

Selling in spring made simple

EXPERT
ADVICE
INSIDE



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Page 2	Contents
Page 3	Welcome
Page 4	The pros and cons of a spring sale
Page 5	Why accurate pricing is so important
Page 6	Seven steps to a springtime sale
Page 7	Seven steps to a springtime sale (continued)
Page 8	Our home-selling jargon buster
Page 9	Five questions to ask an estate agent
Page 10	Changing seasons – Changing agents?
Page 11	Springtime selling checklist
Page 12	Back cover

Hello,

I'm Damien Cooke, Managing Director at Cooke & Co.

We've created this guide to selling in spring using our 30 years of experience helping Thanet's homeowners navigate the property market.

It's a must-read for anyone considering selling their home this season.

With its longer days and sense of things coming back to life, spring offers a great window of opportunity for people looking to sell.

In this guide, we'll look into the following:

- The pros and cons of spring selling
- The importance of accurate pricing
- Insights on achieving the right price to attract serious buyers without underselling your property
- Seven steps to a successful springtime sale
- How to maximise your property's potential using tested strategies

There is plenty of other valuable information and tips, including advice on preparing your home for viewings and tailoring it for the spring season to ensure your property makes the best possible impression.

We'll also teach you why choosing the right estate agent is vital and share five key questions to ask any agent you're considering using - including us.

We'd be delighted to answer any questions about selling this spring or at any other time of the year. Just get in touch.

But for now, grab a cuppa, find a comfy chair, and let's get started.

Thanks for reading.



Damien Cooke MNAEA MARLA
Founder and Managing Director
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*Disclaimer: The information in this guide does not constitute legal or financial advice.

The pros and cons of a spring sale

If you're considering selling your home in spring, weighing up the advantages and challenges unique to this season is essential.



The bright side

Increased demand:

Spring often sees a surge in buyer activity. With the weather improving and days getting longer, more people are motivated to start their property search, potentially leading to more interest in your home.

Garden appeal:

Your garden and outdoor spaces will likely be most appealing during spring. A well-maintained garden can significantly boost your property's kerb appeal, making a strong first impression.

Better presentation:

The natural light and generally pleasant spring weather allow your home to be presented in the best possible light. Bright, airy rooms can make a property feel more inviting and spacious.



The challenges

More competition:

Spring is a popular time for selling, so you might face more competition in the market. Ensuring your property stands out through effective staging and accurate pricing is crucial.

Busy diaries:

With the Easter holidays and various spring events, potential buyers might have busier schedules, which could impact the number and timing of viewings.

Overpricing:

Sellers may be tempted to overprice their homes during the spring season, assuming that increased demand justifies higher asking prices. But an overpriced property risks being overlooked. We explore this further in the next section.

In a nutshell

Selling in spring has its unique pros and cons. Increased buyer interest and the season's sense of new beginnings can work in your favour, but the competitive market means you need a good agent with a strong plan for your property.

Why accurate pricing is so important

Introducing the Goldilocks Principle

When valuing a home in Thanet with a view to selling, regardless of the season, it's easy to be tempted to set your price too high, hoping to cash in on a bigger profit.

Alternatively, some may go too low, with the aim of a quick sale.

But as we've learned over the years, the 'Goldilocks Principle' of property pricing is fundamental to your success.

The Goldilocks Principle?

Allow us to explain.

Just like the porridge in the popular children's story, Goldilocks, your property's price shouldn't be too 'hot' (high) or too 'cold' (low). It needs to be 'just right'.

Set the price too high, and potential buyers might be scared away, causing your property to linger on the market.

It might sell quickly if priced too low, but you could miss out on significant, life-changing profit.

Finding the 'just right' price - that sweet spot where the property is attractive to buyers yet still ensures you receive the value you deserve - is a fine art/science we've been perfecting for years.

Initial impact

The initial period after valuing and listing your property are critical, creating a window of high visibility and potential buyer interest. Priced accurately, your property can attract keen buyers willing to pay reasonable value, capitalising on this peak period of interest.

An overpriced property, on the other hand, may push potential buyers towards more reasonably priced alternatives.

