

our guide for sellers

Eleven step plan to sell for the best price



Perry Bishop

PROPERTY MADE PERSONAL

CONTENTS

Eleven step plan to sell for the best price	1
Step one the price	2
Step two the marketing material	3
Step three the launch	4
Step four portal promotion	5
Step five passive buyer marketing	6
Step six monitor and improve	7
Step seven the enquiries	8
Step eight the viewing strategy	9
Step nine the feedback	10
Step ten the review	11
Step eleven the offers and negotiation	12
Our summary	14
We've got you covered	16



eleven step plan to sell for the best price

You're probably thinking about selling your property or maybe you have a property currently for sale? Naturally, you want to sell for the best price and to the best buyer.

We are pleased to share with you our **11 Step Plan** for doing just that. It really does work, we implement this exact plan on every property we sell. The average sale price we achieve is 99% of the asking price - 2% more than the current national average. 1500+ clients have taken the time to give us a 5-star review for the service we delivered and the great price we secured for their home.

Follow our structured plan and strategy - developed and honed after years of successfully selling thousands of properties across the Cotswolds and the Vale of the White Horse - and you too can enjoy the same great results.

Finding a buyer is relatively easy but finding the best buyer - someone who is willing to offer the best price - isn't.

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

Unfortunately, 50% of sellers switch agents because their chosen agent doesn't have a strategy in place to ensure maximum interest in their property. Here at Perry Bishop, our 11 Step Plan delivers the very best results. Find out how we market each and every property and then talk to us about putting it into practice for you.

**We care about property
and we care about you.**

Phillip Bishop

PHILLIP BISHOP
Managing Director



**This plan results in
our clients achieving
a sale price of approx.
2% more than the
average sale price.**

step one the price



The purpose of a marketing price is only to attract maximum interest.

Your first step is to agree on a 'marketing price'. This should be based on factual market evidence and not simply be the price you'd prefer.

It's important to remember that the purpose of a marketing price is only to attract maximum interest. The wrong marketing price can seriously affect your chances of achieving the right 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 the right price even if they wanted to.

For instance, it could be that you feel your property should be worth £530,000, but it's agreed that the best marketing approach to adopt in this particular instance is to ask for 'offers in excess of £500,000.'

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.

step two the marketing material

You don't get a second chance to make a first impression so the quality of your property photography is crucial, especially when you consider that virtually all buyers now begin their property search online.

At Perry Bishop we only use professional photographers, beautiful lifestyle photographs and the option of aerial and drone photography. We also employ a professional videographer - video tours work particularly well on social media.

In many years of being estate agents, we are yet to meet any estate agent who is also a fully qualified professional photographer.

A professional will 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.

We make sure the property brief or 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 and benefits that come with the property. They just want to know whether or not it could be their next potential home.



Before

Quality is crucial, especially when you consider that virtually all buyers now search online for properties in the initial stages.



After

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.

step three the launch

How your property is launched to the market is incredibly important.

Interest can peak within the first few weeks of your property being launched – in fact research tells us that 64% of interest in a property comes within the first two weeks of marketing. So, it's essential that everything is in place to secure the very best outcome – ensuring you reach the widest number of buyers and achieve the best price for your property.



Ideally we launch at least a week ahead of an open house event to build interest. Thursdays are the busiest day of the week for property searches.

OUR TOP TIPS:

Presentation

We suggest professional photography to create the very best first impression of your property online, in your property brochure and in the window of your chosen estate agent.

Portal Reach

Choose an agent that uploads their properties to the major property portals – Rightmove, Zoopla and OnTheMarket – to maximise interest in your property online.

Social engagement

Ensure your property details are shared on your chosen agent's social media platforms – facebook and Instagram are particularly important. Share the agent's link to your property on your facebook/Instagram pages too. Social media is a great way of attracting interest in your property from passive buyers – opportunist buyers who aren't actively looking.

