Selling Your Home for the Best Price

A 15-Point Plan for Sellers

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1

Research Local Market Trends

Understanding the housing market in your area is critical. Look at recent sales of similar properties on Rightmove, Zoopla or OnTheMarket.

- Time on market — how long are homes taking to sell?
- Average prices — what are similar homes fetching in your postcode?
- Demand — are certain property types selling faster?

Example: Where demand is high, pricing competitively can create bidding wars; in quieter areas, pricing slightly below market value may attract more interest.

2

Get a Professional Appraisal

Knowing your home's value is crucial, especially since overpricing can lead to your listing stagnating.

Consult an experienced local agent for an accurate market appraisal.

Example: If your house is worth £375,000, overpricing at £400,000 could deter buyers — while listing closer to £370,000 might encourage competitive offers.

3

Enhance Curb Appeal

Your property's exterior is the first thing buyers see, whether viewing in person or online.

- Tidy the front garden, repaint the door and add potted plants.
- Ensure the driveway is weed-free and gutters are clean.
- Fix small issues like broken fences or a worn letterbox.

Example: A fresh coat of Farrow & Ball's 'Railings' on your front door could add a modern touch and help your house stand out.

4

Declutter and Depersonalise

Buyers want to picture themselves living in your home. Make this easier by creating a neutral, clutter-free space.

- Remove family photos, bold artwork or overly personal decor.
- Store away bulky furniture to create more space.

Example: In a period terrace, removing extra furniture emphasises high ceilings and maximises perceived space.

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Deep Clean

Cleanliness is non-negotiable when selling a home. A spotless property shows buyers the house has been well maintained.

- Hire cleaners for carpets, grout and windows.
- Don't overlook skirting boards and under sinks.

Example: A deep-cleaned kitchen with sparkling worktops can leave buyers with a lasting positive impression.

6

Stage Your Home

Staging can make your property appeal to a broader audience.

- Rearrange furniture to emphasise natural light and space.
- Use soft furnishings — neutral cushions and rugs — for a cosy feel.

Example: For older homes, staging with modern decor helps buyers envisage updates; for new builds, plants and textiles make the space feel lived-in.

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Make Necessary Repairs

Minor issues can distract buyers or make them question your home's maintenance.

- Fix leaky taps, peeling paint or broken cupboard handles.

Example: Replacing worn-out grout in the bathroom could cost as little as £50 but leaves a far better impression than stained tiles.

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Upgrade Strategically

Some upgrades have a better return on investment than others.

- Kitchen: replace cupboard handles or repaint the units.
- Bathroom: update taps, add a new shower screen or reseal the bath.
- Energy: a smart thermostat or LED lighting appeals to eco-conscious buyers.

Example: Upgrading to an A-rated boiler not only adds value but may improve your EPC rating — a legal requirement for selling.

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Set a Competitive Price

Setting the right price is critical. Too high and your home sits on the market; too low and you leave money on the table.

- Work with a trusted agent to determine the best asking price.
- Use your EPC rating, local amenities and features to justify it.

Example: If your home has excellent transport links, factor this into your pricing strategy.

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Use Professional Photography

Listings with professional photos receive more views and higher engagement online.

Use a property photographer who captures your home in flattering natural light.

Example: A drone photo showing your home's proximity to scenic parks or a well-regarded school can increase buyer interest.

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Use a Great Selling Agent

Your choice of estate agent is crucial.

- Choose agents who have sold similar properties in your area.
- Ask about their sales-to-listing ratio and marketing strategies.

Example: An agent who sold 80% of their listings is likely more effective than one who sold only 50%.

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Promote on Social Media

Social media advertising continues to grow in the property market.

- Share your listing on local Facebook groups, Instagram stories and neighbourhood forums.
- Consider targeted ads for specific demographics.

Example: Promote a family home near Ofsted-rated schools to parents searching in your area.

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Host Open Houses

Open houses can create buyer urgency.

- Schedule them over the weekend and advertise locally.
- Provide buyers with brochures featuring your home's standout features.

Example: Offering tea and biscuits during a cold January open house makes your home feel more welcoming.

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Highlight Unique Features

Make sure buyers are aware of what makes your home special.

- Highlight proximity to transport, shops and schools.
- Emphasise upgrades like underfloor heating, a garden office or EV charging.

Example: If your home has a south-facing garden, mention it prominently — it's highly sought after.

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Negotiate Smartly

When offers come in, it's time to strategise.

- Evaluate buyer circumstances — are they chain-free or mortgage-ready?
- Counteroffer strategically to balance price and conditions.

Example: Accepting a slightly lower offer from a chain-free buyer might ensure a quicker, more certain sale than a higher offer in a long chain.

Final thoughts

Selling a home involves unique challenges, from EPC compliance to chain management. By following this 15-point plan you'll present your home in the best possible light, attract serious buyers and secure the strongest price.

Preparation and strategy are key. Use this guide as your checklist — and lean on your Meyers team in Wimborne & Broadstone at every step.

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