Remember, property pricing is about finding the 'just right' balance, something we are here to help you with.

In a nutshell

Go up for sale for an unrealistically high price, and you're just 'on' the market, not 'in' the market.



Seven steps to a springtime sale

Over the next two pages, we look at seven key steps to ensure your property stands out.

From decluttering and minor refurbishments to revitalising your garden and kerb appeal.

These tried-and-tested techniques will help you attract potential buyers and secure the best possible sale this spring.

1. Refresh and declutter

Spring brings a sense of new beginnings, making it the perfect time to declutter your home. With longer days and more natural light pouring in, ensure your property feels open and airy. Store away bulky furniture and personal items, such as family photos and distinctive artwork. This creates space and allows potential buyers to visualise themselves and their belongings in the home. Get rid of or donate items you no longer need, setting the stage for a fresh start.



2. Minor refurbishments

Spring is not the season for extensive renovations, but addressing those small DIY tasks can make a big difference. Issues like peeling paint or a squeaky door can be off-putting to buyers. A fresh coat of paint in a neutral shade can add lots of energy to a tired room, and fixing niggling things shows you care for the property, making it more appealing.

3. Deep clean

A thorough spring clean is essential. Focus on areas that might have been neglected during the winter months. Make sure your windows are spotless to take full advantage of the spring light, highlighting a clean, welcoming space. Don't overlook details like skirting boards, light fixtures and mirrors, as these can sparkle in the spring sunshine.



Seven steps to a springtime sale (continued)

4. Garden preparation

Your outdoor space is a key selling point in spring. Tidy up your garden by weeding, pruning and planting seasonal flowers for a splash of colour. At the very least, make sure your lawn is well-maintained, and consider setting up your outdoor area to showcase its potential for relaxation and entertaining in the warmer months.



5. Enhance kerb appeal

First impressions count, especially in spring. Tidy your property's front by clearing any leaves and adding colourful planters or hanging baskets. Ensure your front door and windows are clean and inviting. Simple touches like a new doormat or a brightly painted front door can make a world of difference.

6. Choose the right agent

Select an estate agent with a proven track record in the spring market. They should be knowledgeable about seasonal trends and skilled in making the most of your property's springtime appeal. An effective agent will negotiate a great price on your behalf and guide you smoothly through the selling process.



7. Stage for spring

Consider the presentation of your home. Each room should clearly demonstrate its purpose. If the spare room has become a junk department, turn it back into a bedroom with furniture and beautiful bedding. Nothing says spring like fresh flowers – place vases of seasonal blooms around your home to add colour and a beautiful scent.

In a nutshell

Don't miss out on maximising the look and feel of your property by following these simple steps.

Our home-selling jargon buster

Whatever season you're selling in, you may come across all sorts of words and phrases you've never heard before.

Getting your head around property jargon can take time.

Here's a handy guide to explain a few unusual terms.

Chain-free

This has nothing to do with jewellery. When a seller isn't reliant on buying another property to move, they're 'chain-free'. Similarly, first-time buyers are 'chain-free' because they're not caught up in another deal. In theory, a person who is chain-free should be able to move quicker.

Completion

When the deal is finally done and dusted! The paperwork has been signed, the funds transferred, and the sale has gone through.

Conveyancer

A person who handles the legal stuff when you buy or sell a property. A lawyer can do conveyancing work, but a conveyancer doesn't have to be a lawyer.

Exchange

This is where both parties exchange contracts and is a sign of real commitment. It means it's VERY likely the sale will go through.

Mortgage in principle

An indication from a lender of how much a person can borrow. It's not an ironclad guarantee, but having one shows a buyer is serious about purchasing a property.

Mortgage offer

When your lender officially gives you the piece of paper to say you have the funds approved to buy the property.

Sold subject to contract

An offer on a property has been accepted, but there are still a few contractual hoops to jump through first.

Sole agent

An agency that has exclusive rights to sell the property.

Vendor

Not a Harry Potter villain, but the person selling the property.



