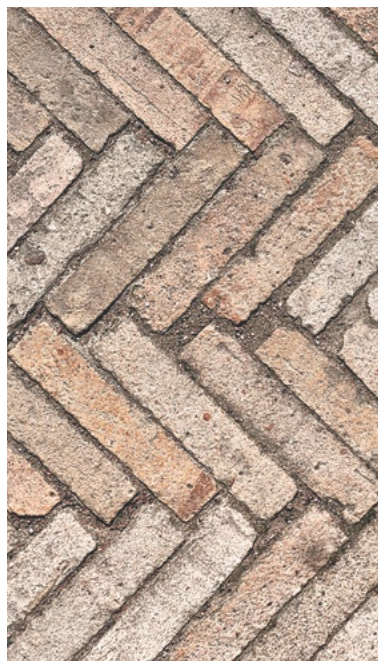




RESIDENTIAL SALES HANDBOOK



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INTRODUCTION



Proven track
record of selling
success

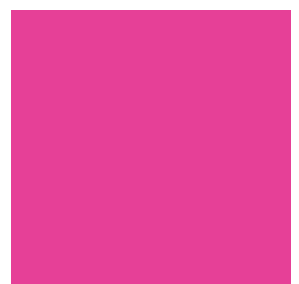
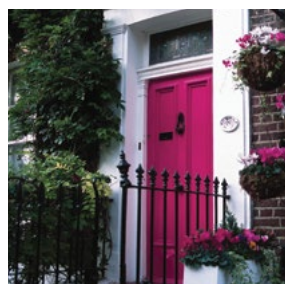


Welcome! Thank you for contacting Hughes and Hughes. We are an award-winning, locally-owned and independently operated estate agency, with a major share of the local sales market.

We have a solid reputation built upon over 40 years of professional expertise and personalised client service. We are here to make the buying and selling of your property as stress-free and rewarding as possible.

We provide full marketing exposure in the most effective way. We use our extensive knowledge of the local market, name recognition, and extensive marketing and advertising strategies, including our eye-catching website and "FOR SALE" boards, to make it easier to sell your property.

At Hughes and Hughes, our clients are our priority. We will listen to you to truly understand all your needs. Next, we will provide the trust and integrity you expect at every step of the sales process. We invite you to visit our office, located prominently in the heart of Chippenham, and let us show you what the Hughes and Hughes advantage can do for you.



WHY CHOOSE HUGHES AND HUGHES?



Highly skilled team
of professionals
with in-depth local
market knowledge



We understand what is important to you Selling a property is a complex, expensive, stressful and time-consuming activity. Relying heavily on excellent communication, good management, and experienced professionals. Therefore, our primary role is to facilitate your sale, providing regular communication and guidance on the presentation of your property with support through each and every stage of the transaction.

We want our clients to be able to trust us, to be able to heed our advice without qualms and to feel very comfortable when dealing with any of us. This also means that we will create lasting relationships with our clients who, more often than not, are making hugely important and deeply personal life decisions when buying, selling, or renting their homes.

Very Best Service Hughes and Hughes is a brand our clients can trust with a friendly, talented, and committed team working together to provide our clients with the best service standards in residential property sales.

Talented People Our people and partners are our finest asset.

Expertise & Reputation We know our areas of expertise and we have built our reputation and services around this.

Integrity We always aspire to be the best. We constantly strive to deliver an open, honest, and transparent service to all our customers, which is second to none.

Highly Experienced Our directors are experienced landlords, developers & property professionals having first-hand knowledge and a complete understanding of what is important and what matters to our clients.

In Good Hands Being an independent business led and managed organisation, the directors have a 'hands on' approach, running the company but more importantly, managing your homes, properties, and assets to ensure the best results.



EXPERTISE AND SERVICES



Market Appraisal

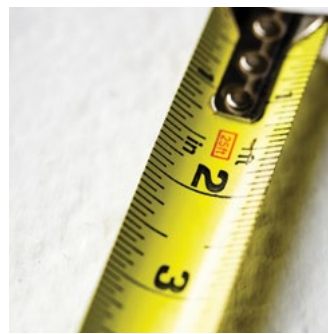
Our valuers will research the market and find comparable evidence of similar properties that are being marketed and that have recently sold.

Market Appraisal: An accurate market appraisal is the ideal starting point. By overpricing the property, you will likely find that buyers hold no interest in your home. Under-pricing the property can help you to sell the property quickly, but you will lose out financially, and this may hamper your ability to purchase your next home. With every market appraisal we carry out, we will provide you with tangible evidence of comparable properties on the market, along with those that have recently sold. We can then agree together where to 'set the price' of your home. We always strive to achieve the best price possible for our clients and feel we can do this by working together.

Advice and suggestions: Our team will be on hand giving tips and suggestions on how best to market your property. Our honest advice will hopefully make all the difference between you selling for the correct price or not.

Accompanied viewings: We accompany all viewings which enables us to interact with viewers and overcome any objections as well as receive immediate and honest feedback. In addition, it also prevents you being asked awkward questions such as "how much do you want for the house?", "Why don't you want to live here anymore?" If viewers knock on your door simply tell them to speak with us, - it's what you are employing us to do and will help protect you from over-keen property dealers or people trying to buy your property under market value.

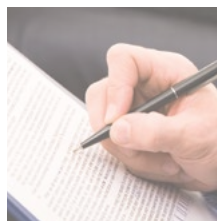
Keeping you informed: How many viewings have I had? What did people say about my property? When is my buyer having their survey? Our philosophy is to provide answers before you need to ask the questions. We endeavour to provide constructive feedback within 24 hours of the appointment. Feedback is also emailed so that you can keep a record.



We don't wait for things to happen; we make them happen

Your ongoing property search: Should you be wishing to purchase a property in our area, we will always prioritise our vendors giving you the first opportunity to view new properties joining the market. This way, with us having more control over the chain, we have the ability to speak to more parties and it gives the transaction a greater chance of success as we can help progress the sale to a satisfactory conclusion. Should you like any specific areas, with your permission, we will canvass them on your behalf in order to generate a particular property for you to view.

Buyer check Once an applicant has made an offer, we will thoroughly check your purchaser's ability to proceed obtaining full details of any 'chain' involved and providing an 'offer check' service whereby our preferred mortgage advisor ensures their financial ability to proceed with the purchase. If a purchaser suggests they are purchasing with cash, we seek proof of funds by way of a bank statement etc.



SALES AND MARKETING

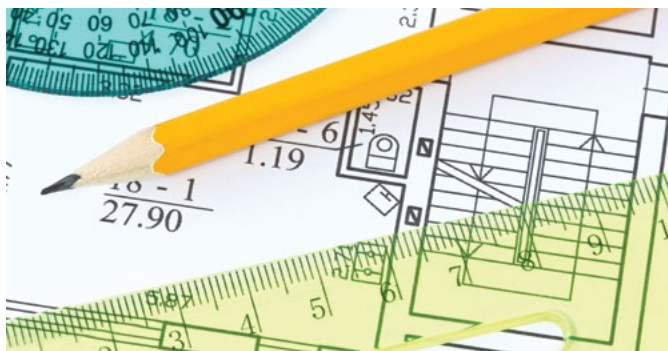
When we market your property, we provide a first-rate professional service embracing innovative advertising strategies to make sure we achieve optimum visibility and generate maximum exposure and interest. Here is how we go about it:

Combine our market knowledge with your personal experience:

At Hughes and Hughes, we incorporate our local knowledge and property market expertise with your personal experience of the property and the area. We know the market and have a database full of potential buyers, but no-one knows your house better than you. We take the time to find out what attracted you to the property in the first place and the key features you believe will be attractive to potential buyers.

Leading Property Portals: Research shows that over 70% of successful home movers use the internet to search for property. Rightmove and OnTheMarket are the top property portals in the country and attract thousands of prospective buyers on a daily basis. We use our own interactive website to compliment all property listings and ensure your property gets the right exposure. Our mobile and tablet friendly website allows users to navigate with ease.

Premium listing & featured property: We can enhance your property's marketing on Rightmove.co.uk, the UK's biggest property portal. Rightmove suggests that you only have 2.7 seconds to grab someone's attention before they will move onto the next property and therefore a Premium Listing will really make your property stand out. As part of your marketing package, we can provide you with a Premium Listing on both their desktop site and their mobile app. Your property will have a larger listing box attracting more interest and therefore enquiries. The desktop site will also contain four photographs rather than two which ensures your property stands out whilst the advertisement on the mobile app will have a distinctive green band. Rightmove data demonstrates that thousands more home hunters click on a Premium Listing than a standard one, therefore your property will stand out from the crowd!



