



12 Step Plan to sell for an Optimum Price

This plan results in our clients receiving circa 2.32% more for their home on average vs the national average. Based on the national average house price of £281,373 this equates to circa £6527



*Scan the QR code for
more information about us*





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The Summary

Google Reviews

Introduction

Most sellers want to sell for an optimum price in the current market and we can show you how to do just that. Follow our 12-step plan to achieve an optimum price and you will almost certainly achieve an optimum price for your home in the shortest amount of time.

Sometimes selling your home is easy....Selling your home for an optimum price isn't.

Here's the formula to selling your home for an optimum price at the most basic level.

"The more people who know your home is for sale and want to view it, the higher the price you will achieve".

If no one knows your home is for sale, you'll struggle to achieve the best price possible. If lots of potential buyers know your home is for sale, you're much more likely to achieve an optimum price.

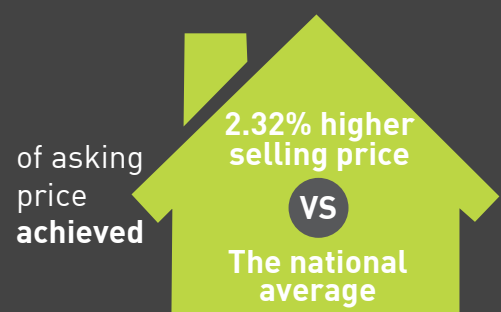
You need to decide from outset whether you're happy to settle for just "a buyer" or do you want to attract the best buyer for your home? If you just want to sell your home quickly to any buyer, then this plan probably won't interest you. However, if you want the best buyer to offer an optimum price please read on.

Achieving an optimum price takes a great strategy and an even greater plan. It's important that you have a clear, concise, strategic approach to your marketing, tailored to your target buyer. This plan gives you that. The trouble with many estate agencies, often the ones who purposely over value or undercut on fees, is that they have no real plan in place to sell your home, after they've signed you up.

Often, they will do the bare minimum without any real expertise – just taking pictures, attaching a price, posting details online, and hoping for the best. Finding a buyer can be easy but finding the best buyer willing to offer an optimum price isn't, so this minimalist approach rarely works. It's why many homeowners end up having to change agents before eventually selling their home which costs them unnecessary time and the chances of achieving an optimum price are hugely reduced.

REMEMBER:

Everyone wants to buy what everyone else wants to buy but no-one wants to buy what no-one else wants to buy.



How to sell Your Home for an Optimum Price in 12 Steps

Step One

The price

Agree a marketing price. This should be based on factual market evidence and not simply be the price you prefer.

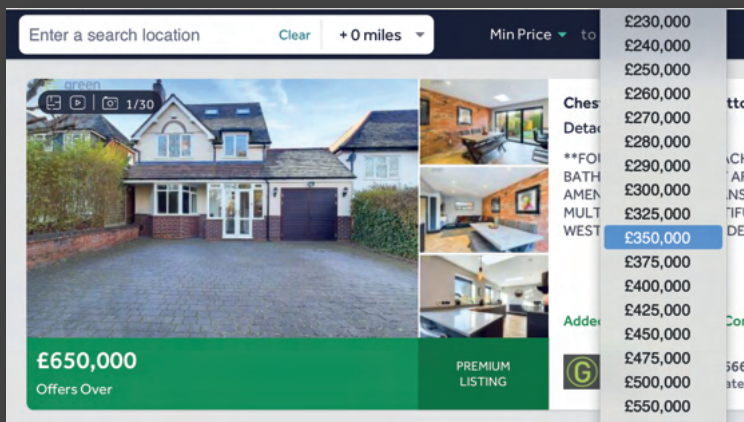
It's important to remember that the purpose of the marketing price is only to attract maximum interest. It has no relevance to the true value of a property. In fact, the wrong marketing price can seriously affect your chances of achieving an optimum price. Too high and your house may not attract enough interest and stagnate on the market, too low and you will attract people who are unable to pay an optimum price even if they wanted to.

It could be that both you and your agent feel your property should be worth £380,000, but it's agreed that the best marketing approach to adopt in this particular instance is to ask for "offers in excess of £350,000", for example.

Due to the property portal price points it's best to market at a round figure i.e. £400,000 as opposed to £399,950. This will mean you appear in searches up to £400,000 and also from £400,000. At £399,950, you would only appear in searches up to £400,000.

