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FOR SALE

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YOUR
GUIDE TO
**HOME
SELLING**



A Guide to Selling your Property

Selling a property can be a daunting experience but we hope this guide provides you with some reassuring advice.

Established in the local area for over 25 years, we have seen the ups and downs of the property market. Trends come and go and prices climb, but throughout all of these years we still believe in delivering a personal service to each and every one of our customers. Our clients appreciate our professional service and attention, as shown by the incredible number of genuine unsolicited testimonials. We pride ourselves on repeat business, and we are still working with families we met in the mid-1990's!

If you have any questions about the process of selling or buying a property any of our staff will be happy to help so please feel free to call your local office and ask.



We have been so impressed with the level of service. Thank you all."

Mr & Mrs W, Hastings office



The Process of Selling your Home

The prospect of selling your home can be daunting and the decisions you make along the way could save you – or cost you - many thousands of pounds. Here's our step by step guide.

1 Valuation

Estate agents will provide you with their estimation of what your property is worth on the market, which can help you to decide on your asking price when you put it up for sale. Remember, even though it may sound good if one agent provides a really high valuation it may not be realistic!

2 Prepare your home

Once you have chosen an agent to market your property ensure your home is looking its best for the photos and viewings (see our guide on page 6). If you present your home well, you are not only more likely to sell your home faster, but you might make it more valuable too!

3 Choose a solicitor

You need to choose a solicitor to handle the legal work in transferring ownership of the property.

It is a good idea to have a solicitor ready from the start. You may receive an offer on the first day that your home goes on the market! We are happy to provide recommendations.

4 Marketing and viewings

When you instruct Rush Witt and Wilson we will market your property across all the major online property listings. We'll also market your property in many of our alternative listings, including our exclusive preview magazine, our website and our social media channels. We will handle any viewings of your home so all you need to do is keep the property clean and clutter free.

5 Offers

We will inform you of any offers received. Estate Agents are legally required to do this. Once you are happy with an offer, you can formally accept it. Don't forget that accepting an offer is not legally binding, and you can legally change your mind or accept a higher offer later but this can be pretty distressing to the buyer.

6 Draft Contracts

Solicitors will arrange these. The buyer's mortgage provider will also require a survey to be done on the property and you will be required to answer some questions relating to what is included in the sale.

7 Exchange contracts

Once you have exchanged contracts the sale is legally binding and there are financial implications if either of you back out.

8 Completion

This is the day the legal ownership of the property changes. The money is transferred and the deeds are transferred between the solicitors or conveyancers. The solicitor or conveyancer will transfer the ownership with the land registry.

**And that's it.
Pop the champagne,
your property is sold!**

Get your home "Sale Ready"



First impressions really do count, and whether you are preparing for a job interview, to meet your partner's parents for the first time or preparing your house for sale you really do only get that one chance to make a positive lasting impression. There are a number of things that you can do to increase your chances of a positive viewing for your property. Done right, first viewings could even lead to offers if they have the wow factor. Here, we give a little advice on how to make a great impression from the moment your prospective buyers turn up.

1 De-clutter

It is a great idea to declutter your home before the viewings start. It can often be hard for people to imagine themselves in a property if it is filled with a huge number of belongings. So, take a look at what you have and consider getting rid of items you no longer want or need. Look at putting your house on the market as a great opportunity to have a clear out; after all, you don't really want to take things you no longer use with you when you do move. It is worth decluttering before we take the photos of your property; these give potential buyers the first look at your home so make sure that it is a very favourable one.



2 Tidy up

Whilst a good estate agent will try to give you some notice for viewings it is inevitable that there might be times when somebody is in the area looking at properties and wants to look at yours with little notice. It is worth making sure that once your property is on the market you try to tidy up regularly so that you are ready for viewings, both the planned and the unplanned ones. Getting into a routine of keeping everything tidied up will make it much easier if you get a viewing at short notice.



3 Kerb Appeal

Many homeowners spend all their time getting the inside of their home looking great but pay little attention to the initial appeal of the property – the exterior. A gate that needs a lick of paint, untidy borders and a less than pristine looking front door could put prospective buyers off before they have set foot through the door. Small exterior maintenance tasks may make all the difference when it comes to getting those all-important offers.