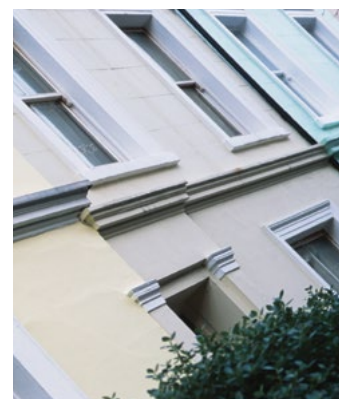
Floor plans: Research shows that buyers overwhelmingly prefer floor plans to the usual sales particulars. Only floor plans accurately relay how the accommodation "works" in practice and gives a feeling of spatial awareness. Conversely, in instances where a floorplan alerts a purchaser to a blatantly unsuitable property, fruitless unnecessary viewings can be avoided. Our floor plans display fixtures and fittings as well as approximate square footage.



Quality colour
printed sales
particulars with
bespoke options
for floor plans and
virtual tours

Strong office marketing: Our office is located in heart of Chippenham Town centre in a prime location for passing footfall, we therefore ensure that our window displays are eye catching. Our unique interactive touch screen window showcase your property to potential buyers even when our office is closed.

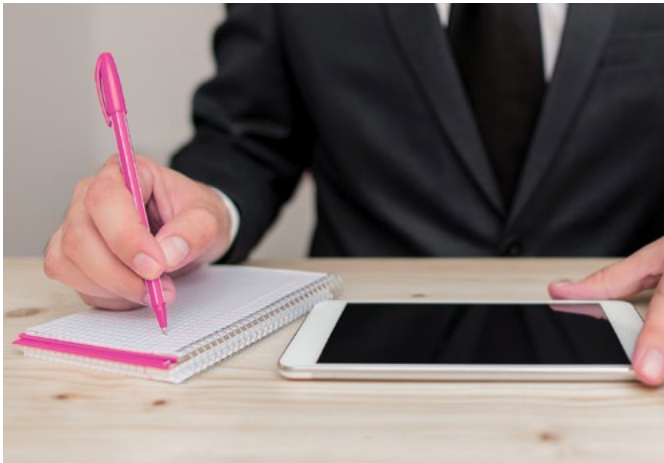
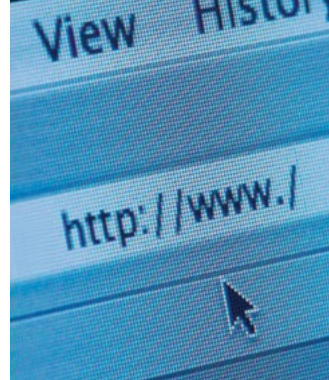
Full colour sales particulars: Our brochures are packed with the information that purchasers are really interested in when buying a home such as a detailed description of each room, the size and aspect of the rear garden, EPC rating and the council tax banding.



SALES AND MARKETING

Powerful Professional Photography: Well taken photography goes a long way in helping to sell a property. Hughes and Hughes invest in a professional photographer to ensure we maximise every opportunity to showcase your property to a high standard. Attention to detail is essential with prospective purchasers who now make decisions as to which properties to view via the internet.

Video Tours: High-quality virtual tours are available for each of our properties, which our buyers love. Virtual tours make it easy for buyers to view remotely and ensure they have a good idea of the property before they physically visit. Virtual reality viewings get your home more visitors than any other form of marketing and no-one has to leave their home. **(Both these options are an added extra)**



Online Social Media Campaigns: Hughes and Hughes generate Facebook campaigns used to target thousands of home movers looking specifically for properties similar to your own. With Hughes and Hughes, you don't have to wait for a buyer to walk down the high street to see your home. We deliver your advert to them, on their phone, iPad, or PC, wherever they are. Using the latest social media profiling, your property will receive a unique geo-targeted 'boosting' campaign on Facebook and Instagram - building awareness and reaching buyers that might not be actively looking but would if they knew a specific home was available to buy. In fact, 66% would consider buying but are not actively looking! With over 75% of local homeowners owning a social media account, we can target a radius around your home and ensure we pro-actively target every buyer possible, with the platform intelligently learning who are the right buyers and finding more of them!



Email Marketing and Networking: When you instruct Hughes and Hughes to sell or let your home, you'll begin to see the difference as we have a very dynamic and proactive approach to marketing. We have built up an impressive database of potential buyers, all of whom will be contacted regarding your property, by telephone and then email, encouraging them to consider viewing. We definitely don't sit back and wait for things to happen, and our team of highly skilled people will be actively promoting your property.

Proactive Telephone Marketing: We believe in selling properties and not waiting for them to sell themselves. Once emailed to suitable applicants, we take a proactive approach by telephoning them in order to answer any questions about your property and encourage an internal viewing.

Award winning sales, lettings, and management services



SALES PROGRESSION

Once you have accepted an offer the next stage of the sales journey begins this is where Hughes and Hughes really excel.

Please don't underestimate the importance of this part of the sales process, this is where Hughes and Hughes really shine, providing clear, critical, concise and proactive communication throughout.

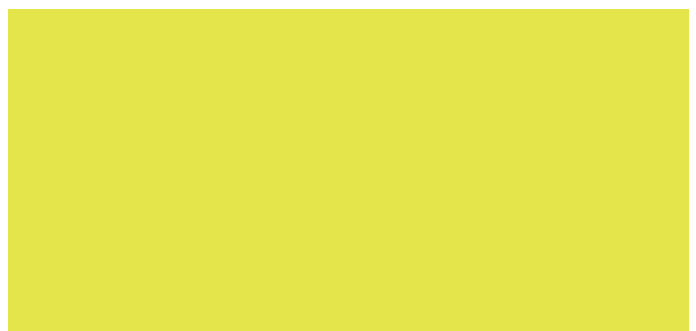
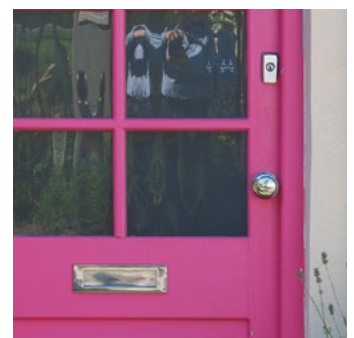
With a sale price agreed, both you and your buyer will need to employ a conveyancing solicitor. Their expertise will help guide you through the process, taking care of all aspects of the transaction. Throughout the process we are in communication with various parties such as the buyer's solicitor, their mortgage broker, surveyors, the buyer themselves and of course you and your solicitor. We are therefore the central point to all those involved.

When part of a chain, the number of 'involved' parties can rise significantly. More buyers, more sellers, solicitors etc., all seeking the best outcome for themselves or their client. We are here to monitor all developments, to keep you fully updated and to chase third parties. (In the event of a complication resulting in possible re-negotiation talks, perhaps following the results of a survey, we will handle these for you).

To the eyes of a buyer, especially a first-time buyer, a detailed survey, such as a homebuyer's report, can make for a worrying read. Time and understanding (along with historical case study examples) will help us quantify such findings and point out the various minor defects one should expect when buying a pre-owned property. Likewise, local searches often reveal the presence of some issues which most buyers have never heard of. Handled with care, most problems can be overcome ending in a fair and satisfactory conclusion.

Our close relationships with Solicitors, Surveyors and Financial Consultants allow us to liaise with all parties involved in the transaction to ensure that, whatever information is required, it can be obtained at the right time. Where possible, we are able to hand deliver to local client's urgent correspondence to aid a speedier and less stressful sale.

Managing both the sale and people's expectations with the ability to solve problems are necessary skills for the modern-day estate agent and in our experience finding the buyer is only the first part of the process.



