



# SALES VALUATION PACK

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## About Us

Route Estates are a well-established Estate Agency in London who specialise in residential properties.

As a proud independent company, we offer a friendly, personalized service tailored to suit both you and your property's requirements.

We have an energetic and experienced sales force that pride themselves on delivering the highest levels of customer service.

With a strong presence online, we have an ever growing database of active buyers. Further to this, we also have a large database of rental landlords who are continually looking to expand their property portfolios, including a number of large scale developers and international investors.

Our aim is to provide vendors with the best offers possible within the shortest possible time frame. We do this by achieving maximum exposure for your property through extensive, multi channel.

Advertising as well as quantifying all potential buyers based on their position.

To accommodate the busy schedules of our clients, who maybe unavailable for viewings during the day, we stay open late on weekdays, as well as running extended hours on Saturdays.

Contrary to popular belief, we believe that being a sales agent is a people business and not just about property. In an industry which is becoming more technologically oriented and less personal, we believe in putting customers first whilst practicing honesty, integrity and hard work.



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## Our Commitment



## Property Management & Lettings

Specialists in London for over 15 years

### Our Service

At Route Estates we recognize that customer is king (or queen). We always make ourselves available for you, whether it's offering some advice or catching up for a chat, you are always welcomed with a smile.

### Integrity

Our aim is to provide you with the most accurate and achievable valuation for your property. We gladly offer advice on potential repairs and improvements on your property to help you maximise your return.

### Afordable Rates

We don't have fancy cars or elaborate glass fridges with foreign sparkling water, so it's only fair to charge for the work we do for you. We can tailor a package to suit you and your property.

### Well Established

We have been proudly independent for over a decade. With a team of experienced professionals, Route Estates is a trusted name in property.

### Open Longer Hours

To maximize the viewing potential of your property and accommodate our busy clientele, we work late on weekdays from 9am- 7pm and 10am-4pm Saturdays.

### Professionalism

As an added assurance, you will be pleased to know Route Estates have Clients Money Protection and are professional members of The Property of Ombudsman (TPO), UK Association of Letting Agents (UKALA), The Association of Residential Letting Agents (ARLA) and The National Association of Estate Agents (NAEA).

### Extensive Marketing

Your property will be marketed through all of the major property websites and local print media to ensure we gain the maximum exposure. We also use a professional photographer and provide a floor plan to showcase your property's best features.

### Feedback

As a valued client, we like to keep you informed on what has been happening. We provide you feedback from the accompanied sales viewings and let you know about any offers we have received

### Winning Formula

We have devised, what we believe to be, the most effective technique for selling new to market properties, capitalizing on the interest we are able to generate and achieve the best possible price in the shortest time.

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# Marketing Your Property



## First Impression

First impressions count so to ensure your property is perfectly presented we instruct a professional photographer to capture the best features, then carefully select and arrange the photos to highlight these. Floor plans are also included to add an additional insight to the property's layout as well as local maps and EPC details.



## Attention to Detail

Our descriptions are carefully worded to compliment the photographs and strengthen the appeal of your property. All the local sights and features are included to provide an accurate description of the surrounding area.



## Digital Marketing

All of our properties are featured on the major on line portals including Rightmove, Zoopla, Prime location, Propertyfinder, Globrix and many more. We have recently started implementing OR codes on our properties.



## Print Media

You will often find us advertising within free local newspapers, using innovative campaigns with full page and half page coloured adverts. We are also able to create adverts exclusively for your property.



## Large Database Of Existing Applicants

We register 100's of new applicants each month and consistently match out properties to our applicants via email alerts. This ensures we are in regular contact with our applicants and they are always up-to-date with the newest properties.



## Premium Listing

To gain maximum exposure for your property, we are able to list it as a premium display on Rightmove.com. On average, premium display properties generate 30% more viewings on line, increasing the number of potential buyers.



