



Selling Your Home for the Best Price

A 15-Point Plan for Sellers

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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.

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.



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.

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.



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.

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.



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.



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.

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.



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%.

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.



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.

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.

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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