HUGHES & HUGHES TESTIMONIALS

Real Reviews



"The dedicated, friendly Hughes & Hughes staff worked hard with considerable enthusiasm and expertise. We recommend them without reservation". **Vendor**

"It has been the most enjoyable and fruitful experience I had in the property market. They understood my needs and delivered with an outstanding professionalism. It's so rare to find such a great quality of relationship with an estate agent and client. I strongly recommend Hughes and Hughes!" **Vendor**

"Hughes and Hughes acted for us in the sale of our property, and we were delighted with the service we received. The staff were always courteous, knowledgeable, responsive, and guided us gently through the sale in a highly professional manner. We have no hesitation in recommending Hughes and Hughes". **Vendor**

"I chose Hughes and Hughes over other estate agents who gave me valuations when I put my house up for sale. I was not disappointed. They swiftly found me a buyer at the asking price. The agency knows the market well and has a thorough understanding of the needs of the buyers and vendors on their books". **Vendor**

"We recently bought and sold flats through Hughes and Hughes. They took care to understand what we were looking for, found us an ideal match and quickly identified a buyer for our existing flat - at a good price - to complete the chain. They were throughout professional and friendly, gave sound advice and helpfully nudged the conveyancing process along at key moments. We would not hesitate to use them again or recommend their services to others." **Vendor**

"I had a very positive experience with Hughes and Hughes. I have been using the sale and letting services and I found them always very kind, professional and hard working. I am very happy to recommend Hughes and Hughes to other customers and to my friends". **Purchaser**

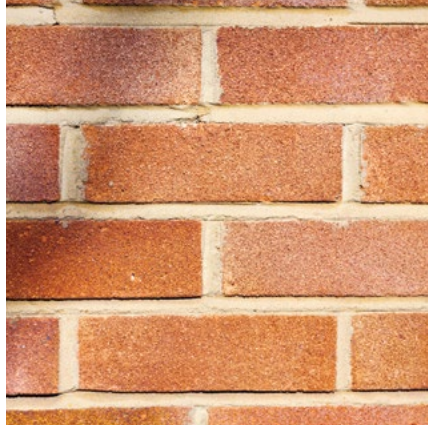
"Thank you so much for all your help. I have no doubt the sale was down to your endeavours, and it has been a pleasure working with you". **Vendor**

"I used Hughes and Hughes when I sold a previous flat and was more than happy to do so again". **Vendor**

"Hughes and Hughes were excellent in the rental of my flat and the management of the rental. I decided to try them on the sale of that flat and the purchase of my upgraded house. Everything was just as friendly, professional, and fast. They must have buyer and seller contacts everywhere. The fees are also some of the lowest around and definitely good value. Believe me it is worth the small commission compared to the online agents. The service continued with the chasing of all solicitors and regular detailed communication and help. Five years of complete satisfaction. Well done, I will be keeping in touch". **Landlord, Vendor & Purchaser**



CODE OF CONDUCT AND COMPLIANCE



With regulations constantly changing and becoming increasingly more complex, unregulated agencies popping up and going bust and a growing number of stories from buyers and sellers falling victim to 'scams', it has never been more important to ensure you use a professional, regulated and established Estate Agency.

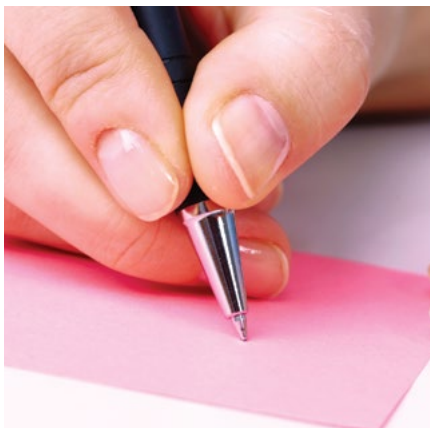
Hughes & Hughes are regulated by The Property Ombudsman and follow a strict code of conduct approved by the Office of Fair Trading, providing landlords and tenants with an assurance that they will receive the highest level of customer service. It is imperative whether you are selling, letting, buying, or renting a property to engage with a professional, regulated, and established estate agency as this can make all the difference in ensuring you have a smooth process.

Compliance and Administration

Selling a property is not an easy process. There are considerable legal and regulatory requirements that need to be addressed. Complying with anti-money laundering regulations as well as the Estate Agents Act, Town and Country Planning Regulations, Property Misdescriptions Act, Estate Agent Consumer Protection Regulations and following data protection (GDPR) for all client information.

Anti-Money Laundering: Estate Agents are required by law to verify the identity of their clients. For private individuals this involves acquiring evidence of identity and address. For Companies, Partnerships and Trusts we need to understand the structure of the entity and then establish and verify the beneficial owners.

Conveyancing: We advise that you instruct a solicitor immediately an offer is accepted. If you need help finding a solicitor, let us know and we'll be happy to recommend one for you.



Specialist advice in selling and renting all types of property



GENERAL TERMS OF BUSINESS

A brief Explanation.....

Sole agency: This type of agreement means that the estate agent named in the contract is the only one allowed to sell your home and they will receive all the commission once the property is sold. Under a sole agency agreement, if you find your own buyer, you do not have to pay anything to the estate agent. In today's market, many estate agents are now opting for sole selling rights contracts due to the increased marketing of properties via social media channels.

Benefits of a sole agent

- Having a sole agent will save you money as you will only have to pay one fee and one set of commission.
- You will have one point of contact and will be able to build up a relationship with your estate agent.

Joint sole agency: A joint sole agent is when two agents agree to market your property together and split the commission. This agreement is often the best option, if for example, you want a national agent who focuses on expensive, luxury properties and a local agent with knowledge of the market in your local area. Generally, it isn't advised to enter a joint sole agreement with two local agents, as they will cover the same market and target audience.

Benefits of joint sole agreements

- With two specialist agents, you will cover a larger market area which will attract more potential buyers.
- You will have 2 agencies working on your behalf, which may mean different marketing channels used to promote your property to a wider audience.

Cons of joint sole agreements

Multi-agency: A multi-agency means that you can use as many agents as you like, only paying commission to the specific estate agent who sells your property. It is widely believed that using multiple agents is the quick-sell option. Going with a multi-agency agreement can also look quite desperate to the outside world as the property will be listed multiple times by each of the different agencies on websites such as Rightmove.

Benefits of a multi-agency agreement

- The more agents you have working for you, the more potential buyers it will reach but this also has its downsides.



Free, no obligation
pre-market appraisals



Cons of a multi-agency agreement

- Only the agency who makes the sale gets the commission, so they are competing against one another which can make the sales process quite frantic.
- With several pushy, rival agents, the viewing process can be more intrusive.
- With this type of agreement, fees will often be higher.

Sub Agent: If we consider it to be in your best interest, we will instruct a sub agent to assist in the marketing of your property. No additional cost will be incurred by you and we will arrange and co-ordinate all viewings and negotiations on the property.

Overall, the type of estate agent agreement you choose is down to you, your property and the state of the market. It's a big decision to make, so we always recommend you take your time, do your research and seek advice so you can make an informed decision.

Please Note: *Conditional vs Unconditional Contracts: Conditional Contracts, this enables the buyer to agree to buy the property, subject to certain conditions being satisfied. Once the conditions have been satisfied within the timescale specified in the contract, the contract becomes unconditional, and the buyer must complete on the date set out in the contract.*

Important Note: Please see Hughes and Hughes Residential Sales terms and conditions documentation for full details and fees and terms of business.

OTHER SERVICES

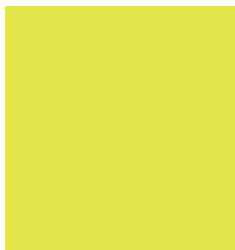
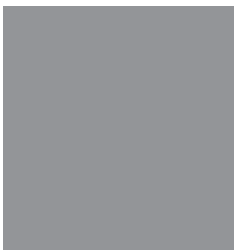
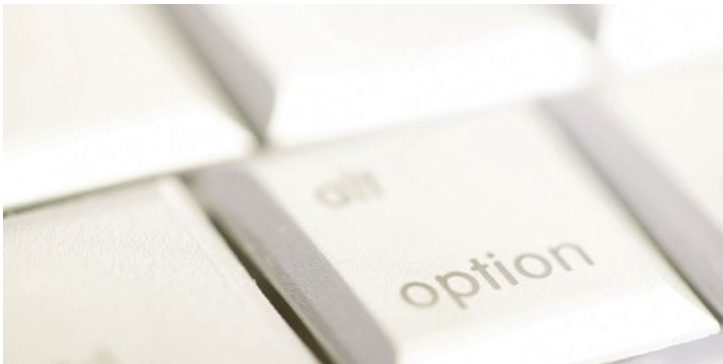
We are much more than just Sales and Lettings. We can help you every step of the way.