Also agree on a pricing strategy – i.e. guide price, asking price, offers in excess of, offers invited etc. This will vary from client to client and property to property.

If you are buying another property with a mortgage, it's important to establish how the value of your current home impacts your onward buying power. At this point, we recommend speaking to a mortgage adviser who deals with the whole marketplace to help you fully understand your options available in today's market. This will ensure you have the confidence to buy in the optimal price range that best suits your financial future.



How to sell Your Home for an Optimum Price in 12 Steps

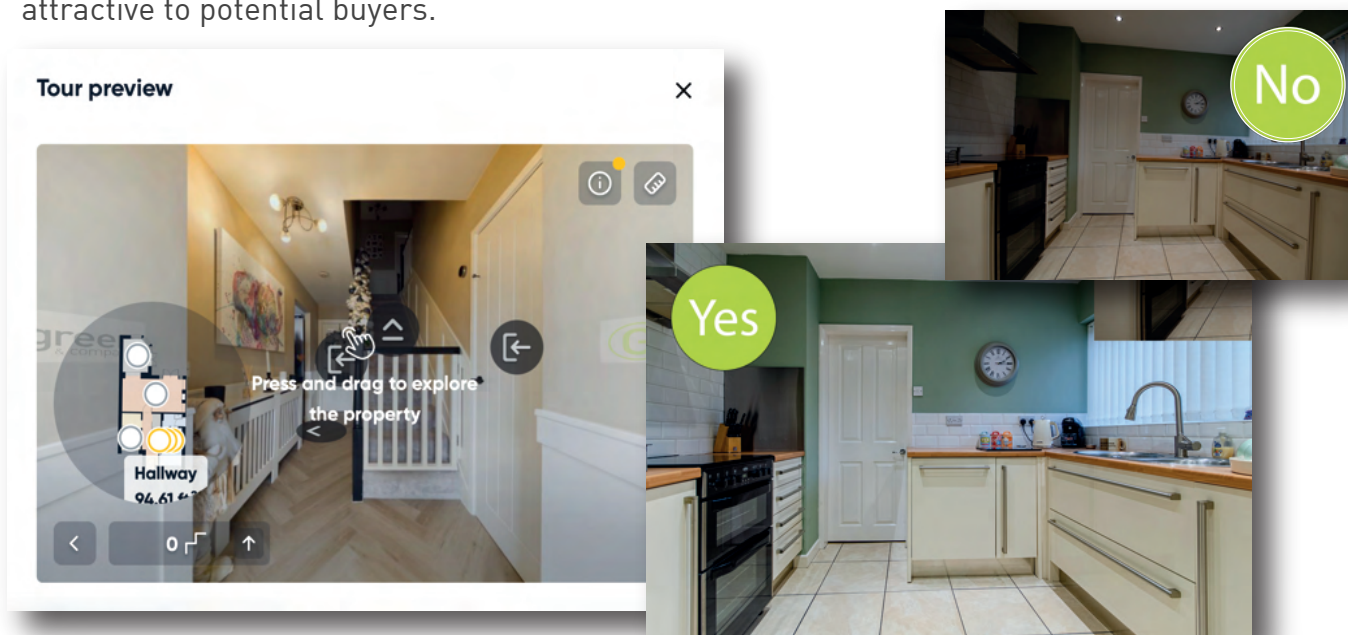
Step Two

The marketing material

Don't underestimate the importance of perfect pictures. Aerial external photography and 3D interactive tours taken by a professional photographer also create additional online attention. Remember that you don't get a second chance to make a first impression, so quality is crucial, especially when you consider that virtually ALL buyers now search online for properties in the initial stages. In our view it's the estate agent's responsibility to ensure that the shots are taken in a professional manner to ensure that the lighting is correct, and the camera is placed in the correct position in the room to achieve the greatest angle and present your home at it's very best.

Floorplans are also important because they offer a potential buyer the ability to visualise accommodation changes as well as the overall layout of the accommodation on offer. Interactive 3D floorplans also take this a stage further allowing a potential buyer to dissect each floor level.

Make sure the property description is benefits-focused and does not simply list its features. So many estate agents rely on the time-honoured feature-based phraseology, such as: "XYZ estate agency are delighted to present to the market this delightful three-bedroom semi-detached house...". Buyers want to hear about the lifestyle that comes with the property. They just want to know whether or not it could be their next potential home. Therefore, the description should sell a potential lifestyle. Something along the lines of: 'We love to sit in the garden, which is why we created the large patio and seating area' would be more attractive to potential buyers.