Five questions to ask an estate agent

Choosing the right estate agent is an essential step in selling your home. To help you make an informed decision, here are five important questions to ask any estate agent:

1. What process do you use to value my home accurately?

How an agent values your property reveals their market knowledge and commitment to getting you the best possible price. An experienced agent should provide a comprehensive valuation, considering recent sales in your area, current market trends and your home's unique features.

2. Will I have a dedicated point of contact if I decide to use your services?

Consistent communication is key. Ensure you have a dedicated point of contact who understands your situation and can provide regular updates.

3. How do you ensure the correct type of potential buyers view my home?

This includes their strategy for advertising, conducting viewings and leveraging their network.

4. How long are your contracts? And what are the notice periods?

Make sure you understand the terms of your agreement with the estate agent. It should include the length of the contract and any notice periods, providing clarity and avoiding potential misunderstandings or contractual issues later on.

5. How often will I receive updates from you while my property is on the market?

Regular updates on your property's status on the market, feedback from viewings and marketing efforts are essential for a transparent selling process. This question helps gauge the agent's commitment to keeping you informed throughout your selling journey.

In a nutshell

Don't be afraid to ask these or other questions – you're selling your biggest tax-free asset, after all.



Changing seasons – Changing agents?

For many homeowners who have had their properties on the market throughout winter without success, spring marks an opportune time to reconsider their selling strategy.

This often involves evaluating the performance of their current estate agent.

While sometimes properties remain unsold due to unforeseen circumstances, such as potential buyers dropping out, assessing if more could be done is essential.

If you're contemplating a change in agents this spring, consider asking them the following questions:

What innovative strategies will you implement to generate interest this spring?

Spring offers unique marketing opportunities. Ask about fresh, season-specific strategies to attract buyers.

What has been hindering the sale of my property, and how can we address these issues?

You will want to understand why your home hasn't sold yet. A good agent should be able to provide insights and solutions.

How can we revitalise the marketing of my property to appeal to a spring buyer market?

Ask about updating property listings with new photographs that showcase spring vibrancy or revise descriptions to highlight seasonal features. Selling a property in spring with photographs of a Christmas tree in the lounge are a complete no-no.

If your home is stuck on the market, we offer a complimentary, no-obligation Personalised Property Marketing Review.

We'll examine every aspect of your home's marketing and selling strategy to date, providing advice on bridging the gap between your present position and a successful sale.

In a nutshell

Before making any changes, always review the terms of your contract with your current agent, especially terms around length of the agreement, notice periods and termination.



Springtime selling checklist

Here's a ten-point checklist that encapsulates the key elements from this guide, ensuring a successful sale:

- | | Yes | No |
|--|--------------------------|--------------------------|
| 1. Evaluate pros and cons:
Have you considered the unique advantages and challenges of selling in spring? | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Accurate pricing:
Did you think about the Goldilocks Principle to set the right price? | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Refresh and declutter:
Tidy your home and remove personal items for viewings. | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. Minor refurbishments:
Address small DIY tasks and give rooms a fresh coat of paint. | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. Deep clean:
Thoroughly clean your property, especially windows and high-traffic areas. | <input type="checkbox"/> | <input type="checkbox"/> |
| 6. Garden preparation:
Tidy the garden, prune and plant seasonal flowers. | <input type="checkbox"/> | <input type="checkbox"/> |
| 7. Enhance kerb appeal:
Clean and decorate the front of your home to create a strong first impression. | <input type="checkbox"/> | <input type="checkbox"/> |
| 8. Choose the right agent:
Select an agent experienced in the spring market. | <input type="checkbox"/> | <input type="checkbox"/> |
| 9. Stage for spring:
Add seasonal touches to your décor to enhance appeal. | <input type="checkbox"/> | <input type="checkbox"/> |
| 10. Consider changing agents:
If your property was on the market in winter without success, evaluate the performance of your current agent and consider changing if necessary. | <input type="checkbox"/> | <input type="checkbox"/> |

In a nutshell

These points draw from the various topics covered in the guide, and by ensuring you've 'checked' them off, you'll turbo-charge your chances of a successful spring sale.

Thanks for reading.



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