

ELDERS

estates ■ ■ ■

A guide to selling your home with
Elders Estates



A quick glance at what we can offer

- ✓ *Prominent showroom*
- ✓ *Licensed members of the National Association of Estate Agents*
- ✓ *Advertising on property portals including Rightmove, Zoopla and our website www.eldersestates.co.uk*
- ✓ *Negotiating the best possible price for your property on your behalf*
- ✓ *A4 Window display*
- ✓ *For Sale board*
- ✓ *Sales brochure*
- ✓ *Accompanied viewings, if required*
- ✓ *Viewing follows up/Regular feedback*
- ✓ *Property matched with potential buyers and investors on our mailing list*
- ✓ *Help and support throughout the conveyancing process*
- ✓ *We can introduce to an independent mortgage advisor*
- ✓ *Floor plans*
- ✓ *Effective use of social media*

First impressions count...

Why not stand out from the crowd and take advantage of our new **'Premium Property Marketing Package'**?

We are now giving home sellers the chance to upgrade their property listing by using our premium package which comes at a competitive price. For further information, please feel free to discuss this with us.

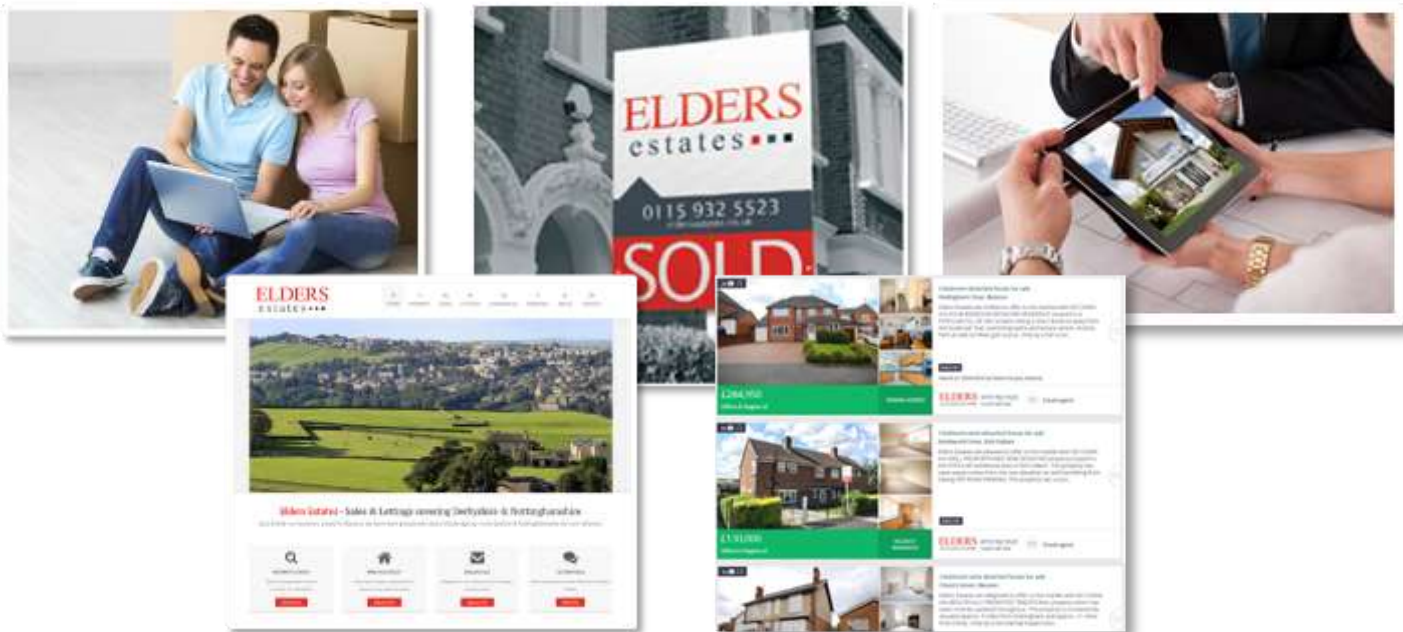
Our premium package includes -

- ✓ *Professional photographs*
- ✓ *HD Virtual Tour*
- ✓ *Premium listing on Rightmove.co.uk*