Viewings

It's always advisable to let your agent show your home as they are the experts – they will know what to say and what to highlight to elicit the most interest in your property.

Consider an Open House event to launch your property – your agent will block viewings together on one specific day (Saturdays work best) to create a sense of urgency and competition between buyers. This is the best way to achieve the best price.

step four portal promotion

In order to attract the best buyer, you need to ensure that your property is being seen on the major property portals.

Benefit from promotion across the three main property portals – **Rightmove**, **Zoopla** and **OnTheMarket.com** – when you choose to sell with Perry Bishop. Your property will also feature on **PrimeLocation** and the **MailOnline**, maximising the number of buyers who will see your property online. Your property will also appear on our own responsive website – **perrybishop.co.uk** – which attracts over 30,000 visits every month from home hunters across the UK.

rightmove 

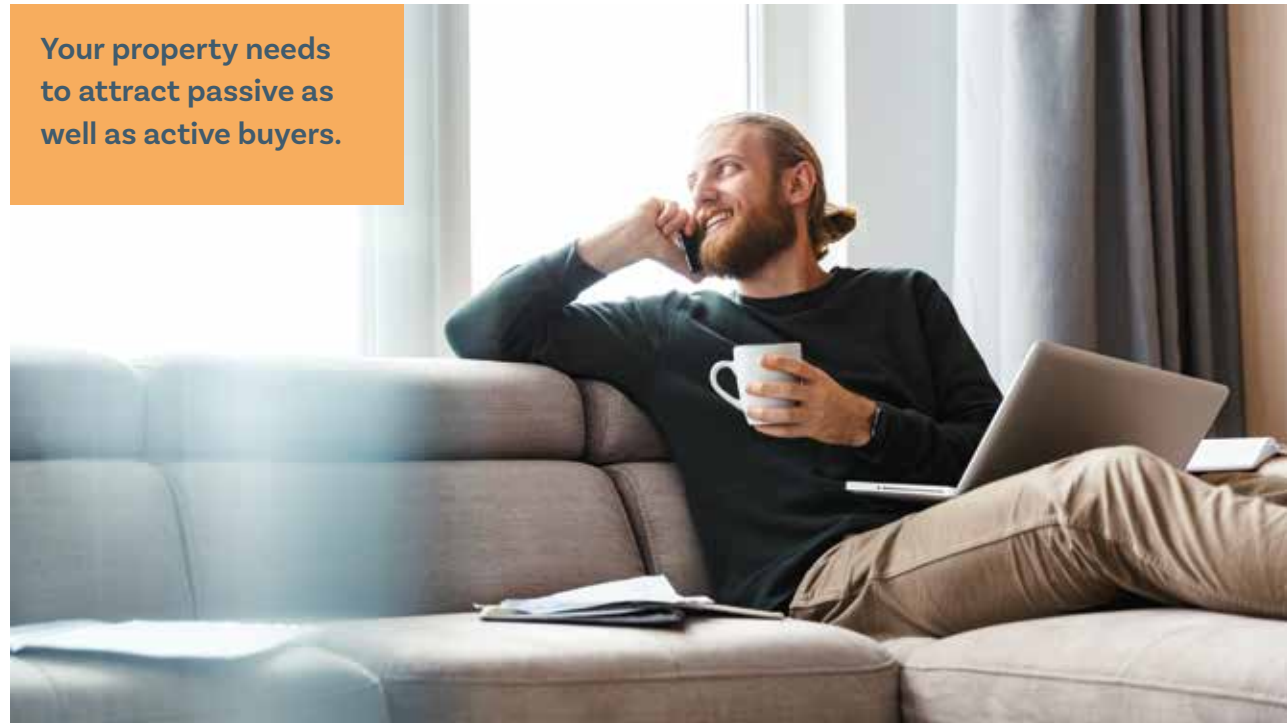
ZOOPLA

OnTheMarket.com



step five passive buyer marketing

Your property needs to attract passive as well as active buyers.