Financial

Hughes and Hughes have access to a wide range of mortgage and related products via our associated Financial Advisors. They will search the entire marketplace to find the right deal to suit you, offering free, simple, up to date, straight talking advice.

Solicitors & Conveyancing

Once an offer has been accepted on your property you will need to choose a solicitor or conveyancer. We are proud to have formed an association with several local solicitors and we can highly recommend their services. Both of the solicitor firms work as quickly as possible, they provide an efficient, thorough, and friendly service. Once solicitors have been instructed, we will liaise between all parties in order to ensure as little hassle for yourself as possible. We will be in touch regularly until the moment of completion, endeavouring to keep all parties up to date with relevant information in order to ensure that the process runs as quickly and smoothly as possible. We have formed an association with several local Solicitors and can recommend their services, please just ask and we will point you in the right direction.



Lettings

We are professionally qualified ARLA (Association of Residential Lettings Agents) members and members of the Property Ombudsman. We offer various levels of property management with extremely competitive fees along with the best service you could wish for.

Auctions

National Property Auctioneers with regional property experts Whoobid is an innovative and forward-thinking property auctioneer selling both residential and commercial property across the UK. Our property experts are on hand to assist you throughout the process. Whoobid are shaking up the property market making property sales via auctions quicker, more secure, less intimidating, and most importantly they are encouraging transparency. We have tailored our services to give our clients the best advice on their individual properties and circumstances by offering both Traditional Auctions (instant exchange) and Modern Method Auctions (28 days to exchange). The Modern Method of Auction opens the auction market up to not only cash buyers, but buyers requiring finance whilst ensuring there is a commitment to the purchase.

WHY SELL AT AUCTION?

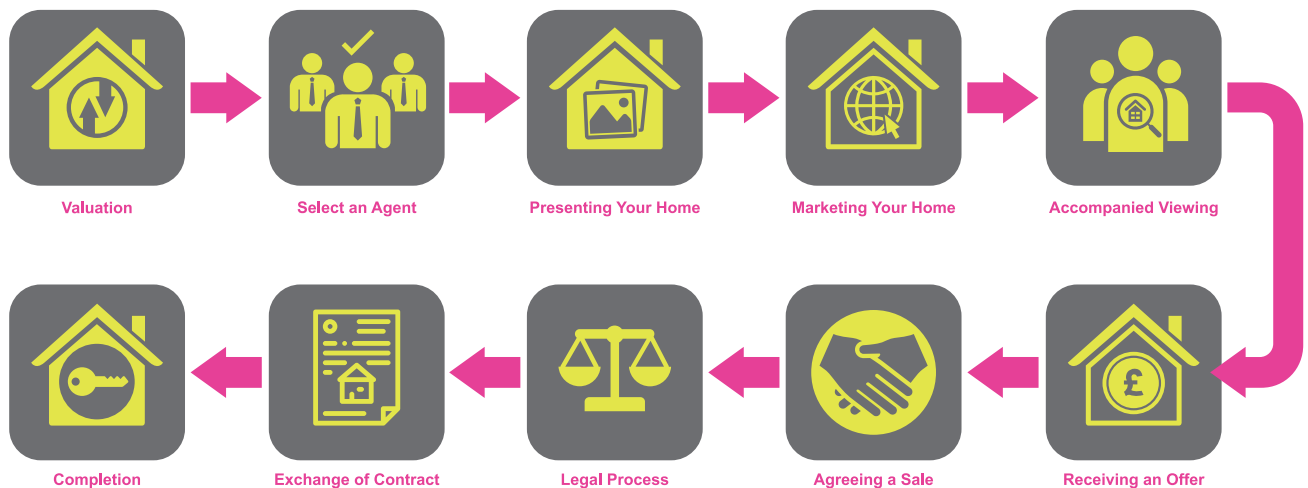
- 0% Commission
- Auction packs from £299*
- Drive competition getting you the best price
- Only serious, committed buyers
- Simplify and shorten the legal process
- Tailored marketing strategy to your individual and property
- Structured block-viewings at your convenience
- Flexibility to choose when your property sells
- Lower guide price to boost interest and drive competition
- Comfort of setting a reserve

Powered by **whoobid**

USEFUL INFORMATION

Hughes and Hughes want to help in every way we can, the following pages outline lots of useful information that will help make decisions easier when it comes to selling your property.

THE SALES PROCESS



Step 1 - Valuation A full market appraisal with supporting evidence is essential to achieving a credible and accurate pricing strategy for a property. We feel that getting the price of your property correct is one of the most important parts of our service. Our expert valuers will attend your property to discuss our marketing strategy and pricing policy, along with any recommendations that can help improve or add value to your property to achieve the best price. Our valuations are free without any obligation.

Step 2 - Select an Estate Agent When choosing an agent check when they are available to conduct viewings, their local presence and what kind of marketing your property will receive. These are critical to obtaining the maximum exposure and price for your property. Also check the estate agent's credentials, you should check that the estate agent is signed up to a redress scheme such as The Property Ombudsman Service. Another important thing to consider when selecting an agent is their period of sole agency. Sole agency is far preferable to asking lots of agents to market your property, particularly in terms of accountability, but some agents insist on a sole agency tie-in period of 8, 12, or even 16 weeks! **(We have every confidence in our customer service and our ability to sell your home in best possible way, that's why we have no tie in period).**

Step 3 - Presenting your Home First impressions count! When it comes to selling your home. Attention to detail is pivotal in securing an early sale at the best possible price. (See the section staging your home for our advice and tips) Once you are ready, we will

arrange professional photos, carry out a detailed floorplan and prepare a professional sales brochure. A full virtual online tour of the property is an optional extra.

Step 4 - Marketing your Home To find the right buyer at the right price you need to give your property maximum exposure across a wide range of media. When you instruct Hughes and Hughes your property will be promoted by:

- Extensive Online advertising including Rightmove.co.uk, OnTheMarket.com and Hughes and Hughes website
- 24-hour marketing via a touch screen shop front display
- Eye catching For Sale boards
- Highly motivated staff
- Matching to an extensive database of buyers
- Prominent office window displays.
- Direct mail campaigns
- Social Media Campaigns
- Word of Mouth

Extensive online and local advertising is effective up to a point. However, the skill of a good agent is matching the right buyers to the right property. The vast majority of our sales would not happen without our investment in effective sales staff working with our pre-registered database of buyers.

USEFUL INFORMATION



Step 5 - Accompanied viewing Individual or block viewings are arranged in agreement with you, at a mutually convenient time. Showing a buyer round a property is a specific skill our sales team excel at.

Step 6 - Receiving an Offer Hughes and Hughes ensure all offers are dealt with by one of our senior negotiators. Before we present an offer to you, we gather the following information:

- Does the buyer have a mortgage in principle?
- Qualifying the agreement in principle
- Does the buyer have a property to sell?
- Is your buyer in a chain?
- If so, how many people are involved?
- What is their moving timescale?

Confirming a genuine buyer for your property saves time and stress, so knowing all the facts about the position of your buyer is hugely important.

Step 7 - Agreeing a Sale Once you accept an offer, we will do the following:

- Write to all parties to confirm the agreed price
- Ask you to confirm your solicitor's details
- Ask your buyer to confirm solicitor's details
- Upon receipt of the above we will prepare a memorandum of sale

Step 8 - Legal Process Begins Once you have instructed your solicitor to proceed with the sale they will:

- Send out a draft contract to the buyer's solicitors
- Ask you to confirm the fixtures and fittings included in the sale
- Obtain the leasehold management pack from the freeholder if leasehold
- Review enquiries raised by the buyer's solicitors and respond
- Respond to any additional enquiries following the buyer's survey/valuation and local search results

Step 9 - Exchange of Contracts Once the buyer's solicitors are satisfied with all replies to enquires, have evidence of good title, and has receipt of the buyers' mortgage offer they are ready to exchange contracts where the following happens.

- Completion date set by mutual agreements
- Both parties sign contracts
- Buyer pays deposit to your solicitors (usually 10% of sale price)
- Contracts are exchanged!

Step 10 - Completion This happens when the remaining moneys (usually 90%) are transferred from the buyer's solicitor to your solicitor's account. We will release the keys once your solicitor confirms your money has cleared in their account. Congratulations you have sold your property!