Traditional values, **Modern approach**

Elders Estates are a proud independent family run business based in Ilkeston Derbyshire where Mr William Twells, who is now a consultant for our firm, has been based since the 1940's. Our company is Directed by David Elder, Andrew Elder as Sales Manager and Daniel Hallett as Lettings Manager. The Elder family have been associated with Estate Agency since David's father, Bryan Elder, started trading as an Estate Agent and Chartered Surveyor in the 1940's. We are a thoroughly modern business with traditional values, our main aim being able to give our clients the best possible results when we sell or let their properties. It is important to us that we receive business from recommendations and referrals from clients who have used our services.



Getting started...

FREE VALUATION

We provide a no obligation valuation, even if you are not yet ready to place your property on the market and just want to know to the current market situation. We are pleased to do this as we benefit from getting a fuller picture of the property market, both present and as to what may be coming onto the market in the future. Whilst we are carrying out the inspection of your property, we will discuss our competitive "No Sale No Fee" package.

INSTRUCTING US

If you were to instruct ourselves to sell your property, the next steps would be to arrange a suitable date and time that suits yourself us to re-visit your property to take the various measurements, description and the photographs. We would discuss the time frame that you would like the property to be marketed and do our best to work to your requirements.

PLACING YOUR PROPERTY ON THE MARKET

We will begin to piece together your property details immediately; however, this usually takes a few days. We believe that presentation is key; this is why we take pride in the preparation of your property details ensuring potential buyers will be encouraged to arrange to view your property. Once the particulars and the documentation in relationship to the marketing of your property are ready, we will then organise a suitable date and time for yourself to visit us in branch or we can simply email/post them to you for your approval.

FULLY MARKETING YOUR PROPERTY

Once all the documents have been signed, we can begin fully marketing your property. This will involve contacting applicants on our mailing list who may be interested in arranging a viewing, as well as advertising it in our prominent show room in Ilkeston's Town Centre, in our window, on our website and various online property portals.

ADVERTISING

As well as being listed in our prominent town centre showroom and on our own website, your property will also be on all of the UK's most popular property portals which include:-



This means your property will be seen by the largest online audience of potential buyers. This puts you in the best position, in every respect, when it comes to selling your property!

ARRANGING VIEWINGS

Now that we have potential buyers interested in viewing your property it will be a case of organising a suitable date and time for the applicants to view the property. Whether you live out of the area, have a busy schedule or you just do not want the hassle, we are more than happy to conduct the viewing for you.

FEEDBACK

Once potential purchasers have visited the property we will then be in touch with them to get their feedback as to what they thought. We try and relay the feedback to you as soon as we possibly can, as we understand home sellers are always eager to get a response.

AGREEING A SALE

When it comes to agreeing a sale, here at Elders Estates our experienced negotiators are dedicated to achieving the best possible price for you. The higher the offer we get for you the more satisfied we are.

SOLD SUBJECT TO CONTRACT

Once an offer has been agreed you will then need to instruct a solicitor to do the conveyancing which we can assist you with. If required, we can contact multiple local solicitors to get various quotes which we would then relay to you.

Sales progression...

ORGANISING THE SURVEY

There is a very good chance that your buyer will be looking to have a survey conducted on your property. We will liaise with the survey company to arrange a suitable date and time for them to either collect the keys from our office or for them to meet you at your property.

KEEPING YOU UPTO DATE

Although the conveyancing is dealt with by the solicitor, at Elders Estates we are aware that the most stressful time for a home seller can be during the conveyancing period, which is why we keep in touch with the solicitors and progress your sale to exchange of contracts, keeping you updated the best we possibly can.

EXCHANGE OF CONTRACTS

When contracts are exchanged this is the time the sale becomes legally binding and a completion date is set, which will be organised through your solicitor and your buyers' solicitor.

COMPLETION DAY

On the day of completion the monies are transferred between the parties and ultimately the keys are handed over. It is the day you will move house! The time of day that completion takes place can often be dictated by the length of chain you find yourself in and the speed with which each parties respective solicitor transfers the monies from their account.