## Interactive Website

We attract thousands of users every month who are able to explore all of our properties past and present including photographs, descriptions, area information and most importantly; an online feature to request an immediate viewing.

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## The Process

### Accurate Valuation

It is very important to ensure your property is marketed at the right price. If it is too high, you will not attract the amount of attention you would hope for. Too low, and you will not achieve what you deserve. Our valuations are provided with supporting evidence of comparable properties both currently on the market and those which have recently sold.

### Touch-Ups And Tidying

Ensuring your property is well presented is crucial to achieving both the maximum possible interest and price. Being proactive in this area is essential. Any unfinished work or touch-ups required should be finished before viewings commence, to show the property has been well cared for. By keeping the property tidy and uncluttered it will highlight the available space.

### Professional Photography & Floor Plan

When your property is ready, we will book a professional company to take the photographs and make a floor plan. We aim to generate high levels of interest for you, by showcasing your property's best features.

### Extensive Marketing

All of our properties are marketed through multiple channels including digital and print media. We regularly send out email alerts to our registered database of active buyers as well as current landlords, investors and developers.

### Supervised Viewings

Every viewing is carried out at a time predetermined to suit you and your lifestyle. Prospective buyers are always accompanied; it is here we use our expertise to sell your property. With extended viewing hours we can accommodate all buyers' schedules, so we never miss an opportunity.



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# The Process

## **Collating And Submitting Offers**

Once we have received an offer from a prospective buyer, we collate as much relevant information as possible to help you make an informed decision. We will report to you in writing with a breakdown of the buyer's ability to proceed, their financial position and any other relevant information.

## **Accepting an Offer/ Memorandum of Sales/ Instruction Of Solicitor**

Once you have accepted an offer Route Estates will prepare a memorandum of sales, writing to all parties confirming the agreed price and collect your solicitor's information.

Your solicitor will send out a contract to the buyer's solicitor who will conduct preliminary enquiries. At this stage, you can negotiate the dates for a survey on your property, exchanging the contracts and a proposed completion date.

## **Continuous Contact With Solicitors**

To ensure the sale runs as smoothly as possible, we are regularly in contact with both parties and their respective solicitors. We will keep you informed each step of the way and can advise you and negotiate on your behalf throughout the process. There are no legal obligations until the contracts are signed.

## **Exchange Of Contracts**

The exchange of contracts occurs once the following have taken place; preliminary enquiries have been conducted, evidence of title provided, lease issues highlighted (where applicable), local search queries completed and confirmation of fixtures and fittings included in the sale.

Once the contract has been signed by both parties the deposit (usually 10% of the purchase price) will be paid by the buyer's solicitor to your solicitor. The completion date will then be set by mutual agreement.

## **Completion**

Completion is usually one week after exchange. The timing of this is negotiable and must be agreed by both parties at the point of exchange.

On the date of completion, the keys are handed over once the monies have been received by the respective solicitor.

The balance of monies (usually 90%) is transferred from the buyer's solicitor to your solicitor's account. Your solicitor will notify you when the money has cleared in your account and will then inform us to release the keys.

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## Frequently Asked Questions



### How much will it cost to sell my property?

**Estate Agency Commission:** A fee which is payable once the property has been sold and completion has taken place and it is charged as an agreed percentage of the sales price usually 1.5% plus VAT.

**Energy Performance Certificate:** It is a legal requirement to sell your property with an EPC. We are able to arrange this document on your behalf. The charge of this is subject to the provider.

**Legal fees for solicitors:** These will vary depending on the solicitor you choose.

### Do I need to redecorate before selling ?

It is not essential; however any improvements you are able to make will greatly increase your property's appeal.

### Are there any additional marketing costs?

Route Estates do not charge for a Premium Listing or any print advertising. All of the promotion required to sell your property is included within the agreed commission rate.