Comprehensive
database of
applicants
matching quality
buyers to suitable
properties



DIFFERENT TYPES OF HOUSE SURVEY

Level of Report	What it covers	What type of home is it suitable for	Approx. Cost
Condition Report (Level 1)	The property's condition, including any risks, potential legal issues, and urgent defects	Standard properties and relatively new homes in good condition.	£400 - £950
Home Buyer Report/Home Condition Survey (Level 2)	Includes all the features of a Condition Report, plus defects that might affect the property, and advice on repairs and maintenance. It can also include a Market valuation and how much it would cost to rebuild the property.	Standard properties in reasonable condition.	£450 - £1,000
Building Survey (Level 3)	An in-depth look at the property's condition, with advice on defects, repairs and how to maintain the property.	For larger or older (50+ years) properties, unusual homes, renovation projects and properties in poor condition.	£600 - £1,500



Maximum exposure of properties through our cutting-edge website www.hughesandhughes.agency and major national portals including Rightmove and OnTheMarket.

3 MISTAKES TO AVOID WHEN SELLING YOUR HOME



Overpricing

This is arguably one of the easiest mistakes to make when selling as naturally everyone wants to achieve the highest sales price for their home. However, statistically, the lowest priced properties sell for more and the highest priced properties sell for less, this is a fact. If a property appears as really good value, lots of buyers will want to view it and likely put an offer forward. That competition (of buyers) will drive the price up to real market value. Think of a property auction... guide prices are set very low to entice buyers to the auction room - more buyers bring more competition, leading to a higher price achieved.

Choosing the cheapest agent

What is the difference between an estate agent and a great estate agent? 4% of your asking price, that's what. According to extensive research, the average estate agency achieves just 96% of the asking price whereas great agents achieve between 99-100%. On a £1m house, that 4% difference equates to £40,000 more for your property, this is not to be overlooked. How many times have you opted for the cheaper option, only to have to purchase a better-quality version in the end? The saying goes: buy cheap, buy twice, estate agents are no different; there are the good, the bad, the ugly and the remarkable. Read this as a prime example; you have a house which you are planning on marketing at £500,000. Agent 1 is offering to sell it for 1% but has a track record of achieving 97% of asking price, and agent 2 is offering 2% but has a track record of achieving 100%... which is the cheaper agent? agent 1 right? no. agent 2 is because they're more likely to achieve you £15,000 more for your house but only charge you £5,000 more making you £10,000 better off. That is what it's all about... the end result. after all, the 'cheapest agent' can quickly become the most expensive, as they say, 'you always get what you pay for'.



Assuming that houses sell themselves

Irrespective of your views on estate agents, instructing the right agent brings so much value to your sale as houses do not sell themselves. Here's why: houses cannot value themselves at the correct level to achieve maximum interest. They cannot photograph themselves in a way to attract maximum viewings. They cannot describe themselves in a way to give potential buyers just enough information, but not too much... to encourage them to step foot through your front door. They do not promote themselves in the places they will be seen the most. They do not continuously analyse and review the marketing and make changes where needed to avoid stagnation. They do not arrange viewings in a way which creates a sense of competition and urgency. They do not carry out viewings in a way that starts and ends the viewing in the area of the house that the buyer is most drawn to in a property. They cannot follow up on viewings, addressing possible concerns and beginning negotiations. They do not negotiate the best price for themselves (on average between 5-10% more than a buyer's initial offer). They do not progress the sale solving the inevitable problems along the way. (Chains collapsing, survey issues, slow solicitors, etc) ...but Hughes and Hughes do...

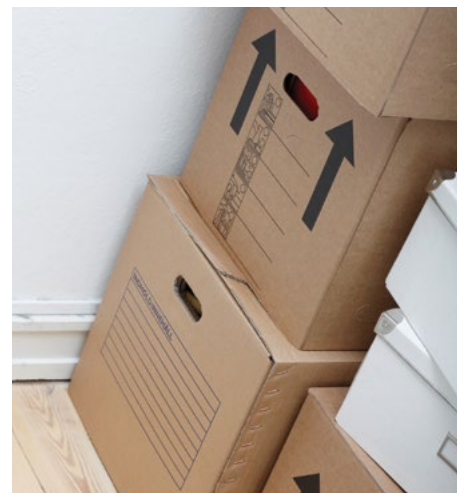
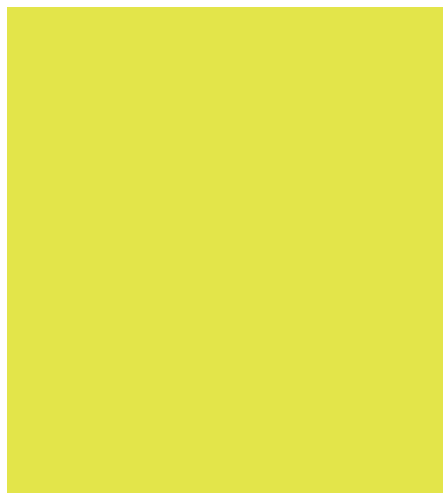


MOVING PLANNER CHECKLIST

PURCHASE

MOVING PLANNER

Purchase: What should I be doing?	Action Done <input checked="" type="checkbox"/>
• Pay Solicitors monies and complete conveyance report	<input type="checkbox"/>
• Meet with financial advisor and sign mortgage application	<input type="checkbox"/>
• Book Survey (Condition Report, Homebuyers Survey or Building survey)	<input type="checkbox"/>
• Solicitor now applies for Searches in relationship to your new home	<input type="checkbox"/>
• Searches received by Solicitor	<input type="checkbox"/>
• Solicitor examines deeds and raises any enquiries	<input type="checkbox"/>
• Solicitor receives enquires answered by seller's solicitor	<input type="checkbox"/>
• Mortgage offer received	<input type="checkbox"/>
• Solicitor now reports to you with documents for signature	<input type="checkbox"/>
• Arrange suitable move date with removal company	<input type="checkbox"/>
• Contracts exchanged with move completion date agreed	<input type="checkbox"/>
• Confirm actual move date with removal company	<input type="checkbox"/>
• Contact utility companies	<input type="checkbox"/>
• Contact Post Office to redirect mail	<input type="checkbox"/>
• Send out change of address notification	<input type="checkbox"/>
• All documents and completion funds sent to solicitor by lender/bank	<input type="checkbox"/>
• Money received by solicitor from lender/savings	<input type="checkbox"/>
• Move Date	<input type="checkbox"/>



MOVING PLANNER CHECKLIST

SALES

MOVING PLANNER

My Sale: What should I be doing?	Action Done <input checked="" type="checkbox"/>
• Contact solicitor, send any monies required and fill in conveyancing forms	<input type="checkbox"/>
• Solicitor sends draft contract to buyer's solicitor	<input type="checkbox"/>
• Your Buyers Survey takes place	<input type="checkbox"/>
• Buyers' solicitors raising enquiries and your solicitors answers them	<input type="checkbox"/>
• Purchasers mortgage offer is received	<input type="checkbox"/>
• Contract and report on sale received	<input type="checkbox"/>
• Contracts exchanged and completion date agreed	<input type="checkbox"/>
• Pay Solicitors monies and complete conveyance report	<input type="checkbox"/>
• Meet with financial advisor and sign mortgage application	<input type="checkbox"/>
• Book Survey (Condition Report, Homebuyers Survey or Building survey)	<input type="checkbox"/>
• Solicitor now applies for Searches in relationship to your new home	<input type="checkbox"/>
• Searches received by Solicitor	<input type="checkbox"/>
• Solicitor examines deeds and raises any enquiries	<input type="checkbox"/>
• Solicitor receives enquires answered by seller's solicitor	<input type="checkbox"/>
• Mortgage offer received	<input type="checkbox"/>
• Solicitor now reports to you with documents for signature	<input type="checkbox"/>
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• Contact utility companies	<input type="checkbox"/>
• Contact Post Office to redirect mail	<input type="checkbox"/>
• Send out change of address notification	<input type="checkbox"/>
• All documents and completion funds sent to solicitor by lender/bank	<input type="checkbox"/>
• Money received by solicitor from lender/savings	<input type="checkbox"/>
• Move Date	<input type="checkbox"/>

ENERGY PERFORMANCE CERTIFICATE (EPC)