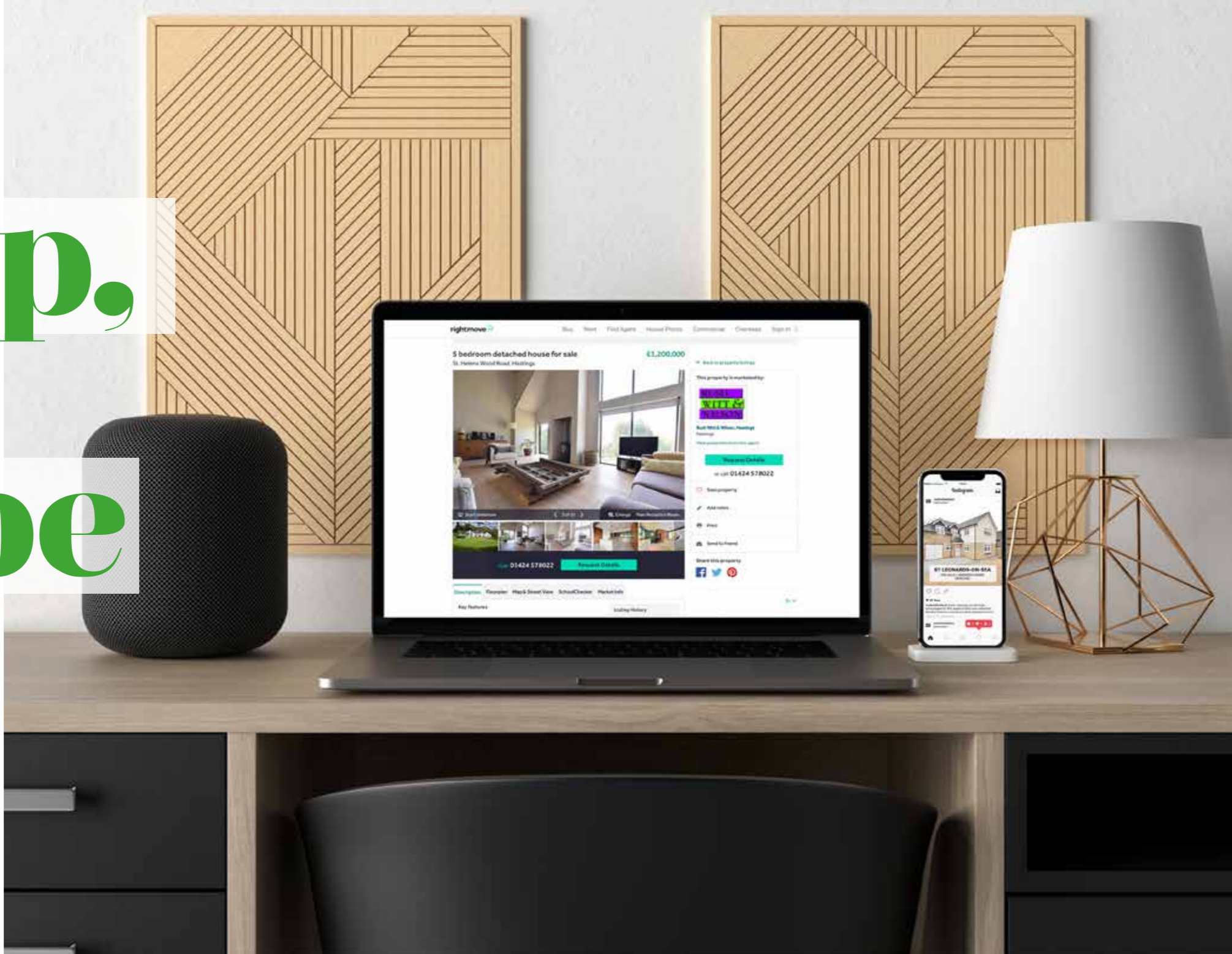
4 Viewings

Many savvy homeowners prefer to leave property viewings to their estate agent – and this is often a great idea. After all, they are not emotionally attached to your house the way that you are, so can be more objective about things that potential buyers comment on. They can also offer potential buyers a truly professional and impartial viewing of your home, and may even point out things that you would not think to.

Here at Rush Witt & Wilson, we have a wealth of experience when it comes to helping make a great first impression with a property viewing. Why not let us help prospective buyers fall in love with your property?

I would like to thank you for your help in managing the property and the sale. I made the decision to go with Rush Witt about 10 years ago and have never regretted it.

Help, not Hype



What can you expect from us?

Selling a property can be a stressful process, which is why from valuation to completion we are here to help you through every step along the way.

We don't dress this up with hype; our testimonials show our commitment to you and that we genuinely care.

Here are a few things that you can expect from us as your trusted agents...

Valuations

Knowing the true value of your home is important, and we will provide you with a free no obligation valuation of your property based on a variety of factors including the location and demand, age, size, room layout, electrics and heatings, structural improvements etc. With 25 years experience in the local area, we can advise you on how best to market your home to achieve the best price.

Superb photography

First impressions really do count and the photos someone sees of your property can make the difference between getting viewings or not. Your chances of attracting the right buyers is higher when your property looks great in pictures. That's why all of our key staff are trained in property photography ensuring that you have the best opportunity of getting people through your door.

Traditional marketing, modern techniques

Marketing a property for sale has certainly changed since we started selling in the early 1990's, but we take pride in providing the same personal service to vendors and buyer. On top of this, we are expert Rightmove users with all properties for sale listed on the site. Your property can feature in our exclusive magazine called 'Preview'. Preview is sent out weekly to a targeted audience of buyers who have directly expressed interest in

purchasing a property in the area. We also embrace Social Media, with properties regularly being featured on Facebook, Twitter and Instagram. We were one of the first estate agents to computerise in 1997, so we know what we are doing!

