

A Seller's Guide

Everything you need to know for
the smooth sale of your home.

 Anthony Pepe



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Preparing to sell your home

How is the current value of your home assessed?

When you first decide to put your property on the market, the value of it needs to be assessed. This is important for potential buyers to have confidence in the asking price, and so that you understand how you will finance your move.

Using property websites will be useful to gauge an estimation of what your home could be worth, but you will need the experience of a professional agent like us to get a more accurate and realistic assessment of its real value. Here at Anthony Pepe we are happy to provide you with a free and no obligation property appraisal.

We will come to meet you at your property at a time that suits your needs. Appointments at your home will typically take an hour, which will include a full inspection of your house. During this time we will discuss your own needs, the current market situation, and similar properties within the area. This will help us to advise you on its potential value, anything you can do that will enhance its current value, and what we recommend as a marketing strategy that will help sell your home effectively.

To book a free valuation with us, please contact one of our offices:

Harringay	020 8341 9999
Highbury	020 7704 2100
Palmers Green	020 8882 6567

What you should do while your home is on the market?

During the time your home is on the market, it is advisable that you do the following so that we can ensure everything is done as quickly and smoothly as possible for your home sale:

- Supply anything we require as quickly as possible
- Answer all of our questions honestly and carefully to provide your buyers with the right information
- Continue to keep the property fully insured.
- If you receive any notices that affect the property from any authority, please inform us. You are required to disclose them to us even if contracts have been exchanged.
- Continue to pay your mortgage in full and do not stop until after the sale has completed.

Who should you choose to move with?

Why should you choose Anthony Pepe?

Anthony Pepe is one of North London's leading estate and letting agents.

We are an owner led company, headed up by two directors and supported by a superb team of experienced property professionals.

What makes us different is our passion and enthusiasm for selling and letting homes. The key to our success is our approachability and willingness to listen, understand and respond to our client's needs.

We are known for our authority on the local market and straight talking good advice which clients appreciate.

Experience has taught us a unique empathy with clients and we always apply discretion, humour and integrity as any situation dictates. We are extremely flexible and always try to accommodate our client's busy lifestyles and commitments and can do valuations or accompany viewings out of office hours seven days a week.

Useful documents and information

What to provide us with

It is very useful for potential buyers if they are able to access specific documents and information about your property when they are considering making a sale. Documents that we consider to be useful are:.

Building regulations certificates - If alterations and extensions to buildings have been carried out to your property, you must provide proof that these have been added legally and with approval.

Council tax, utility, buildings and contents insurance bills - These are really useful for potential buyers to estimate running costs.

Service charges and ground rent bills - This is mostly for people who live in apartment buildings and flats, so that they can have access to any charges they need to pay on top of their other bills.

Environmental searches - These provide useful information for potential buyers to assess any environmental risks that might affect the property. These could include flood risks, or mines local to the area.

Home condition report - This provides more information about the condition of your property, and is like a 'health check' that provides useful information for buyers, sellers and mortgage lenders. Your buyer will more than likely still get their own survey done too. Talk to us about creating a home condition report.

EPC Certificates - An Energy Performance Certificate (EPC) for a property is a legal requirement. We can arrange to have an EPC produced for you at a very competitive rate. Contact us for more details.

What to include in the sale

Fixtures and Fittings

There is no law that specifies what should be left in your house and what should be removed.

Legally you are not obliged to leave any fixtures or fittings in the house, but you must clarify what will be taken as it could relate to the value of the property; fittings can add up to thousands of pounds in value and can affect the value of a property.

We will ask you to create an inventory which is attached to the sales contract stating what is included with the price of the house and what will be taken with you when you move.

Generally a fixture is any item that is bolted to the floor or walls, and a fitting is any item that is free standing or hung by a nail or hook.

Below is a list of items that we recommend for each category:

Fittings

- Paintings or mirrors
- Carpets
- Curtains and curtain rails
- Free-standing ovens, fridges, dishwashers & washing machines
- Beds/sofas and other free standing items
- Lampshades
- Television aerials and satellite dishes

Fixtures

- Light fittings
- Boilers and radiators
- Built in wardrobes
- Bathroom suites
- Kitchen units

Preparing your home for sale

Cleaning

Cleaning your house can really add to your home's value, as well as the buyers first impressions. Clean everywhere - from the carpets, to the places that often go untouched. The end result will be worth it, giving away the impression of a very well kept home. If you don't have time to clean from top to bottom, local services can be quite cheap and well worth the cost.

Clutter removal

Less is definitely more when it comes to selling your home. Potential buyers want to be able to see what the home is like without the distraction of a lot of furniture. This is a great time to get rid of things you don't need. Contact your local council, who may be able to collect large items for you. An alternative if you just want to hide your furniture, is renting a storage space.

They are inexpensive, and can be used to store excess furniture and other larger objects. With your home a little clearer, you can organise it more to appeal to your buyers.

Home damage and DIY

Many homeowners will discover that there are a few areas where they can improve their property. Perhaps there is a small DIY list you have been putting off for a while? It is time to get to it, and sort those little jobs now.