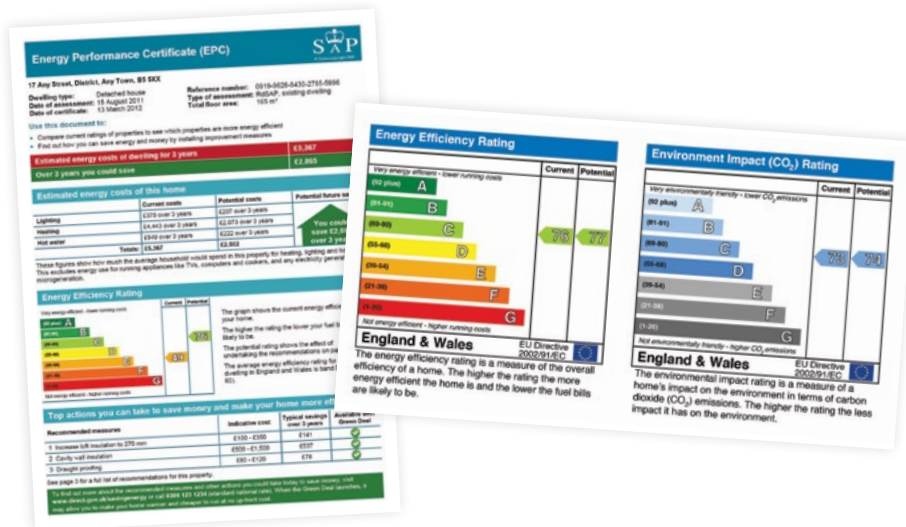


Energy Performance Certificate(s) EPC's

Following the changes made at the end of May 2012 most people are now aware that they will require an Energy Performance Certificate (EPC) before they are able to market their home. Once you instruct Hughes and Hughes to market your home, we can appoint one of our trusted Domestic Energy Assessors, who can ensure your EPC is processed with the utmost speed and efficiency. An Energy Performance Certificate (EPC) is the Government's chosen way of complying with the Energy Performance of Building Directive (EPBD). Its purpose is to record how energy efficient a property is. The certificate will provide a rating of the energy efficiency and CO2 emissions of a building from A to G, where A is most efficient, and G is least efficient. EPC's are produced using standard methods with standard assumptions about energy usage so that energy efficiency of one building can easily be compared with another building of the same type. This allows prospective buyers, tenants, owners, occupiers, and purchasers to see information about the energy efficiency and CO2 emissions from their building so they can consider energy efficiency and fuel costs as part of their investment.

An EPC will always be accompanied by a recommendation report that lists cost effective measures and other recommendations (such as low and zero carbon generating systems) to improve the energy rating of the building. The certificate is also accompanied by information about the rating that could be achieved if all the recommendations were implemented.

Properties are graded from A (the most energy efficient) to G (the least) and an energy graph is attached to your property details. Landlords looking to re-let or market their properties for rental will also require an EPC.

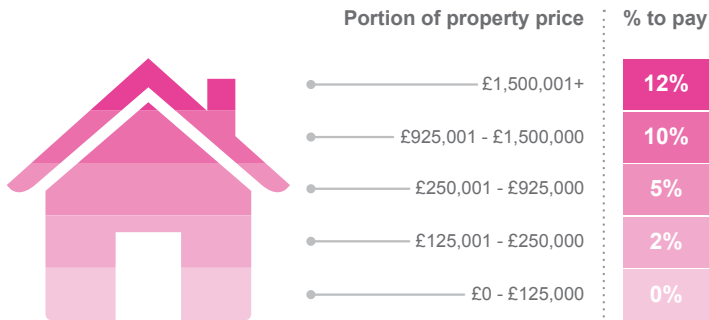


Hughes and Hughes can arrange for an EPC, or you can provide the document. The cost is £75.00 of which we pay and add to the sales invoice, alternatively you can pay direct or provide an EPC.

STAMP DUTY CALCULATOR

Important Information: Current Rates of Stamp Duty based on the type of buyer from 1st October 2021, please bear in mind these are subject to change or can be postponed due to government initiatives and incentives.

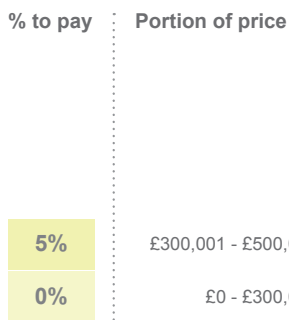
Home mover stamp duty rates



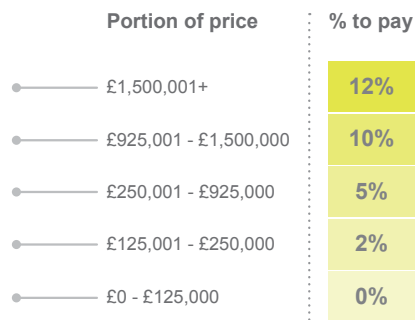
When you buy a property, you're planning to live in (and you've owned a property before) you will pay the following rates on each portion of the property price.

First-time buyer stamp duty rates

Property price £5000,001+

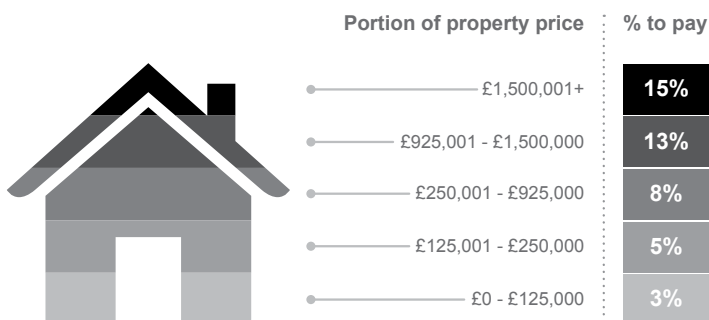


Property price £500,001+



People buying their first home for less than £300 000 do not need to pay stamp duty. First time buyers purchasing properties between £301 000 and £500 0000 don't have to pay stamp duty on the first £300 000. But stamp duty will be charged at 5% on the amount between £500 000. First-timers buying homes for more than £500 000 will have to pay stamp duty at the standard home mover's rates.

Buy-to-let and holiday home stamp duty rates



Unless you're a first-time buyer or purchasing a property for under £40,000 or less, anyone buying a second home, holiday home or buy-to-let property – i.e., any property that won't be your primary residence, has to pay an extra 3% on each tier of stamp duty. First time buyers purchasing buy-to-let property will be subject to standard home mover rates.

COST OF SELLING YOUR HOME

The Following are Examples.

Basic Costs When Selling a House

ITEM:	COST: (AVERAGE RANGE)
EPC	£75 - £150+VAT
Estate agent fees	1% - 2%+VAT (of sale price)
Conveyancing / Solicitors fees	£1000 - £2000 (inc. VAT)
Removal costs	£250 - £4,000+VAT

Potential Extra Costs When Selling a House

ITEM:	COST: (ON AVERAGE)
Preparing house for sale	Dependent on work needed
Mortgage exit fee (MEAF)	£50 - £300 typical
Early mortgage repayment charge	1 - 5% loan amount is typical
Incentives	see notes below
Capital Gains Tax (CGT)	see notes below

Capital Gains Tax (CGT) When you only own one home there is no CGT to pay when you sell it. This is due to a tax relief called private residence relief.

However, if you own more than one property, the sale of any property other than your main residence will most likely be subject to Capital Gains Tax. Current tax rules allow you to hold on to the old home for 9 months before Capital Gains Tax liability kicks in. This 'grace period' was reduced from 18 months to 9 months in April 2020. Your CGT liability will be based on the amount the property has increased in value during your time of ownership. You can deduct the cost of any improvement work you've carried out and also the transactional costs of buying & selling the property (SDLT, solicitor fees, Estate Agent fees etc.). Please Speak to an accountant before you commit to selling an additional property to fully calculate your potential CGT liability and explore how best to minimise your liability.

