

## SELLING IN A DIFFICULT MARKET

### 1. COMPETITIVE PRICE

Your price ideally needs to undercut the competition ensuring that your property stands out. It is a buyers' market and they are targeting property that represents excellent value for money.

### 2. REMAIN FLEXIBLE

Any offer in the current market should be considered. The amount you wish to add to your new purchase if you are upsizing or retain if you are downsizing should be the focal point not the selling price.

### 3. FOLLOW THE MARKET

In order to remain competitive, any variations in the market should be reflected in your asking price. This will of course considerably increase the probability of a sale. We monitor the market and advise action on a four weekly basis.

### 4. NEGOTIATE WELL

The key to ensuring you stay within budget is to negotiate well on your purchase. We can provide help and advice. When a sale is agreed and you become a buyer you are well placed to negotiate hard.

## KEY POINTS FOR CLIENT

### 1. KEEP SEARCHING FOR A NEW HOME

It is essential that you keep searching for a new home. It stands to reason that if vendors only start searching for a new home when they have agreed a sale then very few people will be actually viewing. If you find a suitable purchase for less than you anticipated, you can reflect this in your asking price to achieve a sale in a reduced timescale.

### 2. DO NOT FOCUS ON ONLY ONE PROPERTY

It is important not to focus on only one property as you will not know the true motivation level of the vendor – ie you must then achieve a set amount for your property in order to buy the next. Bear in mind some vendors will be more motivated than others and some will not understand the current climate or have had it explained to them in a suitable fashion.

### 3. CONSULT YOUR FINANCIAL ADVISER

The mortgage market is changing on a daily basis. Please consult your adviser to ensure that you obtain the right deal to suit your requirements.

### 4. PRESENT YOUR HOME TO A HIGH STANDARD

Ensure your property is well lit, warm and inviting. Also ensure it is clean and tidy and de-clutters where necessary.



to help get you moving