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.

All 'active' buyers will be regularly searching for a property online (we've already seen in step 2 the amount of demand there could be for your property) so it's very important that you have a significant online presence. But what about the 'passive buyer'? They are more of 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 road 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, targeting your demographic of likely buyers and our impressive video tours are also posted on facebook and instagram.

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

step six monitor and improve

During the marketing of your home, we ensure that we are monitoring the effectiveness of your marketing campaign.

We also analyse the online Click Through Rate (CTR); making improvements or changes where necessary.

The CTR needs to be between 6% and 10%. Why? Because buyer interest drops by 50% after two weeks and your property can begin to stagnate on the market.

Usually, there will be around 8-12 images of your property featured online. We regularly change and rotate photographs to maximise 'click through'. It may be the kitchen shot rather than the exterior shot, for example, that creates that 'click through', prompting an enquiry, leading to a viewing, and helping develop a potential buyer's emotional attachment.



step seven the enquiries

Having implemented all the above steps, it's imperative that we as your agent do not miss any resulting enquiries.

At Perry Bishop we ensure all enquiries are dealt with promptly and in full. We continue to keep in contact with potential buyers to cultivate their interest and provide all of the relevant information.

Our database of buyers is well over 10,000 at any one time and wherever possible we match a buyer that suits your circumstances.

Our clients have access to their own dashboard tailored for the marketing of their property, showing key information including recent website traffic and interest for the property, viewings pending and a summary of viewing feedback.

We will also, of course, be regularly updating you on all of the above, but clients find that also being able to access this info 24/7 is very helpful and transparent.

Our clients have access to their own dashboard tailored for the marketing of their property.



step eight the viewing strategy

It's clearly crucial that viewings are carried out correctly. Otherwise steps 1 to 7 would have been pointless if you fall at the viewings hurdle.

OUR TOP TIPS:

- We aim to show all buyers around. Buyers feel more comfortable and will be more honest. If it's not for them, we can discuss objections.
- If possible, we always block the bulk of the viewings together to maximise competition.
- The aim of a viewing is to 'show' the buyer the house not 'sell' the buyer the house.
- First viewings are emotional, second viewings are logical.
- It is often useful if the owner can be in the property during a 2nd viewing to answer any questions the agent cannot. This helps speed up the decision-making process, but also most parties like to meet each other.

Misconception:

Some people (and online agents) think it's best that the property owner shows buyers around because no-one knows the property like them. It isn't! Here's the thing..

'It isn't about the property, it's about the buyer'

Owners tend to talk (a lot) about all the things they love about the house and on a first viewing, it's not always relevant. Initially it works far better to be a step removed.



step nine the feedback

Honest, unfiltered feedback from every single viewing is crucial to your sale success as it will help with step 10.

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

step ten the review

After three to four weeks, if your property is still for sale, then we need to review the marketing and interest to date.

We look at marketing reports and Click Through Rate reports, examine feedback and market comparable reports (which show any similar properties that have been sold or brought to the market whilst yours has been for sale).

During the review, we need to discuss activity, review interest and plan the next phase of marketing.

We wouldn't just leave your property sitting there on the market, hoping someone will come along and make a sensible offer at some point. We monitor and control the process to improve your chances.

We don't just leave your property sitting there on the market, hoping someone will come along and make a sensible offer...



step eleven

the offers and negotiation

The most crucial part. In fact, steps 1-10 will all have been followed in vain if this process is not followed correctly. By this stage, you would have hopefully received a number of offers from competing buyers, so it's important that this part of the plan is handled with care.