And here's a total cost estimate for a fairly typical sale (£225k house / freehold / no mortgage / England & Wales):

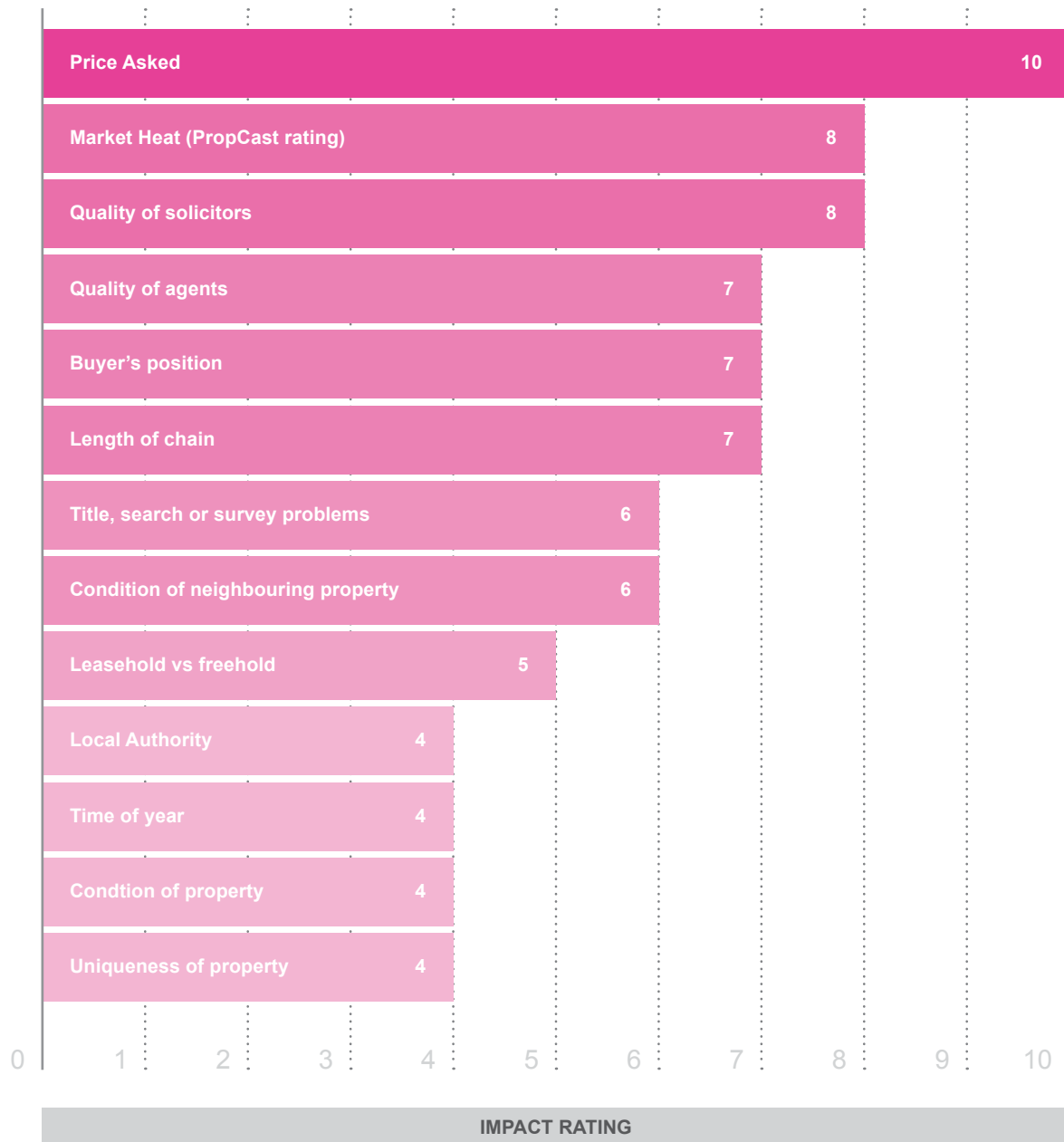
Typical Total 'Cost to Sell' Estimate

ITEM:	COST: (AVERAGE, PLUS VAT)
EPC	£85
Estate agent fees (1% +VAT)	£2,250
Conveyancing fees	£1100
Removal costs	£800
TOTAL COST TO SELL:	£4,235 plus VAT



FACTORS INFLUENCING THE SALE OF YOUR HOME

Factors that impact the time it takes to sell a house



PRESENTING YOUR PROPERTY FOR MARKETING

Now that you have applicants interested in your property, it is essential that presentation surpasses their expectation. First impressions really do count – most applicants form an opinion within the first 15 seconds on entering a property. There are affordable improvements that you can make to your property that will significantly enhance the applicant's experience. The exterior of your property is the first view applicants have; a freshly cut lawn, tidy garden, well-kept plants and an inviting entrance will definitely impress and set the level of expectation for the rest of the property - plus our photography will look great. The opposite of this will clearly have a negative effect on applicants. Years of a busy family life, entertaining, and general wear and tear can really let down your property and deter potential applicants. However, preparing your property for market doesn't need to be expensive and you certainly do not always need to completely redecorate.



Here are a few of our recommendations to maximise the marketing potential of your property and viewing tips:



• Place greater emphasis on any unusual or period features.	
• Sensitively repair or remove broken or tired looking furniture, fixtures, and fittings.	
• Clean and tidy every room, clutter can make a property seem small and messy.	
• Stage key rooms, use props to show how you could best utilise the area, (for example the dining room, master bedroom or study), helping applicants visualise themselves living there.	
• Leave all internal doors (except toilets) open.	
• Try to make the property a no-smoking zone, preferably for the whole time that you're on the market.	
• Switch lights on during the day in any dull rooms. (We will do this for you)	
• If you have a cat/dog, put them outside until you've established if the viewer likes pets.	
• Invest in a few plug-in air-fresheners. They'll help disguise any pet smells, but don't go over the top!	
• Make sure most of the family is out, too many people makes a home look smaller.	
• File away any personal paperwork.	
• Try not to cook any strong-smelling food the night before or just prior to a viewing.	
• Clean ALL windows, inside and out.	
• In winter months we recommend keeping the heating on a constant low temperature to help avoid burst pipes.	

Why spend time getting your home ready to sell?

Another good reason If you spend a little time getting your home ready to sell, you'll be rewarded with a faster sale and a higher sale price. Presentation is often the difference between: The house that sits unsold until you are forced to reduce its asking price or the house that sells almost immediately for the full price. If you want to sell your house fast, it needs to present just as well as (if not better than) the competition and remain competitively priced. **Competitive asking price + Good presentation = A quick house sale**

ESTATE AGENT TERMINOLOGY

Below, we have listed all abbreviations and terminology that you may see throughout the buying and selling process.

APR: Annual Percentage Rate – a basic rate of interest.

Arrangement Fee: A charge made to arrange a loan, covering things like administration and management fees. (IFSs) are legally bound to disclose their fees, as are stockbrokers.

Auction: This is when a property is not being advertised through normal sale conditions but will instead take bids and the highest bid will take it. Sometimes owners can stop auctions when a bid has been reached, they are happy with. A set date will be in place for this auction to take place and various T & C's will apply.

Bankruptcy: This is a legal process through which people or other entities who cannot repay debts to creditors may seek relief from some or all their debts. In most areas, bankruptcies are imposed by a court order, often initiated by the debtor.

Buy to Let: Buyers with enough funds for a deposit can buy properties and rent them out, which pays the mortgage and generates income.

CCJ: This means County Court Judgement and is a type of court order in England, Wales and Northern Ireland that might be registered against you if you fail to repay money you owe. If you have made an agreement to pay this money but it is not fully repaid, the CCJ will show as active. If you have paid the amount in full, the CCJ will remain on your credit account for up to 4 years but will show as satisfied.

Completion: This is when the sale has come to an end. The money has been passed onto the relevant parties through the solicitors and keys are authorised to be released. You will not be able to have your keys until completion has taken place and the solicitors have authorised your agent to release them to you.

Contents Insurance: Protection for items in your home and your personal possessions, in case they are lost, stolen or damaged.

Contract: A legal agreement between a buyer and a seller. It doesn't always involve signing a piece of paper, so beware.

Conveyance: When buying a house, the conveyancing process establishes exactly what your buying, checks all the legal documents, including title deeds, and carries out searches before completion. Best left to a solicitor or specialist conveyancer, unless you're a legal eagle.

Deeds: When signed, sealed (quite literally) and delivered during the completion phase of a house purchase, the title in the property passes to the new owner.

Deposit: A down payment on a property or item to secure it against other purchasers. Usually calculated as a percentage of the purchase price.

Disbursements: Costs such as stamp duty, land registry fees & search fees charged to the acting conveyancer or solicitor but then paid for by the purchaser.

EPC: This is the abbreviation for Energy Performance Certificate. It is as it states, a certificate to state the energy performance in a property. If you are selling your property, you **MUST** have one of these. Don't worry, we can sort this for you! This certificate will be valid for 10 years and can be accessed on the EPC register online at any time once submitted.

