



# OUR SELLER'S GUIDE



*With **You...** On Your Journey **Home***



*Selling your home can be one of the most stressful events in life. There's a huge amount of money at stake and lots of 'i's to dot and 't's to cross. To help you avoid the pitfalls and **make your sale as profitable and stress-free as possible**, we recommend following the steps in this guide...*

# BEFORE WE START...

## KNOW YOUR COSTS



**ESTATE AGENCY FEES** Consider your estate agent as an investment. They are dealing with your most expensive asset. A good investment can make you money. A bad investment can go the other way. Some agents charge an all inclusive fee, whereas some charge for extras like EPCs, photographs or floorplans.

**SOLICITORS FEES** A solicitor will charge you to sell or buy a property. Their bill will be made up of their charges (plus VAT), along with other costs (often called disbursements) such as search fees and Land Registry charges.

**MORTGAGE COSTS** These can range from valuation and arrangement fees, to redemption charges. We would suggest that you speak to an advisor as early in the process as possible. This will ensure you are able to budget effectively.

**SURVEY COSTS** House surveys are important as they comment on the condition of a property, possibly even flagging information that may convince you not to buy. However, if you wish to proceed, you may be able to use the information on the survey to renegotiate the price with the help of your agent. There are different levels of surveys available from a homebuyers report to a full building structural survey.

**LAND TAX (STAMP DUTY)\*** Land Transaction Tax (LTT) is a tax you might have to pay if you buy a residential property or piece of land in Wales. You will not have to pay LTT on properties costing up to £180,000. If you're buying a second home, you'll pay the higher residential rates of LTT on properties costing more than £40,000. This tax applies to both freehold and leasehold properties - whether you're buying outright or with a mortgage. Current Land Transaction Tax rates and bands can be found here: <https://gov.wales/land-transaction-tax-rates-and-bands>.

**ANYTHING ELSE?** You may want to have the boiler or electrics checked at the property. Neither of these are legal obligations and the buyer may well have to commission reports at their own expense. In some circumstances the seller will commission and pay - in order to make the sale proceed more smoothly.

*\*Correct information as of time of print, October 2022.*

# YOUR ESTATE AGENT...

# WHY CHOOSE FBM?



- ✓ **EXPERIENCE & EXPERTISE** *Established in 1833, we are a full-service agent that prides itself on offering a personalised service to all of our clients. Whatever your situation, we will have the experience to draw on.*
- ✓ **MULTI-OFFICE MARKETING** *If you're selling your home, you'll find our Multi Office Marketing policy helpful - each of our offices has access to your property information to cross-pollenate sales. We have prime offices across Pembrokeshire. Buyers can walk into any of them and make their enquiries.*
- ✓ **LOCAL CONSULTANTS** *We're extremely proud of our dedicated, locally-based and motivated staff who are passionate about the area, service levels and the property market. We give our team regular, focussed training and meet often to discuss, as a company, how to improve the service we offer. We share our knowledge with each other, and our clients.*
- ✓ **AWARD-WINNING** *We have won awards within the industry proving us to be a trusted and respected brand.*
- ✓ **DETAILS & PHOTOGRAPHY** *We create the highest quality property brochures with photography and floorplans. We understand the importance of excellent photography and layout, which is why our photography and design teams are in-house.*

# CHOOSING FBM

## YET MORE REASONS...



- ✓ **CUTTING EDGE TECHNOLOGY** *Our user-friendly website showcases full details of all our properties. The site has been developed, from menu layout to design, with the specific aim of helping buyers find the information they need about the properties.*
- ✓ **ONLINE PORTALS** *We have dedicated Zoopla and On The Market pages with Premium Listings and Feature Property options. These platforms reach millions of people each year online. We understand how important it is - and will continue to be - to market properties online and on mobile-friendly platforms.*
- ✓ **A SUCCESSFUL HISTORY** *With nearly 200 years under our belt, we have a proven track record for our success across Pembrokeshire. Our locally-based team know and love the areas they work in, and are well acquainted with the property market.*
- ✓ **SALES PROGRESSION** *With dedicated sales progression time, we look after your property and ensure key milestones are met.*
- ✓ **PEOPLE** *We are nothing without our staff. Motivated and dedicated sales people who love what they do. All staff are either working towards or are qualified Property Mark Professionals and members of the NAEA and ARLA. FBM are governed by the Property Ombudsman.*

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*Selling a house comes with a long 'to do' list. You've got to set the price, market it, show people around, negotiate a deal and manage all the complex legal paperwork with the solicitors. But get any steps wrong and you could waste a lot of time and lose a lot of money. Instructing an estate agent avoids these risks, and can pay for itself by achieving the highest possible price.*

