

Steps to success

We have been selling properties since 1817 and as such we pride ourselves on our outstanding property knowledge.

We have compiled a few top tips over 4 key topics:



White Est. 1817
& Sons

1. Sell First or Buy First?

We often speak to people who will only look to sell their home once they have found what they are looking for, this has its advantages and disadvantages.



If you sell before you buy

- It puts you in a stronger buying position - you are now a proceedable buyer if your dream home comes to market.
- If you are in a bidding situation and the seller is considering all of those who have offered, your offer will be looked at more favourably.
- You are more in control when it comes to the sale of your home, because you're not panicking about selling quickly. It really does help minimise stress levels.
- As you have sold your property first, you know exactly how much your budget is for your purchase.

If you buy before you sell

- You could be putting yourself behind the competition, particularly in a multiple offer scenario.
- You may consider a lower offer on your property, just to get moving.

We would always advise on selling before buying, however, everyone has different circumstances. If you do decide to do the latter, there are a few things you can do to prepare.

- Speak to a mortgage advisor - we work with an excellent specialist if you need a referral.
- Do your research - are your expectations realistic?
- Register with your local agents, they can advise you of properties coming to the market. In addition, they can give you advice on your property.
- Low key marketing could even be an option. [Click here if you'd like to know more.](#)



Whatever you decide to do, if you need some honest, practical advice please do not hesitate to get in touch.

2. Maximising the Value

First Impressions Count

Creating kerb appeal is really important. Take a look at your property from the front, could the front door do with a fresh coat of paint, trim the front hedge, sweep up the fallen leaves, pull up the weeds poking through the drive or give the front windows a wash? If so, these little things really do help to make a good first impression.



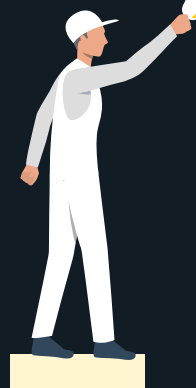
Odours

No, we are not going to encourage you to bake bread! Prior to viewings if you can open the windows for a period of time or invest in a few automatic fresheners, this will make your home more inviting.



Minimise Buyer Worries

Buyers understand that no house is absolutely perfect, however, paying some attention to some of those little jobs you have been meaning to tackle, such as minor repairs to walls, floors or features can really alleviate buyer concerns.



Emphasize Space

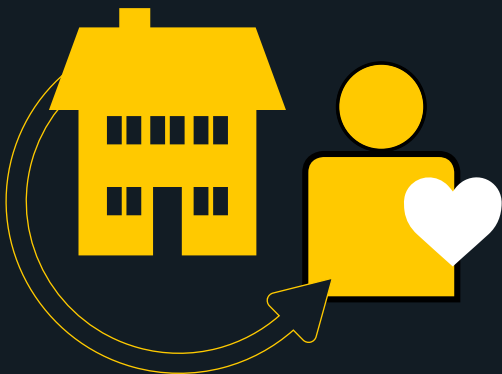
We don't mean place all your furniture in storage! Clear up some of the daily clutter, clear surfaces, including floors, and put away personal items, such as the exercise bike which isn't being used as often as you hoped. Open blinds, curtains and adjoining doors.



Make the most of every viewing

Be as flexible as possible. If there are times you would prefer viewings not to take place then let your agent know ahead of time. Also, if your property has a tenant, prior to viewings, speak to them to arrange convenient times.

If you would prefer to create more of an event surrounding the launch of your property, why not consider an Open Day. Talk to your agent about the possible options to maximise buyer enquiries.



Leave it to Us

We would recommend that if you want to receive honest feedback on your property, whilst the viewing is taking place, allow us to conduct the viewings for you.

3. Optimising Photos

At White & Sons we know the importance of great photos, videos and virtual tours when marketing a home. This is why we only work with the very best in their field.