On average, it's taking us **63** days to find a buyer.

How to sell Your Home for an Optimum Price in 12 Steps

Step Three The launch



to attract
the buyers registered
to buy from the get go.

The property should be launched onto the market and the details uploaded to the major portals. At any one time, there will be a pool of buyers looking to buy a property just like yours. For example, every property advertised “for sale” on Rightmove receives on average 59.25* views every day within the postcodes we cover. As a company, we receive, on average, 3920** leads from Rightmove and 2722** leads from Zoopla every month from local prospective home movers.

The demand is there. You just have to make sure your property is marketed in such a way as to ATTRACT your potential buyers. These are the ones most likely to pay an optimum price for your home and the goal is to entice two or more buyers to compete for your property.

Make sure your agent is also capable of texting and emailing relevant property details to all registered buyers but not at the expense of talking to potential buyers. Talking is still the most effective form of communication which is why new instructions to the marketplace need to be phoned out.



Data from Rightmove taken between
16th and 22nd of January 2024*
Data taken from Rightmove and Zoopla
between 24th January 2023 and 23rd of January 2024**



green
& company

Stand out from the crowd

Step Four

Premium promotion

Because standard isn't good enough. Increased interest with enhanced photography, virtual walk through tours, Rightmove and Zoopla Premium Displays.

Get seen by more buyers

Upgrade to a **Premium Listing**

Long-term exposure for your property.

Larger pictures • A bigger listing • More potential buyers

rightmove

This advertisement for Rightmove Premium Listing features a teal background. It shows a laptop, tablet, and smartphone displaying property listings. A call to action bubble says 'Upgrade to a Premium Listing'. Text highlights 'Long-term exposure for your property.' and 'Larger pictures • A bigger listing • More potential buyers'. The Rightmove logo is at the bottom right.

Rightmove and Zoopla have two promotion packages available to estate agents– standard and premium. Premium promotion will make your property more visible compared to competing properties.

Discuss with your estate agent the advantages of premium promotion which creates 100% more views, according to Rightmove, and the different marketing packages they can offer you to ensure your home stands out from the crowd.

Make your home a thumb-stopper

Spotlight your home

Highlight what makes your home unique with Premium Listings.

- ★ Tell everyone what makes your home special, with space for 2 extra key features
- 🖼️ Grab buyers' attention with up to 4 extra images
- 📏 Take up more space from the competition, with a 20% bigger listing
- 📺 Get more views with video content as the play icon shows up in the results

Speak to your Zoopla agent about making your home a Premium Listing

ZOOPLA

This advertisement for Zoopla Premium Listing has a pink background. It features a photo of a woman looking at a phone. Text includes 'Make your home a thumb-stopper', 'Spotlight your home', and a list of benefits: 'Highlight what makes your home unique with Premium Listings.', 'Tell everyone what makes your home special, with space for 2 extra key features', 'Grab buyers' attention with up to 4 extra images', 'Take up more space from the competition, with a 20% bigger listing', and 'Get more views with video content as the play icon shows up in the results'. It concludes with 'Speak to your Zoopla agent about making your home a Premium Listing'. The Zoopla logo is at the top left.

Step Five

Passive buyer marketing

All “active” buyers will be regularly searching for a property online so it’s very important that you have a significant online presence. But what about the “passive buyer”? Ask any estate agent and they will tell you that they have, at some point, sold a property to a buyer who wasn’t actively looking. They are more an opportunist buyer. You know the type, the one who saw the board on the school run, the ones who would “love to buy that house if it ever came on the market” or perhaps who would “buy a property in that block if one ever came up for sale”. You also need to market to these buyers.

A For Sale board is a great way to do this locally, but what about the opportunist buyers who aren’t local?

A great way to attract these potential buyers is to place an advert on Facebook or Instagram, targeting your demographic of likely buyer.

The aim here is to reach as many passive buyers as possible.

Make sure your estate agent erects a For Sale board to attract passive buyers.



Social Media is **HUGE** in property marketing



10k
video views

Step Six

The enquiries

With all the effort so far, it's clear to see that your estate agent cannot afford to miss an enquiry.

Make sure ALL enquiries are captured and an enquiry is not missed.