Our clients

and what they have to say about our service



We are a thoroughly modern business with traditional values, our main aim being able to give our clients the best possible results when we sell or let their properties. It is important to us that we receive business from recommendations and referrals from clients who have used our services.

You needn't take our word for it, take a look at these testimonials –

*They sold my property within 3 weeks. We're very professional. Very friendly. Extremely helpful and always kept me up to date. I often received an update from them when it was my solicitors place to do so and when there were problems in the process, it was Elders who went out their way to help. Very happy with the service and would definitely recommend to friends. - **Tammy***

*Elders sold our house earlier this year. From the first day Andrew left a great impression, he was so positive about our house and the sale and the estimate was what we had hoped. The house sold within a few days which was fantastic! Andrew was always on hand to speak to, was so friendly and professional and when it came to discussing us possibly breaking the chain (due to our onward purchase being horrendous!) he did this with understanding and empathy to our situation. I cannot recommend Elders highly enough! – **Emma M***

*Sold our house with Elders estates within a couple of days. Excellent customer service from start to finish. Staff always happy friendly and helpful. We would recommend Elders to anyone we know. Thank you for an easy pleasant house sale. – **Emma & Steve***

*Great service, efficient and professional. Thank you Andrew for getting the property completed quickly. It's good to deal with people who know what they are talking about and perform. Thanks - **Anna & Charlotte CJS***

*Andrew and Dan provided a first rate service. They were all you need in an Estate Agent. They listened to us, provided professional and efficient advice and found us a buyer. Throughout the process they kept us informed and ironed out any hitches along the way. The whole experience was pain-free so thanks for doing what you said you would do. – **Mrs C***

*I have recently sold a house through Elders after buying a different property with them a year before, we used them as we had good service when buying. As always they are professional, friendly and cannot do enough to help. Andrew in particular went the extra mile both when selling our property and buying the year before. I would definitely use Elders again and encourage others to use them as well. – **Mr Syson***

To see our most recent testimonials, please feel free to visit our website –
www.eldersestates.co.uk

Choosing the **right** Estate Agent

At Elders Estates, our aim is to achieve the best possible price for your property in a time scale tailored to your requirements. We appreciate that selling your property can be stressful, so we are committed to making your journey as smooth and hassle free as possible; keeping you fully informed every step of the way. We believe that our dedication to providing this service cannot be beaten. The homes we sell gain the same exposure as they would with a national agent coupled with our local knowledge as we know the area, the people and the market. We pride ourselves on being proactive, punctual and professional in all aspects of estate agency. If you think your property may be suitable for auction we would only be too pleased to discuss this approach to selling with you.

#LOOKFORTHELOGO



Not sure which questions to ask the Estate Agent?

Here are some points to consider...

Are they members of the **National Association of Estate Agents**?

If the answer is yes - this means the agent is bound to a code of conduct and will be qualified.

Where will they **advertise** your property?

To achieve maximum exposure, the agent should be able to offer to place your property in their showroom window as well as on property portals including Rightmove, Zoopla & Prime location.

Is their fee based on a **No Sale, No Fee** basis?

If the answer is yes – this means your agent will have a greater incentive to make sure your property gets through to completion as smoothly as possible. If the answer is no and the agent charges you regardless of the outcome, would you feel that they are doing the best they can to achieve a sale?

Are the **viewings included** in the package?

You employ an estate agent to sell your property, so they should conduct the viewings for you to allow them to achieve the best possible price for your property. In our opinion, there shouldn't be any extra charge for a viewing service.

Have they recently sold **similar properties in your area**?

If the answer is yes – this agent will be a lot more knowledgeable about your area than an agent who hasn't sold any properties in your area.

What period of time is the **sole agency agreement**?

A sole agency agreement is where the agent in the contract is the only one allowed to sell your home during the period stipulated. If an agent's contract period is shorter than the majority, this agent will more than likely feel more confident in offering you an excellent service as well as achieving a sale for you in a reasonable time scale.

We hope you find these questions useful.