OUR TOP TIPS:

- 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 we don't want to manipulate that, we do want to use it to your advantage.
- Sometimes we are offended by really low offers, but any offer is a good offer. It means someone wants to buy your property. It's down to us to negotiate correctly and achieve the highest price possible.
- If we receive one or more reasonable offers early on in the marketing process, we are often cautious in trying to beat the market and holding out for more. Research shows that the best offers usually come in during the first stages of marketing a property.
- We make sure every offer is correctly qualified, identifying both the potential buyers' chain and financial position before entering into negotiations with them. As an industry, between 30-40% of property sales fall through before exchange of contracts, one of the principle reasons being that correct due diligence wasn't carried out by the estate agent at the point of negotiation.

OUR GOLDEN RULES OF NEGOTIATION

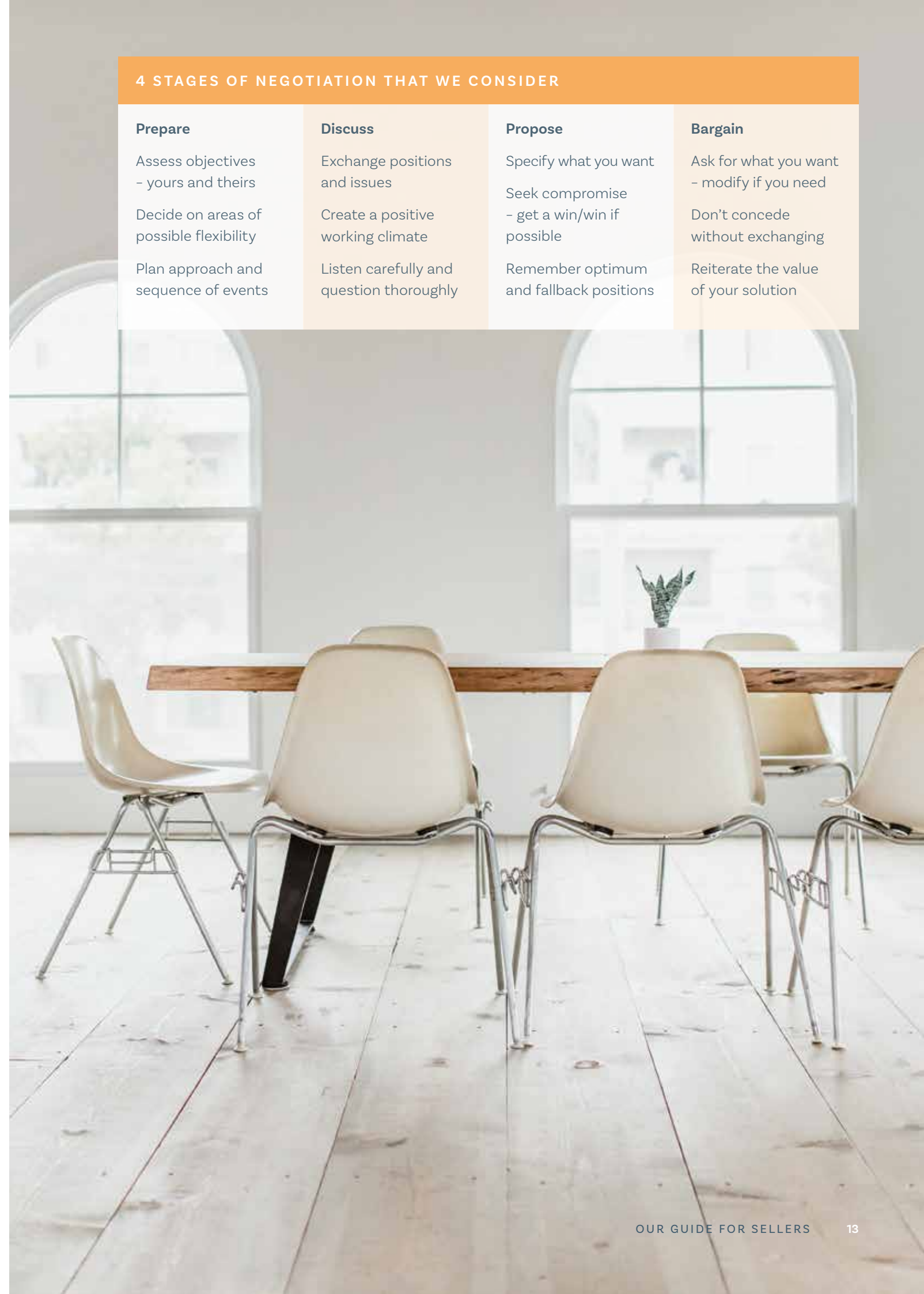
- Rarely accept the first offer
- Never give the buyer hope on their first offer. Use words like 'that's a fair starting offer' not 'that's a good offer'.
- Price isn't the only thing that can be negotiated on. We also use timescales and fixtures and fittings.
- We will identify the reason for a particular offer and it will only be down to one of the following: fairness, affordability or trying it on!