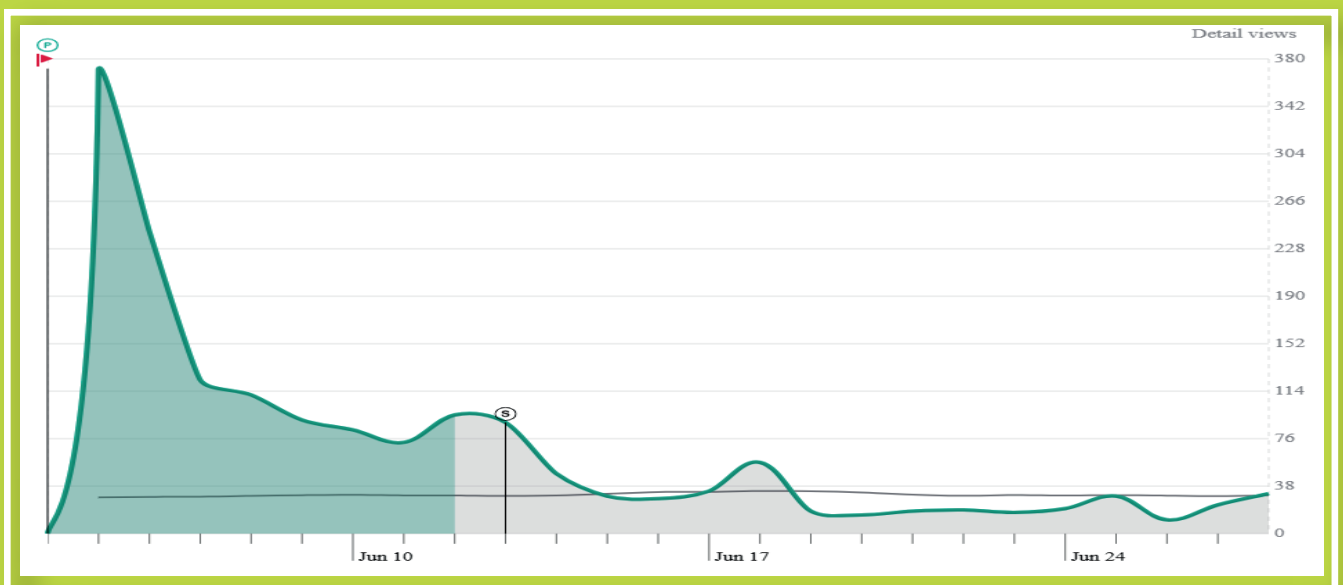
It is important to ensure that your estate agent will not miss a telephone call and therefore potentially an enquiry/opportunity/viewing. That missed call could mean you have just missed the buyer who would be willing to pay an optimum price.

Research carried out by a leading telephone answering company suggests that:

- 86% of callers will not call back if their call is unanswered
- 86% of callers will not call back after hearing an engaged tone

The development of the internet and smartphones has meant that information is now available at our fingertips and that we as a society have become very demanding.

If someone is interested in your home and wants to view it immediately but can't reach your estate agent, either verbally or with electronic communication, they're more than likely to view the house around the corner from you, instead, possibly fall in love with it and then don't even consider your property. You may well have lost that potential buyer.



Step Seven

The viewing strategy

It's clearly CRUCIAL that viewings are carried out correctly otherwise steps 1 to 6 would have been pointless if you fall at the viewings hurdle.

Decide with your estate agent which is the best form of viewing; either showing your home to prospective buyers yourself as you know your home much better than we ever can or giving us keys to carry out the viewings whilst you are out. Make sure every viewer has been financially qualified before an appointment has been arranged to make sure that your property meets their affordability.

Here are a few golden rules.

- Buyers can feel more comfortable if an estate agent shows them around and can be more honest. If it's not for them, you want to know quickly and move on.
- Buyers can find that if the owner shows them around, they can get answers to some of their questions that much quicker which will speed up the decision-making process. Be aware not to talk about all things you love about the house because at this stage it is largely irrelevant.
- If there are a number of buyers interested at the same time, it's best to book them in on the same day one after another with the appointments overlapping by a few minutes. This will create urgency from a buyer's perspective.
- The aim of the viewing is to "show" the buyer the house not "sell" the buyer the house.
- First viewings are emotional, second viewings are logical.

Obviously, there is a LOT more to carrying out the Perfect Viewing, but this will get you started.



