

SUMMARY OF MARKETING PROCEDURE

1. Ideally we would meet you at your home to view and gather information from you about it to inform us as best as possible and hopefully arrive at the best valuation.
2. We present you with our suggested target price and how we think it would be best to go about achieving that.
3. We will show you how we would present your home based on other examples.
4. We present you with our terms including fee and tie-in period. Our contracts are usually sole agency only, otherwise we can find our efforts only assist another agent. Depending on the agreed rate, we may include EPC, professional photos and a de luxe brochure (which would belong to you).
5. Subject to any applicable cancellation period with your consent we put a trusted combined EPC assessor, professional photographer and floorplan designer in touch with you to fix a time for all three things to be carried out by the one person.
6. While waiting for the EPC photos and floorplan to be generated, we arrange a mutually convenient time to visit the property and take a detailed description to help us create the best possible particulars of sale.
7. The particulars of sale are produced and amended to your satisfaction, then a de- luxe brochure based on them is designed by the Guild for us and sent to the printers.
8. We agree with you a launch date for the property to go online and if appropriate match it to our registered applicants for the first few hours before distributing it across the world wide web on Rightmove, Zoopla, Boomin, guildproperty.co.uk and our own website whilst sending the particulars in pdf form to each of our applicants on an email.
9. We follow up immediately with systematic phone calls to our best placed applicants.
10. We take calls and liaise with you to book viewings.
11. Within 3 days of the start of marketing, we provide you with detailed online viewing statistics and advise you on what they mean and where necessary review the marketing strategy.
12. Viewings take place with written feedback for each, presented in a clear to read chart.
13. Where offers are made we inform you promptly and advise you at each turn based on all our experience, how we think you should respond knowing that you have the final decision and not responding without your full approval which we will confirm back to you in writing on an email or in a letter, so you know. We have to communicate all offers with you by law at every stage.

14. If an acceptable offer is made we check the buyer's affordability, for example seeking evidence of a mortgage promise and proof of savings and or equity and the source of them for AML purposes and also insist on face to face contact to check paper ID. We seek similar confirmation from their selling agent that they have done likewise on the related buyer where applicable and let you know once we are satisfied. Negotiations and acceptable offers are always prefaced with the words "subject to contract" and please do not be tempted to sign any documents or notes or accept any offers or negotiate other than through us.
15. Where appropriate we will advise as to how to handle multiple or rival offers and will compare them for you and sometimes may suggest that it is made a condition of any acceptable offers that no reduction will be entertained regardless of survey or at least not for any trivial survey finding and that a buyer be given a strict timetable to follow, subject to contract, from the booking of a survey to exchange and completion, subject to discretionary review by us so long as good progress is being made.
16. Once we are satisfied to recommend a buyer we gather information from a buyer in an "intending buyer" form to enable us to prepare a memorandum of sale shared with all the conveyancers.
17. If you have chosen to use our legal side to handle the legal side of your sale and/or purchase there is a useful bullet point summary of what happens next leading all the way to the handing over of the keys, completion and final meter readings and notification of all relevant third parties on our website, manchesterdurman.com under the 'conveyancing' tab. During that process you get to say when you want to commit to the sale (exchanging contracts) and complete (handing over of possession on receipt of the sale monies).