### Who is responsible for conducting viewings?

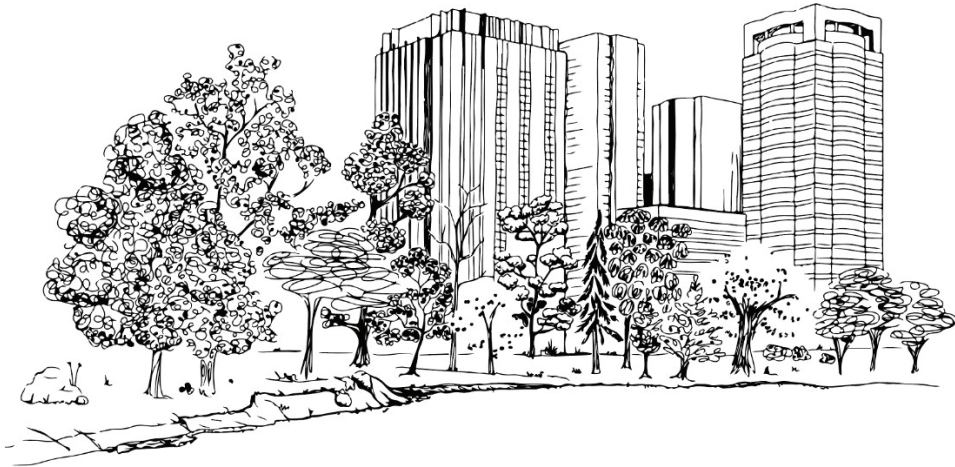
It is completely up to you if you are present or not. Route Estates will accompany all prospective buyers on viewings. If you do not wish to be present, we recommend leaving a spare set of keys with us. All keys are tagged and logged in a secure fashion. It is worth noting that most buyers feel more comfortable when the owner is not present.

### When do I need to move out?

You will need to be out by the completion date which will be mutually agreed by both parties. There is no such thing as a silly question, so please do not hesitate to ask us anything you are unsure of.

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# The Check List



Conecting people and property  
for over 15 years.

Sales | Valuations | Property Management | Renovations | Maintenance | Rent Guaranteed

## Preparing Your Property To Be Sold

- Does your property have a current EPC Certificate?  
\_\_\_\_\_
- Is the property presentable and free of any outstanding repairs?  
\_\_\_\_\_
- Are the gardens or outdoor areas well maintained?  
\_\_\_\_\_
- Is the property tidy and clean looking/smelling fresh?  
\_\_\_\_\_

## Practical Arrangements

- Have you redirected your post?  
\_\_\_\_\_
- Have you contacted all relevant utility providers and council  
About your move?  
\_\_\_\_\_
- Have you informed your insurance company?  
\_\_\_\_\_
- Have you left instruction manuals for appliances?  
\_\_\_\_\_
- Have you informed your head leaser or block Management Company?  
\_\_\_\_\_



We hope that the general points covered in this guide will be of assistance to you. If there are any aspects of which you are unsure, please call our enfield branch below, alternatively we can visit you at your home to discuss your individual requirements.

## ROUTE ESTATES

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naea | propertymark

PROTECTED

## NAEA Protected Agent

Route Estates are a member of NAEA Propertymark. This means we are part of the country's leading property professionals network and committed to promoting the highest standards in residential sales.

In the UK there is no mandatory regulation of estate agents, which means that in practice anyone can become one and there is often a vast difference in the level of professionalism customer's encounter.

## What makes NAEA Propertymark Protected estate agents different?

As NAEA Propertymark Protected estate agents we are experienced and trained professionals who abide by a nationally recognised Code of Practice. We hold all the correct insurance and legal protections to give you peace of mind throughout your move and, if things go wrong, are bound by an independent complaints procedure.

Crucially by engaging an NAEA Propertymark Protected estate agent when buying or selling your home you are guaranteed to be working with a professional agent who can give accurate, up-to-date advice and guidance.





*We are pleased to introduce our services to you*

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