Step Eight

The feedback

Honest feedback from every single viewing, including their thoughts on the asking price, is crucial to your sale success and it will help with step 9.

On average it will take 8.9 viewings to secure a buyer and as a property can only have one buyer, feedback from the other 8 people can help you secure that offer.

“We loved the position and style of the property and the open plan aspect of the accomodation on offer. I can see us living there”



“I didn’t like the location and thought the asking price was too much money for the amount of work I would need to do.”

“What do you think the asking price should be?”



How to sell Your Home for an Optimum Price in 12 Steps

Step Nine

The review, monitor and improve

One week into the marketing of your home, you should ensure that your estate agent is monitoring the effectiveness of the marketing and analysing the Click Through Rate (CTR); making improvements or changes where necessary.

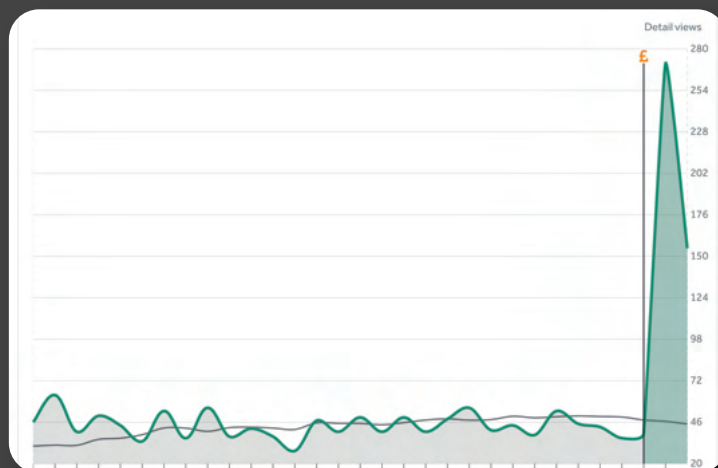
The CTR needs to be between 6 & 10%. Why? Because buyer interest drops by half after two weeks and your property will begin to stagnate on the market.

Usually, there will be around 12–15 and sometimes up to 30 images of your property featured online. USE THEM ALL. Ensure that your estate agent is rotating the lead image weekly, to keep your property imagery fresh.

It may just be the kitchen shot that creates that 'click through' which prompts an enquiry, which leads to a viewing, which helps to develop a potential buyer's emotional attachment which can lead to an offer being made at an optimum price.

After three to four weeks, if your property is still for sale, then you and your estate agent need to have a meeting to review the marketing and interest to date. Look at marketing reports and Click Through Rate reports, examine feedback reports and market comparable reports (which show any similar properties that have been sold whilst yours has been on the market). During the meeting, you need to discuss how you plan to move forward.

Don't just leave your property sitting there on the market, hoping someone will come along and make a sensible offer at some point. Control the process.



Step Ten

The offers and negotiation



4 STAGES OF NEGOTIATION

PREPARE

- Assess objectives - yours and theirs
- Decide on areas of possible flexibility
- Plan approach and sequence of events

DISCUSS

- Exchange positions and issues
- Create a positive working climate
- Listen carefully and question thoroughly

PROPOSE

- Specify what you want
- Seek compromise - get a win/win if possible
- Remember optimum and fallback positions

BARGAIN

- Ask for what you want - modify if you need
- Don't concede without exchanging
- Reiterate the value of your solution

THE MOST crucial part. In fact, Steps 1–9 will all have been followed in vain if you and your estate agent get this part wrong. By this stage, you would have hopefully received feedback from competing buyers, so it's important that this part of the plan is handled with care.

1. Remember that most buyers will have made an offer on the basis of at least some degree of emotional attachment to your property and although you don't want to manipulate that, you will want your agent to use this information to negotiate an optimum price for you.
2. Don't be offended by really low offers. Any offer is a good offer. It means someone wants to buy your property. It's down to your estate agent to negotiate correctly and achieve the highest price possible.
3. If you receive one or more offers early on in the marketing process, be very cautious in trying to beat the market and holding out for more. Research shows that the best offers usually come in during the first four weeks of marketing a property.
4. Make sure EVERY offer is correctly qualified, identifying both the potential buyers' chain and financial position before entering into negotiations with them. Between 20 and 30 percent of property sales fall through before exchange of contracts, one of the principal reasons being that the correct due diligence wasn't carried out by the estate agent at the point of negotiation. We have branch-based mortgage advisers who are able to financially qualify a buyer during the offer negotiations.

