

BELVOIR!

27-35 London Road, Newbury, RG14 1JL

01635 888288

6 STEP SALEABILITY CHECKLIST

To successfully sell your home, follow our easy to use 6-step saleability checklist. It could save you tens of thousands of pounds, months of inactivity and ensure you get the sale you want in the timeframe you need.

1

Asking price



2

Supply and demand



3

Estate agent commitment



4

Property presentation



5




Photography






6

Rightmove advert



| Factor | How to rate | Your overall rating |
|--|--|--|
|  <p>1</p> <p>Asking price</p> | <p>Does your estate agent agree with your chosen asking price? How does it compare with similar properties on the market in your area?</p> <p>Score 10 if your estate agent agrees or suggested the price, and it compares well with other similar properties in your areas.</p> <p>Give it a lower score if, when you put yourself into a potential house-hunter's shoes, you prefer other similarly priced houses over yours.</p> <p style="text-align: center;">TIP</p> <p>Putting a house that usually sells for £700,000 on at £1m may sound great, but it's unlikely to sell, while putting it on for £300,000 may get a fast sale, but would lose you a small fortune. Both would get a low score for these reasons.</p> | <p style="text-align: right;">__ /10</p> |
|  <p>2</p> <p>Supply and demand</p> | <p>Have a frank conversation with your estate agent about the current demand for your type of property.</p> <p>Then search for similar properties on Rightmove, noting the 'Added on' date, to see how long they've been on the market.</p> <p>Score 10 if your estate agent says there's high demand with a shortage of your type of house – this is the scenario you want. On Rightmove, if there aren't many similar houses to yours, and they've been recently added, this suggests they're selling well.</p> <p>Reduce the score if there are lots of similar houses on the market and they're taking a while to sell.</p> | <p style="text-align: right;">__ /10</p> |
|  <p>3</p> <p>Estate agent commitment</p> | <p>How much time, energy, enthusiasm and effort do you feel your estate agent is putting in to selling your property?</p> <p>Score 10 if your estate agent is being proactive, you're seeing your property advertised in multiple places – agent window, local press, property selling websites such as Rightmove, social media... This indicates they're actively seeking buyers. Also consider how well you're being kept up to date on the progress, how much interest your property is getting, the level of feedback you're receiving after viewings so you can consider making changes.</p> <p>Reduce the score if you feel any of these areas aren't being done as well as they could be, and with the commitment you'd hope for.</p> | <p style="text-align: right;">__ /10</p> |

| | | |
|--|---|----------------------|
|  <p>4</p> <p>Property presentation</p> | <p>How does your property compare with others on Rightmove? Be honest and objective. Would you scroll past it? This isn't easy so you may want to ask a friend to give you honest feedback.</p> <p>Score 10 if your property stands out for kerb appeal, the interior looks like it could appear in a lifestyle magazine, and it's so well presented it makes you think twice about selling it.</p> <p>Reduce the score if the interior looks dated, beds don't look freshly made, surfaces are cluttered or there's pet and children's stuff in the photos. Would you like to stay here if it were a 'home from home' holiday let?</p> <p>TIP</p> <p>Take a look at property magazines, watch George Clarke and Charlie Luxton's shows, have a browse on Houzz, Pinterest and Instagram. Take inspiration from the most attractive properties that you see on Rightmove etc.</p> | <p>__ /10</p> |
|  <p>5</p> <p>Photography</p> | <p>Professional photography is pretty standard now amongst the higher end estate agents, which means that to stand out, your photography needs to be exceptional, inside and out.</p> <p>Score 10 if your photos have 'wow' factor and your property jumps off the page, especially when compared to other similar properties, with things like beautiful exterior shots taken at dusk and interiors that look clean, spacious and aspirational.</p> <p>Reduce the score if you could have taken better photos, there aren't any overhead shots of the property, it doesn't stand out on the page, rooms are poorly lit or it doesn't show your home in its best light.</p> <p>TIP</p> <p>If you're unsure what constitutes good photography, search 'interiors photography' on Google Images. How do your images compare? This is also a great place to get inspiration on styling your home for selling - and of course, look at ours!</p> | <p>__ /10</p> |

| | | |
|--|---|---------------|
|  <p>6 Rightmove advert</p> | <p>Rightmove is by far the UK's biggest home selling website, so it's all the more important to check how your property listing compares.</p> <p>Score 10 if your property listing has all the following:</p> <ul style="list-style-type: none"> • Eye-grabbing photos on the results page that make you want to see more. • Strong introductory copy giving a reason to read the main advert. • Online viewing – this vastly increases your audience. • Interior photographs on the property page that show all the main rooms in their best light. • Styling that creates an aspirational scene. • Outdoor photos that give a feeling of 'place'. • Key Features in a bullet point list that immediately flags all the 'need to know' features. • A clear legible floorplan that you can view on your mobile phone (the way most people search these days). • A description that's well-written in plain English (not estate agent jargon) highlighting the best aspects of your property. <p>Reduce the score every time you say 'no' to something.</p> | <p>__ /10</p> |
| | <p>Total Score</p> | <p>__ /60</p> |

How did your house sale score?

51-60 – A great score

Your Six Saleability Factors are all highly rated. Your property should be getting lots of interest, have frequent viewings with highly suitable prospective buyers, and an offer should be imminent.

41-50 – Mostly good

You should have some interest in your property, but things probably aren't moving quickly. Look over the lower scoring factors – there may be easy changes you can make to improve your chances of selling. Ask your estate agent what new ideas they have for boosting interest in your property. If you feel they lack ideas or are losing enthusiasm, consider changing agents.

25-41 – Not so good

You're probably not getting much serious interest in your property. This may be for reasons outside your control, such as supply and demand. If it is, it makes it even more important to score highly on the things you can influence, like the quality of presentation, photography and choice of estate agent. Ask your estate agent for a marketing review to see which saleability factors can be improved.

11-25 – There's work to do

Your sale strategy needs a complete overhaul. You should consider taking your property off the market while you review and improve all six factors listed above, including your estate agent. Only when you score at least 30 should you consider putting your property back on the market.

10 or less - Firstly, please don't panic!

You won't be alone if you feel your home is overpriced and your presentation isn't up to standard. There's plenty you can do to make it more saleable. When you've done all you can to improve all six factors, give us a call and we'll be happy to review what else may be wrong, suggest ways to put things right and if needed, introduce you to professionals such as home stylists.

When you've implemented all the changes you can make, only then should you instruct your estate agent to create a bespoke marketing strategy for your property.

Now you have your Home Saleability Score...

As it's often difficult to be objective when it's your own home, we'd be happy to help with a free Premium Home Seller's Consultation.

This is a great opportunity for you to get a professional view of your home and its place in the current market. We'll be completely honest when reviewing the 6 key factors above, and when answering any questions you may have. We can also make suggestions based on your home that aren't listed here. This, together with our home-selling experience and knowledge of the local market, will take the uncertainty out of preparing your home for a successful sale.

If you'd like to find out more about how the marketing of your home could be improved, why not book a consultation – there's no obligation to go further and absolutely no hard sell – that's not how we work.



To book, email me at tim.hughes@belvoir.co.uk, call or send me a text message – my personal mobile is 07515 391 866 and the office number is 01635 888288, and let's agree a time to help you get your house sold.

I look forward to hearing from you.

Yours,

Tim Hughes

Owner and director of Belvoir! Newbury