*When choosing an estate agent, make sure to do some background checks. Find out about their reputation, their success at selling similar properties, the experience of their negotiators, membership of regulatory boards and other factors that define a professional, quality service. With so much to consider, it's no wonder nearly 9 out of 10 people choose estate agents based on factors other than price alone.*

*FBM has a proven track record. We look after all the core services such as marketing, viewings, negotiations for the sale and facilitating the whole sales process. We can look after all the little extras too, like arranging Energy Performance Certificates (EPC) and creating polished, professional marketing.*

### OUR TOP TIP!

*CHOOSE AN ESTATE AGENT WITH A COMPLETE SET OF SERVICES. A PROFESSIONAL AND REPUTABLE COMPANY THAT WON'T LEAD YOU TO PROBLEMS LATER, WHEN THEIR WEAKNESSES IN NEGOTIATING OR MARKETING ARE EXPOSED.*

*With You... On Your Journey Home*

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*Along with freshening up the exterior of your property and getting the windows cleaned, you want to ensure you hire an estate agent that can give people the best impression even before they set foot in the door. This includes providing professional photography, polished marketing material and enticing social media campaigns. A quick look at any estate agent's website and how they promote themselves will reveal what quality of presentation you can expect. Some of FBM's marketing benefits include:*

- *Prominent window display in various major town centre locations*
- *Sales brochures with floor plans, dimensions and enticing photography*
- *Professional photography along with drone imagery\* (subject to charge)*
- *Social media campaigns for 'word of mouse' marketing*
- *Online promotion on leading portals*
- *Traditional 'For Sale' signs for 24/7 marketing*
- *Latest mobile site technology for searching and viewing your property 24/7 from anywhere*

### OUR TOP TIP!

*THE QUALITY OF YOUR MARKETING MATERIAL AND STRATEGY CAN HAVE A BIG INFLUENCE ON THE QUALITY AND BUDGET OF THE PEOPLE YOU ATTRACT. ENSURE YOU CHOOSE AN AGENT THAT UNDERSTANDS THIS.*

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*First impressions count. Research suggests that most buyers decide whether to buy within the first 17 seconds. You want to do everything you can to enhance the presentation of your property from the start. Cleaning your home prior to selling is of paramount importance. Top to bottom, and don't forget the windows. It really is THE most important effort you can put in to the sale other than choosing a great agent! Kerb appeal is also of vital importance, especially considering the 17 second statistic. Tidy the entrance area, polish your door number and consider some fresh plants in pots to add quick colour. Decluttering is useful prior to viewings and helps you prepare for that upcoming move. Consider boxing up clutter and stashing it in lofts, sheds or even a storage unit to create a harmonious home for viewings. Make sure any DIY tasks you've had on the back-burner for years finally get completed. This includes any repairs to furniture or fittings, repainting tired rooms and giving the garden a spruce up.*

### OUR TOP TIP!

*CLEANING UP CLUTTER WILL HELP ROOMS SEEM LARGER, ALLOW VIEWERS TO ENVISION THEMSELVES LIVING THERE AND CAN ALSO HELP YOU TO POCKET A TIDY SUM ON EBAY!*

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*When selling your house, you want to get the best price in the best time-frame - and with the least amount of fuss! Moving house is stressful enough already, so for a smooth sale, it's wise to work with an accessible agent with a strong track record, rather than go with whoever claims they can get you the highest price.*

*FBM were established in 1833 so we've been carrying our market appraisals for properties for quite a while. We quote achievable figures based on market conditions and comparable evidence, not just numbers picked out of thin air because they sound good. This ensures you have the best chance of selling when it suits you and you can move quickly.*

### OUR TOP TIP!

*MAKE SURE AN ESTATE AGENT HAS LOCAL KNOWLEDGE! TWO IDENTICAL PROPERTIES COULD HAVE A BIG GAP IN VALUE DEPENDING ON THE AREA, AND ATTRACT DIVERSE BUYERS DEPENDING ON LOCATION.*

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*Before you buy a new property and apply for a mortgage, it's wise to get your finances in order. Working out your cash flow will give you the best chance of passing the screening test, now required by the new Mortgage Market Review.*

*We have a valued Financial Advisor who will gladly work through your financials and give you advice regarding how much you can borrow and how much you'll need to sell your property to get the home of your dreams.*

### OUR TOP TIP!

*FIND OUT MORE ABOUT HOW MUCH YOU COULD BE ELIGIBLE TO LEND WITH MONEY SAVING EXPERT'S FREE MORTGAGE CALCULATOR - <https://www.moneysavingexpert.com/mortgages/mortgage-rate-calculator/>*

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*An accompanied viewing with an estate agent, trained to shine a spotlight on the best features, will always help make the best impression. Our viewings are all accompanied, unless otherwise arranged.*

*Ensure the property is clean and un-cluttered. Kitchens and bathrooms are clean. Beds are made. Pets and children are out of the house.*