The golden rule of negotiation:

Leave it to an experienced estate agent who has got years of experience and has dealt with hundreds of offers.

Our Vitals

63

(days) average time to agree a sale

54%

of all sales agreed sold (STC) for the asking price or higher

Step Eleven

Sale agreed

Great news, but there is still a long way to go so make sure your estate agent continues to work with you and your solicitor and any mortgage brokers involved to ensure the momentum already built up continues to completion of contracts.

Some points to consider.

- Appoint a solicitor at the point your estate agent launches your property to market.
- It can take a solicitor up to four weeks to prepare a contract to send to your buyers' solicitor. This is wasted time. If you appoint a solicitor at the point of your launch the chances are the contract will be in place and ready to send on the same day you accept an offer which will save valuable time.
- Don't appoint a solicitor based on the lowest quote you receive. Review their service and average speed to exchange of contracts.
- Do they have a good relationship with your estate agent. As silly as this sounds if an estate agent and solicitor work together problems will be resolved that much quicker.
- If you need a mortgage speak to an independent mortgage adviser who will be able to offer help and advice about the whole mortgage market and the many different options available to you.
- Don't forget to start looking for a removal company and obtain some quotes.

At Green and Company our experienced team will support you right the way up to completion.

We spend many hours on each sale in this part of the process (known as sales progression) and you need to know that your estate agent has your back.



Our Vitals

On average, it takes us **123 days** between sale agreed and exchange of contracts vs the **154-day** national average.



Step Twelve

Exchange and completion of contracts

Exchange

Both you and your buyer are legally committed to each other and legally bound. A completion date has been agreed. You can start packing safe in the knowledge your buyer(s) are legally obligated to complete contracts.

Completion

Congratulations, keys have been handed over on your sale and you are ready to move on to the next chapter of your life(s).



How to sell Your Home for an Optimum Price in 12 Steps

Summary

The aim when marketing a property for sale is to quickly attract as many potential buyers as possible, which will likely create multiple offers from multiple buyers, securing the best price for your property.

By implementing this systemised plan to achieve an optimum price, you are likely to achieve **c.£6527 more (2.32%)*** for your property. It's in your interest to create demand as quickly as possible, as a drop in interest usually means a drop in price, too.

Things to bear in mind:

It's important that a team of experienced negotiators are handling your sale from start to finish. They will be the one who is most knowledgeable about you, your property, and its marketing history.

The most cost-effective agent is the one who extracts the best price from the marketplace, not the one who charges the lowest fee...and that takes effort.

This plan will work in any market, whether rising or falling. The plan is the consistent factor, the marketing price is the variable.

Although it has been described as one of the most stressful activities, moving house should actually be an exciting time. With this plan, you'll find that each stage of the process becomes more structured and organised, rather than chaotic, meaning you can relax, safe in the knowledge that the process, the plan and your estate agent are doing all the hard work.

At Green and Company, we cannot guarantee a result, but we can promise to follow the process.

Having read all 12 steps, you should now understand the importance of a well planned and executed marketing plan.

Based on data published by Zoopla and compared to Green and Company data for period October 2024 to December 2024



Scan the QR code to
see what the market
is like for your home.



How to sell Your Home for an Optimum Price in 12 Steps

Google Reviews

We'd love to help you in the same way we helped these clients.

M Michael ✓
2 months ago

★★★★★

Great people to deal with...Angela was brilliant...after initially choosing Bairstow Eves to sell my house I realised I made a mistake after ZERO viewings in 3 months, I walked across the street to Greens and employed them to sell my house...I instantly saw the difference in class and professionalism, 11 viewings in a matter of weeks... Thank you for helping me sell my house ladies I love ya all xx

Google

N Nathan Cooney ✓
3 weeks ago

★★★★★

Fantastic service throughout from Shakila and all the team. Kept us updated and chased all queries throughout the process of us purchasing a flat. If anyone asks me for an estate agent recommendation, I'll be sending them to Green & Co.

Google

S Steve Mac ✓
7 months ago

★★★★★

We were absolutely delighted with the service we received from the team at Greens in Boldmere. Everyone was very attentive and responsive to any queries and kept us fully informed and reassured at all times. Shakila really looked after us and we could not have been happier.

