitor, who in turn starts the conveyancing process. This will include surveyors visiting your property. Negotiations can occur throughout the conveyancing process. We'll be on hand to advise you from start to finish.

Remember, there are no legal obligations until you exchange contracts.



*Sales Manager Nick Darragh
is on hand weekdays, weekends
and evenings — basically, the
times you need him most.*

The nuts & bolts

What happens before, during and after you exchange contracts?

Before exchange

- **Enquiries** — these are questions the buyer's solicitor may have about your property.
- **Lease** — if your property has a lease and/or share of the freehold, there may be specific questions that need to be raised. Often leases were written many years ago and don't always comply with modern interpretation of the law.
- **Assigning the lease** — sometimes the buyers need permission to have the lease assigned to them by the freeholders or their agents.
- **Title** — the buyer's solicitor will have checked you have clean title to the ownership of the property.
- **Local searches** — these will have been received and checked.
- **Fixtures and fittings** — anything you plan to take, such as wall lights, curtains, carpets, needs to be replaced with an equivalent product.
- **Mortgage offer** — the buyer will have received their mortgage offer.

At exchange

This is when you become legally committed to the sale. You will have signed the contract and your solicitor will have advised whether you should proceed.

At this point the buyer should pay a deposit — around 10% of the sale price — to your solicitor's account. Some solicitors may exchange on less than this.

After exchange

- **Buildings insurance** — both you and the buyers will need to keep buildings insurance running on your property.
- **Removals** — make sure you book this well in advance.
- **Utilities** — you need to inform utility companies of your sale and completion date. You also need to take a meter reading on the day of completion.
- **Council tax** — make sure you inform the local authority of your move.
- **Post** — redirect your mail to your new address.

If you're a member of our HomeHelper service we can help with all of this, easing the pressure on you.

Congratulations!

Completion

You are now at the final stage of selling your property. The road has been long, and probably a little winding. But the end is in sight.

Your solicitor will call you and your agent to release the keys to your buyer. At this stage the keys to your property are handed over to the new owners. We will give the set of keys we hold to them. You will need to leave any remaining sets in the building.

The buyer's solicitor will send over the completion funds. If you're in a chain, it can sometimes take until mid-afternoon for the money to clear into your solicitor's account.

Whether you pop a cork or jump for joy, it's time to get truly excited about your next move.

Where to find us

Visit our website for details

<https://www.douglasandgordon.com/contact/>