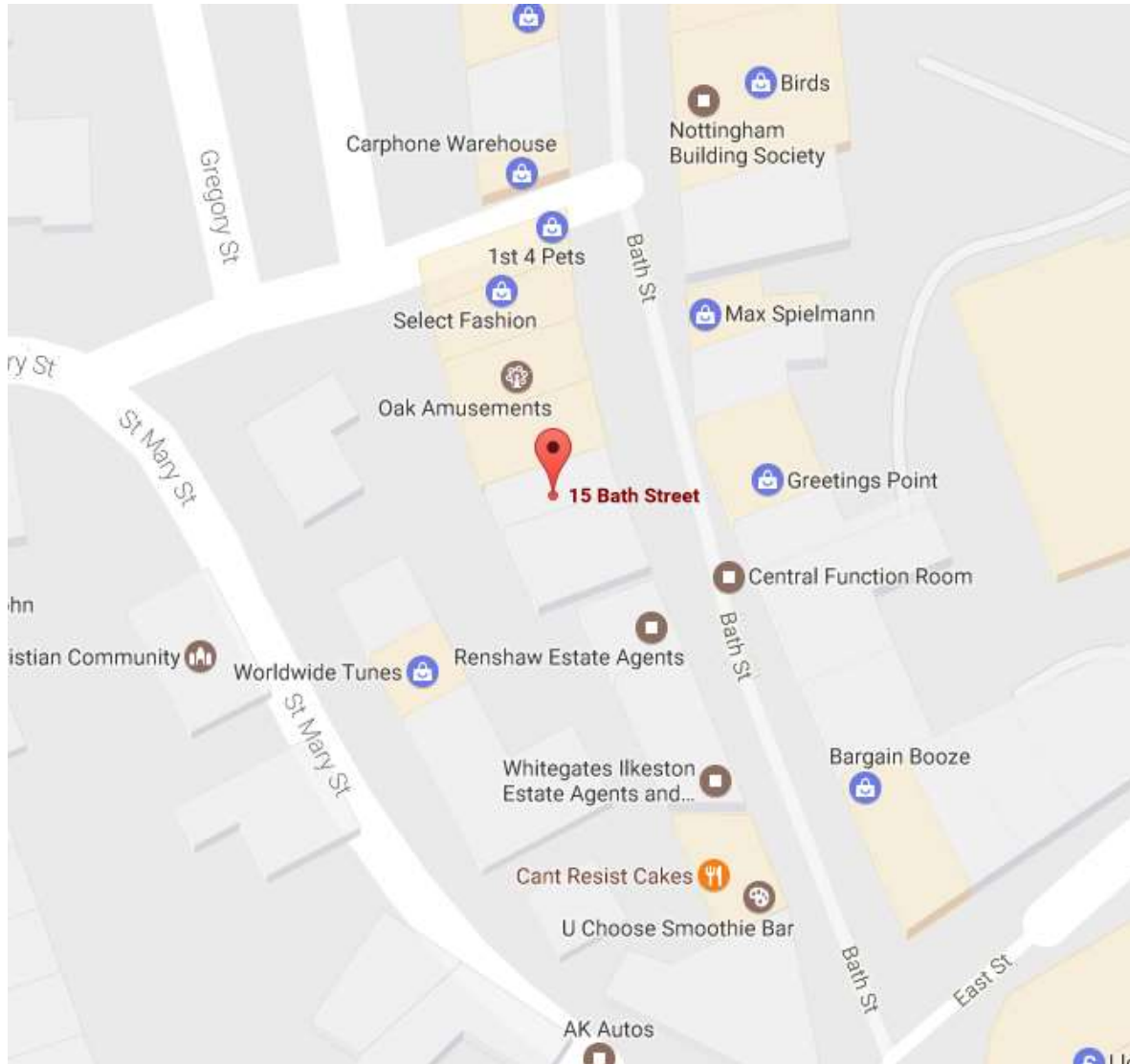
Sellers Checklist

- Choose an Estate Agent you feel comfortable with, don't feel pressured
- Think carefully before signing an agencies agreement and make sure you are satisfied with the terms
- Prepare your property for marketing to ensure it is viewed in the best possible light
- Instruct a solicitor and inform the Estate Agent which solicitor you will be using
- Commission your Energy Performance Certificate before you market your property
- Once you have a completion date, make arrangements to transfer your utilities and take meter readings on the day
- Ensure all keys are ready to be handed over to the Estate Agents

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We are here



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