We can also handle any viewings of your home so all you need to do is keep the property clean and clutter free.

A local team

The majority of house moves are to a property within a 15 mile radius of your previous property. With 25 years of experience in 7 offices across the local area, you can be assured of an expert local service for selling as well as plenty of knowledge and advice on the area you are looking to buy in.

National connections

Distant moves need not be a headache when working with us. If you are heading further afield then the fact that we have been chosen as relocation agents will be of interest. With a strong network of agents all over the country, we can provide you with local knowledge and advice for any area you are looking to move to, and help to connect you with a trusted agent.

Always here

Whether you've sold property before or you're new to the game, we aim to offer you all the support you need in every aspect of your sale from valuations, marketing, viewings, negotiations and completion. For advice or any questions you have at any time at all, we encourage you to give us a call at your local office - we will be glad to help.

Our offices



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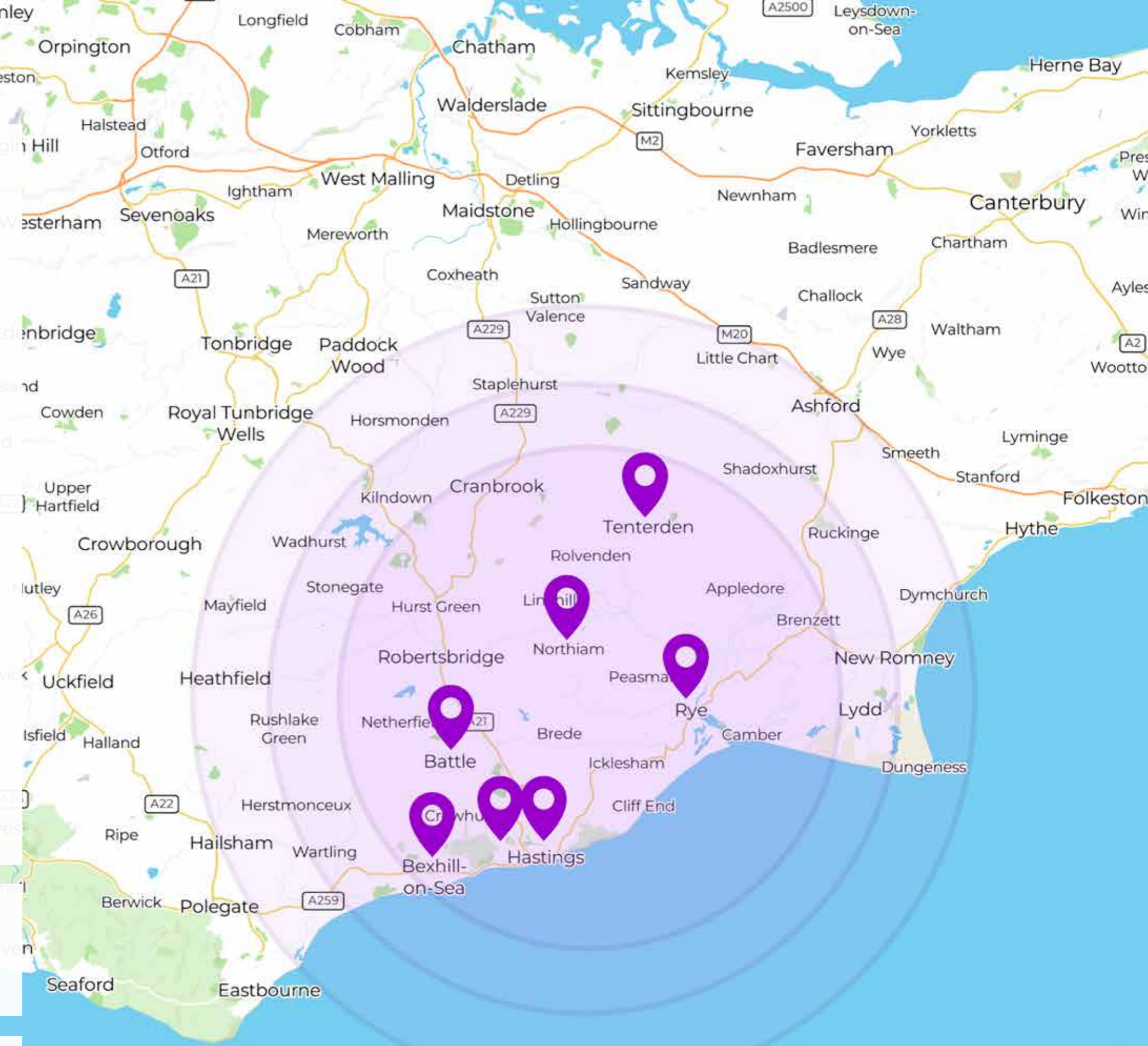
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