# Guide to **Sales**

HIGHCASTLE ESTATES

# » About Highcastle Estates

Highcastle Estates is an independent estate agency that prides itself on service. That's because we believe in what we do, and we do it really well. We've taken the traditional agency model and improved the bits that work and combined them with the values and thinking of some of the best high street brands.

The result: An estate agency with customer experience at its heart.

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# » Why Highcastle Estates

A sale isn't just about introducing a buyer to the seller. Rather, it is a highly complex transaction destined to achieve the maximum value for a property, with minimum hassle. We want to give you an understanding of the realistic value of your home. At Highcastle Estates, our highly trained and experienced teams can guide you through the whole selling process with ease.

We will discuss your requirements with you to ensure we fully understand your needs, whether it be a chain free sale or not. We will work alongside you and listen to your views, because while we may be the experts of the housing market, you are the experts of your own home. Knowing what makes a house feel like a home to you is vital and once we know what makes your home perfect for you, we will be able to find the right buyer at the right price for you.

We understand that every area, every property and every client are different, so Highcastle Estates focuses on delivering an exceptional, personal yet still professional service to each and every one of our clients. If you're looking for a company to serve you with passion and enthusiasm along with local expertise, then you can trust Highcastle Estates to sell your home!

# » The Sales process

**1** We arrange a valuation appointment where we will give you a correct valuation for your property.

**2** When you are happy with our services and the valuation, you can sign our terms and conditions and also provide us with your ID to instruct us.

**3** We arrange a professional photographer to take photos and to create a detailed floorplan.

**4** An Energy Performance Certificate (EPC) is required, so if you don't have an EPC, we can arrange for this.

**5** Once you give us access to keys, we can start organising viewings through advertising on our portals, social media and contact potential buyers on our extensive database.

**6** All offers we receive are forwarded to you in writing along with any information required.

**7** Once you happily accept an offer and the buyer has instructed a solicitor, we take the property off the market!

**8** As you will need a reliable solicitor for conveyancing. Highcastle Estates can provide you with experienced solicitors in the property field. This process is a key part of the process and can take some time. To make this a smooth process, please ensure you provide all information fully to any queries raised.

**9** Thereafter we then can agree on a completion date which is acceptable to both you and the buyer.

**10** You will have then received the contract. Please ensure you read it thoroughly and return this to your solicitor.

**11** The buyer then pays the deposit and your solicitor will contact you to confirm the completion date and will request permission to exchange contracts! Ensure you contact your utility providers and take meter readings before you leave the property.

**12** As soon as your solicitor has informed you that the sale in now complete, you can drop all the sets of keys you have for the property to Highcastle Estates for the new owners to collect!

# » Our services



We offer you a free no obligation valuation

We will create a fantastic advert for you

We will take professional photographs

We create professional floorplans

We advertise on our website

We advertise on our online portals

We advertise on our social media

We contact individuals and companies on our database

You have a dedicated account manager

We deal with all queries, negotiations and viewings

**Most important, we sell your home!**

# How do we sell your home?

✓ Website

✓ Online Property Portals

✓ Social Media

✓ Database

It doesn't stop there! How do we make sure your home is sold? Our values are essential in selling your home.

**Clients**
Our focus is our client. Our aim is never to meet your expectations. Our aim is always to exceed your expectations. It's as simple as that.

**Trust**
We know that trust is an extremely important aspect of an estate agency and building relationships. This is why we act professionally at all times, with our clients' best interests combined with our knowledge of the market.

**Clear**
Communication is key. How many times have we heard that? We keep you well informed throughout the whole sale process from viewing feedback, solicitor updates up to exchange and completion!

**Personal**
At Highcastle Estates, we have a professional team. We add a personal touch to our service to make sure you are being well looked after at all times!

# » What do you need to do?

Firstly, why are you selling? Are you sure you want to sell?

Do you need more space, less space or just a change of scenery?

Are you in negative equity? If so, can you afford to sell?

You should notify your mortgage lender that you are planning to sell your home.

Make sure you know the amount you need to repay your lender and check if there are any early repayment costs.

If you are moving, decide whether you will buy or rent. If you're buying, you will need to consider the mortgage you will need for that.

Ensure you have a valid Energy Performance Certificate (EPC) as this is a legal requirement.

**Call Highcastle Estates to value your home and we'll help you with the rest!**

# For a free valuation

Visit hceuk.com
or call 020 3026 4420

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