Our offices have been working with a talented photographer, Thomas Gilder, for many years. Thomas takes great pride in his work and is exceptionally good at dressing a home ready to be photographed. He has very kindly provided some of his key suggestions for preparing your home to be photographed.

“Whilst some might paint, decorate or plaster, others may simply want to ensure that their home is looking at its very best by using all the beautiful things that they’ve surrounded themselves with over the years.”

His room by room practical advice will help maximise the photographers' time and increase visibility. Below are a few carefully selected suggestions.



Living Rooms

- Cushions should be plumped up.
- Mantel pieces and window ledges, look best with a few carefully selected items, such as flowers or glassware.

Dining Rooms

- Although not entirely necessary, a dining table laid very simply will often be more appealing.
- Candlesticks with (new) candles always look good.

Kitchens

- Apart from everyday items, e.g. toasters, kettles and knife blocks, surfaces should be completely clear.
- It's best to remove any items that are resting on the very top of your kitchen units nearest the ceiling.

Bedrooms

- Although great for storage, items placed underneath a bed will almost always be visible in photographs and should be removed.
- As with many other rooms, vases of flowers always look beautiful.

Bathrooms

- Towels are fine if they're nicely folded.
- Toilet rolls can remain on show but only if they're new.

Personal Items

- Many of us have photographs on walls and surfaces throughout our home. We also display mementos which often carry the names and sometimes dates of the people and/or occasions that they celebrate. It may be that you're comfortable with these things being visible, but for others it might not be something that they've considered.

Children

- If you have a space dedicated to your child/children, it's more about making sure that it's as neat as is humanly possible.

Gardens

- Depending on the time of year, it's worth ensuring that the grass is kept mown, flower beds maintained and paths/driveways etc. kept clear of leaves and other detritus.

4. Reducing Stress

Moving isn't something we do every day, therefore, the learning curve can be steep.

With emotions running high, at times, it can be quite stressful. In our experience there are a few simple things to remember, or that you can do in advance, which could really help relieve tensions.

These tips have been provided by our experienced residential sales staff.

"Use a competent solicitor.

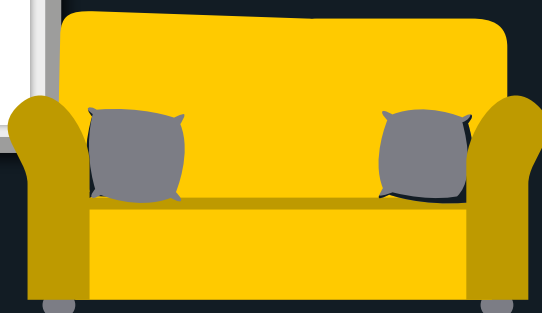
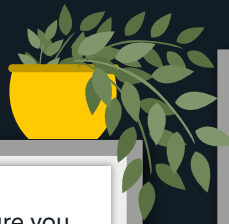
We have been involved in numerous difficult chains and having a good solicitor can make a big difference as to how quickly a transaction progresses. Given our experience in the area we can offer suitable recommendations based on your needs and the chain itself."

"Appoint a good agent. Look at past feedback/reviews, you need to look for an agent who is really good at progressing the sale, selling a property is so much more than just good pictures (although this helps too!) and advertising on the likes of Rightmove or Zoopla. Look for an agent who has professional qualifications, is proactive and is an expert communicator.

"Prepare a first draft of your fixtures and fittings - what are you prepared to include in the sale?" Sounds like a silly thing to do, you haven't sold yet, but this will save some time later down the line when the question is eventually asked."

"First impressions really count when it comes to marketing your home. Before instructing an agent make sure your home is ready to go. Have a de-clutter, fix some of those little jobs you have been putting off, don't forget your agent will need to take photos."

"If you are aware of any work that needs to be done i.e. damp/wood treatment, wiring, it is an idea to either have the work done or have quotes available. Make available FENSA certificates, gas certificates etc. as these will be needed by a purchaser's solicitors."





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