These could be the smallest of jobs, such as replacing a light bulb, but can make a big difference. If you have any large repairs on your home that need fixing - such as broken roof tiles or a leak - it is very advisable to get them fixed straight away. They could de-value your home, and will not impress buyers in the slightest.

Painting

A fresh coat of paint can make a room look brand new. Try to stick to light colours like whites and creams, and stay away from darker colours such as blacks and browns.

Photography

Why it is important?

Photography is incredibly vital for your property advert; it gives potential buyers an insight in to your home via your online property listing, or via our brochures in the branch. Good photography instantly shows people what your home is like and what is available, allowing them to decide if they're interested and want to make an appointment to look further.

At Anthony Pepe, we ensure that each aspect of your home is photographed to look at its best. When you have decided to put your home on the market with us, we will prearrange a time with you for one of our trained photographers to come to your property and photograph each room. While we will offer tips and suggestions to make your rooms look at their best, you are more than welcome to offer any suggestions you may have too.

Preparing for photography?

Before we embark on photography within your home, it is best to prepare its condition in advance, so that we are able to capture each room in its best condition. We advise that you do the following on our visit day, to optimise your home photography:

- Remove any clutter and hide it out of sight
- Ensure all surfaces are clean, tidy and empty of disorder
- Make sure all curtains and blinds are open
- Ensure that your garden is free from any larger items that may get in the way, such as children's toys and washing
- Ideally, park your car out of the way while we take exterior shots

Viewings

Best times of day

When it comes to viewings on your home, we will discuss with you the best times of the day & week to present your property and do our best to steer appointments around these times. Considerations may need to be made. These could include your normal weekly routines, parking availability in your street and traffic levels, children and pets, light levels and garden aspects. We will talk with you about all of these aspects prior to the viewing, ensuring that the appointment time works for everyone.

Should you become aware of anything that may be in the way of the viewing, please let us know. We can conduct the appointment without you, but only at your agreement.

First Impressions

First impressions are important, so as well as improving your home in regards to DIY and painting as above, it is important to ensure it is in the best state for showing to your prospective buyers on the day.

This is to ensure it appeals to as many people as possible.

On the day of the viewing, ensure your property is tidy. Clear away dishes, sweep the floors, make sure the garden and hall are tidy for inviting people in to your home. It is advisable to leave pets with a neighbour or family member.

Turn on the heating during the colder months, and put your house lights on. Air out the house by opening the windows, and ensure that you have not smoked or cooked anything with a strong smell prior to a viewing.

If you have a parking space, park your car somewhere else, allowing the viewer to use yours; this will add to their experience.

Preparing for moving day

Our tips for moving out

Moving out of your home can be stressful, but if you get organised and plan well ahead the whole process will go a lot more smoothly.

We've gathered our top tips for making moving as stress free as possible:

- Use a professional moving firm; do not try to move everything yourself in a rented van. They are trained professionals, and will do all of the work for you. Ask us for our recommendations, or ask friends and family who they have used in the past.
- Try to avoid moving on a Friday - it's the most popular day, and therefore the most expensive
- Take meter readings on your property the day you move out.
- Ensure that all of your post is re-directed by the Royal Mail. Use our checklist below to make sure you have informed everyone that you are moving.
- It could be some time before you have internet in your new property. Download anything you may need for the new home from the internet before you move.
- Leave a note of anything important for the new owners. This can include things like alarm codes, where the water and other meters are, and sockets.

Who to inform - checklist

When you move out, it is best to ensure that you tell everyone who has your address about your new address. This will make sure nothing important goes to the wrong place, and that no one is forgotten:

Home Bills

- Water Company
- Gas Company
- Electricity Company
- Telephone Provider
- Mobile Phone Provider
- Post office
- Cable/satellite and internet service providers
- TV/video rental companies
- TV licensing

Money

- Banks
- Credit card companies
- Council tax department
- National savings and premium bonds
- Your employer
- Insurance companies
- Pension companies
- Inland revenue
- Social security
- Solicitor

Health

- Doctor
- Dentist
- Optician

Travel

- DVLA
- Breakdown recovery company
- Vehicle registration
- Vehicle insurance

Other

- Friends and relatives
- Subscriptions
- Milk delivery
- Newsagent
- Sports club
- Library
- Schools/colleges

Contact us

Our modern offices are located in the centre of Harringay, Highbury and Palmers Green. Please feel free to visit us at any time for an informal chat about any aspect of selling, letting or buying a property.

Harringay

407 Green Lanes
London N4 1EY

Tel. 020 8341 9999

info@anthonypepe.com
www.anthonypepe.com

Highbury

100 Highbury Park
London N5 2XE

Tel: 020 7704 2100

Palmers Green

301 Green Lanes
London N13 4XS

Tel. 020 8882 6567

Opening hours:

Monday to Thursday	9.00am to 7.00pm
Friday	9.00am to 6.00pm
Saturdays	9.30am to 4.30pm