SAVE MONEY ON YOUR NEXT PURCHASE

Ensure you end up in the best possible financial position with our **onward negotiation service**. Negotiation is a skill and unless you do it every day, you are unlikely to be very good at it. Fear not, if you are looking to buy somewhere else after your sale has completed, you can take advantage of our onward negotiation service - designed to save you money when negotiating on your next purchase, wherever you are buying in the uk.

4 STAGES OF NEGOTIATION THAT WE CONSIDER

Prepare	Discuss	Propose	Bargain
Assess objectives - yours and theirs	Exchange positions and issues	Specify what you want	Ask for what you want - modify if you need
Decide on areas of possible flexibility	Create a positive working climate	Seek compromise - get a win/win if possible	Don't concede without exchanging
Plan approach and sequence of events	Listen carefully and question thoroughly	Remember optimum and fallback positions	Reiterate the value of your solution



our summary

The aim when marketing a property for sale is to quickly attract as many potential buyers as possible. If this goes well it may lead to multiple offers from buyers, securing the best price for your property.

By implementing this systemised plan to achieve a premium price, you are likely to achieve approximately 2% more for your property than the national average sale price. It's in your interest to create demand as quickly as possible, as a drop in interest can mean a drop in price, too.

THINGS TO BEAR IN MIND:

- It's important that one expert estate agent is 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 cheapest agent is the one who extracts the best price from the marketplace, not the one who charges the lowest fee... and that takes effort.
- Step 3 will likely generate some early viewings. It helps for us to try and persuade potential buyers to attend the open viewing or block viewing. If there's a valid reason as to why they can't attend, we will find an alternative on the understanding that you are unlikely to accept an offer until you have at least held the first open house viewings.



This plan will work in any market, whether rising or falling.



- This plan will work in any market, whether rising or falling. The plan is the consistent factor, the marketing price is the variable.
- Many property owners think it prudent to market their property with multiple estate agents - it isn't. What you really need is the best estate agent with a strong marketing plan. Signing up with multiple estate agents can adversely affect the price that the buyer will offer, as you appear to be flooding the market and will look desperate, which in turn will likely attract lower offers. When a house is on the market with two or more agents, it gives the impression that the owner is 'desperate to sell' (and so you lose your position of strength when negotiating) and also gives out the impression that it's a hard sell... not a good look.

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 agent are doing all the hard work.

we've got you *covered*

Looking to sell in Gloucestershire, Oxfordshire or Wiltshire?