*Don't make buyers imagine how good it could be – show them. Decide on the strengths of your property and show them off. Go all out to impress.*

### OUR TOP TIP!

*IF YOU'D PREFER TO SHOW PEOPLE AROUND YOUR HOME YOURSELF, REMEMBER TO HIGHLIGHT ALL THE GOOD POINTS - THE LOCAL PUB, THE SHOP, THE SCHOOL.*

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*The key to any negotiation is knowing what you'll accept and what you'll happily turn down. We can work with you to identify what price is acceptable and then handle all negotiations on your behalf, using our experience to get the best offer possible.*

*Along with the price, factors to consider include whether they're a first time buyer, where they are in their chain and whether they fit in with your timeframe to sell. Taking all of this into consideration enables you to make the most clear headed, sensible choice on whether to accept or not. You also won't feel pressured into a decision, and can ignore what some, shall we say, less scrupulous agents may tell you.*

### OUR TOP TIP!

*ON OUR BEHALF, OUR ADVISOR ENDEAVOURS TO QUALIFY ALL INTERESTED PARTIES IN TERMS OF THEIR POTENTIAL MORTGAGE REQUIREMENTS.*

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*We can refer you to great conveyancers. In order to put together a contract package, a solicitor will need:*

- *Photographic identification (such as passport or driving licence) and a recent utility bill*
- *Documents related to any property alterations, such as extensions or garage conversions. This includes any alterations before you owned the property. If you are missing any copies, you can contact the local council for reprints*
- *Any receipts, certificates or guarantees relating to remedial work e.g. damp proofing, rewiring or window replacement*

### OUR TOP TIP!

*IF A PROPERTY IS A LEASEHOLD, THE SOLICITOR WILL ALSO NEED CONTACT DETAILS FOR THE MANAGEMENT COMPANY AND RELATED BLOCK INSURANCE POLICIES, AND COPIES OF RECENT MANAGEMENT COMPANY ACCOUNTS. THIS COULD BE APPLIED FOR IN ADVANCE TO SAVE TIME.*

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*The progression of a sale to the exchange of contracts can be the most stressful phase. At FBM we do everything possible to make it smooth and without surprises. We will dedicate time to ensure all key milestones are met and will keep you updated on the progress during the transaction. Should any problems arise, you'll be informed immediately so they can be sorted out fast. There will always be an experienced eye keeping watch over your transaction to keep your involvement to a minimum, whilst keeping you in touch every step of the way.*

### OUR TOP TIP!

*MOST PROBLEMS CAN BE RESOLVED QUICKLY AS LONG AS THE ESTATE AGENT HAS ALL THE INFORMATION THEY NEED. MAKE SURE YOU ARE NOT UNAVAILABLE DURING THIS POTENTIALLY CRUCIAL TIME.*

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*Even when an offer is accepted, it's not yet time to celebrate. You'll still need to complete the conveyancing process. Conveyancing is legal speak for the transfer of title of property from you to the buyer. These are the steps:*

- 1. A memorandum of sale is prepared and all parties are asked to confirm the agreed price.*
- 2. Your solicitor will send you Property Information Form and Fixtures & Fittings questionnaire. This provides them with all the information they need to draft a contract for the buyer.*
- 3. Your solicitor sends a draft contract to the buyer.*
- 4. If the buyer is applying for a mortgage their lender may wish to conduct a survey and valuation of your property. This doesn't mean their mortgage has necessarily been approved, but is a strong sign they're eager for the sale to go through.*
- 5. The buyer's solicitor will apply for a variety of searches, such as Local Authority search and water and drainage search. They may then raise queries with your solicitor for further clarification, which hopefully your solicitor can resolve on your behalf.*

### OUR TOP TIP!

*MAKE SURE YOU COMPLETE ALL SOLICITOR PAPERWORK PROMPTLY TO AVOID DELAYS!*

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*Once conveyancing is completed, all that's left to do is wait for the buyer's money to arrive so you can vacate, and they can move in. We can recommend reliable removal companies who will do a safe, stress-free job.*

***Congratulations, you've completed your sale!***

### OUR TOP TIP!

*BEFORE YOU LOCK THE DOOR FOR THE LAST TIME, REMEMBER TO TAKE METER READINGS AND RE-DIRECT YOUR POST. LEAVE A FEW NOTES ON HOW TO WORK THE OVEN, THE CODE FOR THE BURGLAR ALARM AND WHEN THE RUBBISH IS COLLECTED.*

*With You... On Your Journey Home*





*Selling your house can be one of the most stressful events in life. But hopefully, with the help of this guide, you feel better prepared to embark on this new chapter, and **start your journey home.***



## GET IN TOUCH



[www.fbm.co.uk](http://www.fbm.co.uk)

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