Equity: For homeowners, equity is the difference between the market value of the property and the amount still owed on the mortgage. So, effectively, the equity in your house is what you own, and your mortgage company owns the rest. If the mortgage is bigger than the current value of the home, the difference is called 'negative equity'.

Exchange: This is when solicitors have swapped contracts between parties and an agreed date has been set for money to be handed over and keys released.

Exchange of Contracts: The date upon which the signed contracts are exchanged between both parties' solicitors. There is then a legal commitment between buyer & seller.

Freehold: Ownership of both the property & the land it stands on.

FTB: This is the abbreviation most agents, brokers and solicitors will use for First Time Buyers.

Ground Rent: Rent paid to the owner of freehold land by a person who has a lease.

IVA: This means Individual Voluntary Arrangement is a formal alternative for an individual wishing to avoid bankruptcy. This will be an agreement made as a plan to help with paying off debt.

Land Certificate: Document issued by the Land Registry to the owner of registered land as proof of ownership.

Land Search: A formal application for an inspection of the Land.

Modern Auction: This is very similar to above except there won't usually be an auction that takes place at a venue and will instead be held online. It is very much run like eBay, and bids can be made anytime from point of viewing to the last few seconds before auction close. The highest bid won't always be the winning bid and again the owner can end the auction at any point they feel they have an acceptable price. T&C's will apply.

NHTS: This is the abbreviations most agents, brokers and solicitors will use for No House to Sell. Sometimes NTS - nothing to sell.

Non-Standard Construction: This is property that is built from materials that do NOT conform to the 'standard'/common definition. Standard properties have brick or stone walls with a roof made of slate or tile. A non-standard construction is therefore anything that falls outside of this. Please be aware that not all mortgage lenders will lend on a property of non-standard construction. Always consult your broker before booking a viewing or offering on a property of this type of construction.

Registry register: A certificate is issued showing the current situation of the land in question.

ESTATE AGENT TERMINOLOGY

SSTC: This means Sold Subject to Contract - meaning a property has had a sale agreed on it but contracts have not been signed or issued. You WON'T be able to view a property that has been labelled with this but, the sale is not yet completed.

STB: This is the abbreviation most agents, brokers and solicitors will use for Second Time Buyers.

Leasehold: A type of ownership of property, where the property is held on a lease for a fixed period of time.

Local Search: Questionnaire to a local authority by a purchaser's solicitor to verify whether a property is affected by any pending planning proposals etc.

Mortgage: A loan made against property.

Mortgage Offer: Formal offer of a mortgage issued by a building society, bank, or other lender after the survey.

Mortgage Term: Period of time over which the mortgage loan is to be repaid.

Office Copy Entries: Land Registry term for copies of registers & plans, officially marked, 'office copy'.

Ombudsman: A public servant who investigates and deals with complaints from individuals about their treatment by a range of businesses.

Pre-contract Enquiries: Enquiries made by the purchaser's solicitor to the vendor's solicitor requiring information on the property being purchased prior to completion.

Probate: When someone dies, an Executor has to obtain clearance to act before the assets can be transferred to those who will inherit. This process is normally called 'getting probate'.

Remortgage: Switching your mortgage from one lender to another without actually moving home. Competition in the market is fierce and it's increasingly common to 'test the market' every few years, seeking a cheaper mortgage. Those who hop around from one special rate to another are affectionately called 'rate tarts'.

Repayment Mortgage: A mortgage where each month you pay some interest and some capital, and the outstanding loan reduces over time.

Retention: If essential repair work to a property is required, the lender may retain a proportion of the mortgage until the remedial work is completed.

PCM: This means per calendar month.

To Let: This means that a rental property is still available on the market and is available for viewings and applications. Please speak to your agent as some properties may be still advertised under this term but may be put 'on hold' due to high interest levels or circumstance changes.

Let STC: This is when a property has been reserved for a tenant pending completed application and references. No viewings or further applications can be made on a property at this stage.

STC: This means subject to contract.

Let Agreed: This is when the applications and referencing have been completed on a rental property and the property has now been rented to the agreed tenant.

Permitted Occupier: This is an occupier of a rental property that is over the age of 18, has not been referenced but has been given permission by the landlord to live in the rental property.

Let Only: This is when the property and its maintenance/inspections are being looked after by the landlord directly.

Managed: This is when the property and its maintenance/inspections are being looked after by the agent for the landlord.

GSC: This is the abbreviation used for Gas Safety Certificate and is what it says - a certificate to state your gas outlet and appliances are safe and meet regulations.

Stamp Duty Land Tax: You pay SDLT when you buy houses, flats and other land and buildings over a certain price in the UK.

Subject to Contract: Nothing is legally binding on either party until exchange of contracts.

Survey: A check by the mortgage lender to make sure the property you are proposing to buy has been valued correctly.

Tenure: The vendor's title to a property.

Title Deeds: In relation to property, these documents prove the right of ownership.

Vacant Possession: This means that the property being offered will be vacant upon completion of the sale.

Vendor: The person who is selling their property or land.

We look forward to helping you with your property needs. Hopefully, as mentioned earlier, this guide gives you an insight into our core principles and values.

Please Note: *This handbook will also provide a little help from us to get you started and help you through the residential sales process. It has all the information that you need to know about selling your property successfully.*

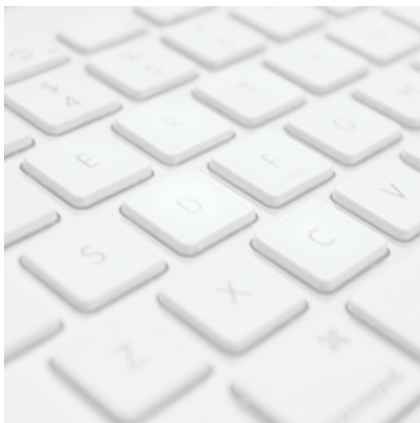
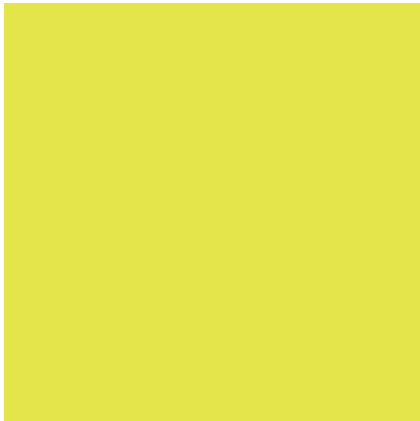
The guide is intended to be read alongside our Residential Property Sales 'Terms and Conditions' also available on our website. It aims to provide you with advice for successfully selling residential property. If there is anything that you are unsure about, please do not hesitate to contact us for further information.

NOTES

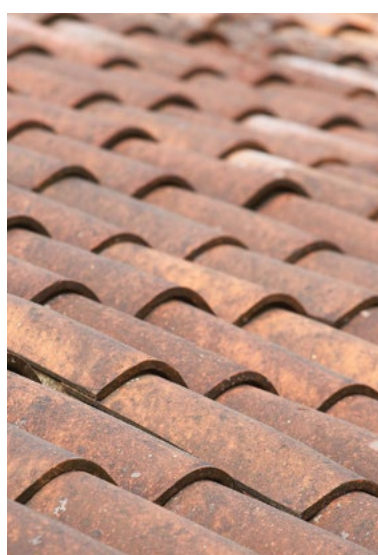
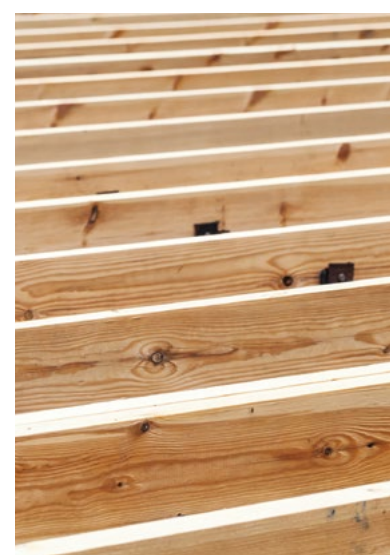


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57 Market Place, Chippenham,
Wiltshire, SN15 3HL

01249 466999
info@hughesandhughes.agency

www.hughesandhughes.agency

Registered Company Number: 10136952
Register Company Address: The Old Post Office,
41 Market Place, Chippenham, SN15 3HR
VAT Number: 199147657