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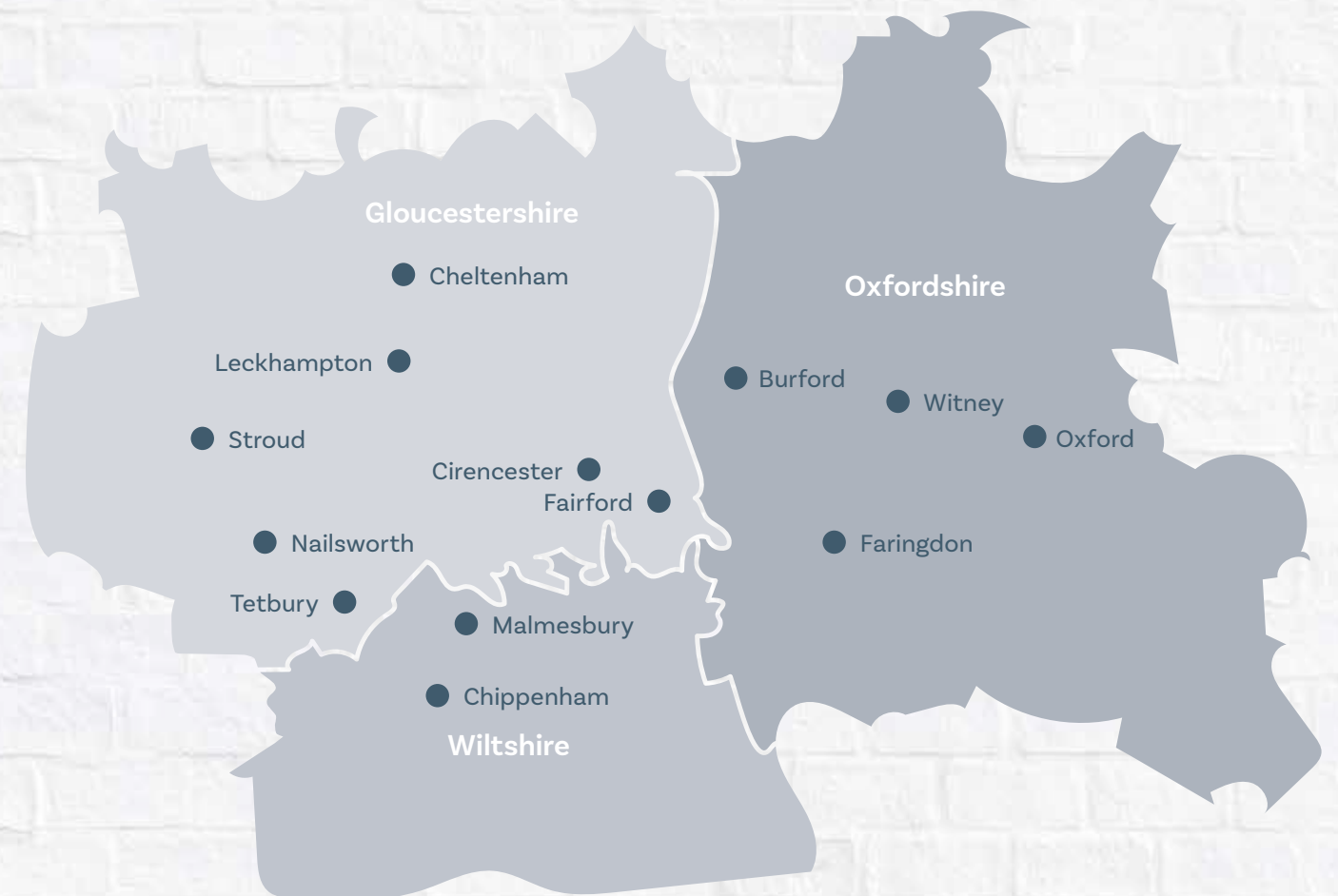
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**your local property experts covering
Gloucestershire, Oxfordshire and Wiltshire**
we love it here



Perry Bishop

PROPERTY MADE PERSONAL

Having read all 11 steps, you should now understand the importance of a well planned and executed marketing plan.

If you would like to talk to a member of our team about implementing our tried and tested plan for your property, simply contact your nearest Perry Bishop branch.



“Its a shame you can't give more than 5 stars! From the initial valuation for our sale, through all the issues right up to exchange and completion they have been with us throughout, solving problems and keeping us sane when the inevitable hiccups occurred. Special mention must be made of the progression team who were invaluable in smoothing out the bumps.”

TONY & KATE (allAgents)