Google

K Kev Chilton ✓
4 months ago

★★★★★

What a pleasure it was having this company sell my house! I arranged a valuation and Gemma called at 12 MD, gave a thorough market appraisal and valuation for my property. She said she may have someone on the books who would be interested and called the office. A viewing was arranged for 2pm and an offer had been received by 4pm, with an increased offer the following morning. Perfect.

Google

J Jayne Hodgkiss ✓
4 months ago

★★★★★

I cannot thank Nyree and her team enough. They were professional, friendly and helpful during the sale of our house. Nyree went above and beyond offering advice and support throughout the whole process. We obtained our mortgage using Lauren Clark she was fabulous too. I would highly recommend Green & Company Castle Bromwich. Thanks so much to Nyree, Lauren, and the team.

Google

K Kevin Richards ✓
5 months ago

★★★★★

We have recently sold our house with Green & Co and if you're thinking of selling, then I absolutely recommend using this company. We felt well looked after from the first contact all the way through viewings, offers, survey, exchange and completion. We're exceptionally happy with the team at Green & Co: Tara, Jnathan and Jacquie especially. We couldn't have received better service.

Google

K Kudzanayi Pairemanzi ✓
5 months ago

★★★★★

Green & Company delivered outstanding service throughout the entire process. I extend my sincere gratitude to Charlotte Perchard and the team and enthusiastically endorse them to anyone in search of a property. Thank you so much.

Google

G Georgie Jordan ✓
2 weeks ago

★★★★★

We've had a great experience with everyone at Green and Co. Very professional yet approachable, got to know us and our needs well and always very responsive and helpful. Would definitely recommend Jacquie and all the team to others looking to sell their home.

Google

A Amelia J ✓
9 months ago

★★★★★

I'd like to thank Nyree for her excellent service, she has been incredibly kind and remarkably understanding. I couldn't have asked for a better person to have dealt with my case. Thank you ever so much Nyree, I will hopefully be in contact again.

Google

How to sell Your Home for an Optimum Price in 12 Steps

I

Ian E

28 days ago

★★★★★

Bought my house through Green Estate agents - friendly, kept in contact regularly throughout and were always happy to help at what can be a stressful time. Recommended.

Google

S

Sandra Green

14 months ago

★★★★★

I am very, very happy with the service received and sold via auction a week before scheduled. Would highly recommend.

Google

M

Michael Stanley

2 days ago

★★★★★

Went in today and I can only thank Sebastian and Mandy, great help, great chat and overall great thankyou!

Google

S

Simon Cheung

3 days ago

★★★★★

We have found Green to be proactive and responsive with their communication through the sale of our house.

Google

J

Jayne Matthews

28 days ago

★★★★★

Very professional staff, very helpful, efficient in sending information and keeping me updated with various properties.

Google

S

Sandeep S

14 days ago

★★★★★

It has been good experience dealing with the agency and their local knowledge. Professional service.

Google

We aim for a **customer-focused experience** that will **remain with you for a long time**. We want you to think that Green and Company was the best agent you have ever had dealings with. Unfortunately, we are human beings, and from time to time, we make mistakes! However, we accept that we aren't perfect, which is why we ask for feedback throughout the customer journey. At crucial points, you will receive a simple survey. We will ask you to score your experience out of 10 and provide comments and feedback that enable us to gather insightful feedback. The Directors will then review the surveys, share praise with the team when praise is due, and address negative comments with the team to ensure we resolve any problems promptly.

Given that recent statistics have shown that 67% of the UK population don't trust estate agents when looking to sell a property, there is clearly demand for a better way.

Client Name:.....	Suggested Asking Price:.....
Property Address:.....	Fee Options:.....
.....
.....
.....
.....
.....



Scan the QR code to
view our latest live
Google reviews



The Green & Company network

If you would like to talk to a member of our team about implementing our tried and tested plan for your property, simply contact one of our offices using the details below.

Boldmere

7 Boldmere Road
Sutton Coldfield
West Midlands
B73 5UY

Tel: 0121 321 3991

Email: boldmere@green-property.com

Tamworth

13 Colehill
Tamworth
Staffordshire
B79 7HE

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Email: tamworth@green-property.com

Castle Bromwich

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Walmley

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www.green-property.com



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<https://www.youtube.com/@greencompanyestateagency>



<https://www.facebook.com/GreenandCompanyEstateAgency/>