

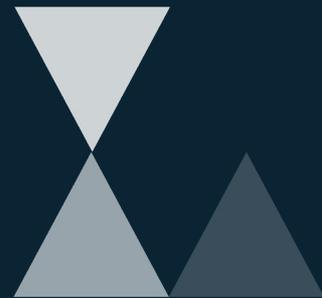


Fraser & Co

Fraser & Co's Sellers Guide

STEPS ON SELLING A PROPERTY,
HOW FRASER & CO CAN HELP.

& OTHER USEFUL INFORMATION



FIND WHAT MOVES YOU

London West End | City & Shoreditch | Colindale | Kew Bridge & Brentford | Hong Kong

How we can help.

01 Market Expertise

02 Effective Presentation

03 Expert Guidance



Fraser & Co Sellers Guide.



Omid Ejlali
Sales Manager



Charlotte Ward
New Homes Consultant



Andrew Assaker
Sales Manager

01 Why us?

Considering selling your London property? With our expertise in one of the world's most sought-after markets, we ensure you get the best value.

First, we analyze current market conditions to competitively price your property. Then, we enhance its appeal through effective staging and marketing strategies.

Our experienced team specializes in London property sales. We work closely with you to achieve competitive pricing, execute effective marketing, and negotiate favorable deals.

02 Our team

With our expertise in one of the world's most sought-after property markets, we ensure you get the best value. First, we analyse current market conditions to price your property competitively. Then, we enhance its appeal through effective marketing strategies. Our experienced team specialise in London property sales. We work closely with you to achieve competitive pricing, execute effective marketing, and negotiate favourable deals.

03 Feedback

We hold your feedback in high regard as a crucial element of our commitment to continuous improvement. Your opinions and insights are invaluable to us, shaping the foundation of our services. We recognize the significance of understanding your experience with us, and we actively encourage open communication. Your feedback not only helps us refine our processes but also allows us to tailor our services to better meet your needs.

Sell with us

Contact our team today to request a free valuation for your property.

Call 0207 723 5645 Email us on
Info@fraser.uk.com or scan the QR



Trust the Process.

Selling your property is a big decision.

At Fraser & Co, we understand the journey ahead can feel daunting.

That's why we've crafted a proven process to guide you smoothly through the selling experience.

Consultation

Arrange an initial consultation with Fraser & Co. During this meeting, they will discuss your requirements, evaluate your property, and provide you with an overview of their services, fees, and the selling process.

Valuation

Fraser & Co will conduct a valuation of your property to determine its market worth. This valuation is based on various factors including location, size, condition, and current market trends.

Terms

Once you're satisfied with the valuation and terms offered by Fraser & Co, you'll need to sign a contract agreeing to their services. Make sure you understand all terms and conditions before signing.

Instructing a Solicitor

Choose an efficient solicitor familiar with conveyancing and local practices. We can provide recommendations if needed.

First Impressions

Before putting your property on the market, you may need to make some improvements or repairs to enhance its appeal. Fraser & Co can provide advice on how to prepare your property for sale effectively.





Marketing

Fraser & Co will create a comprehensive marketing strategy to promote your property to potential buyers. This may include professional photography, virtual tours, online listings, print advertising, and open house viewings.



Viewings

Fraser & Co will arrange viewings of your property for interested buyers. They will handle all communication with potential buyers and provide feedback after each viewing.



Negotiation

When offers start coming in, Fraser & Co will negotiate on your behalf to secure the best possible price for your property. They will keep you informed throughout the negotiation process and advise you on the best course of action.



Accepting an Offer

Once you've accepted an offer, Fraser & Co will handle all necessary paperwork and legalities to proceed with the sale. They will liaise with solicitors, surveyors, and other relevant parties to ensure a smooth transaction.



Completion

On the agreed-upon completion date, the sale will be finalized, and ownership of the property will be transferred to the buyer. Fraser & Co will oversee the exchange of contracts and keys, ensuring a seamless transition for both parties.



Post-Sale Support

Even after the sale is completed, Fraser & Co will provide support and assistance as needed. They can help with any post-sale queries or issues that may arise.

Sell your property with Fraser & Co

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Exchange.

What happens after?

Once contracts are exchanged, the buyer needs to pay a deposit, usually around 10% of the purchase price. This deposit demonstrates that the buyer is serious about the purchase and is kept in a designated account until completion.

Completion is when the remaining balance of the purchase price is paid, and ownership of the property is officially transferred to the buyer. This typically happens about 2-4 weeks after exchanging contracts. On completion day, you will receive the balance of the purchase price, minus any outstanding fees or mortgages.

After completion, you'll hand over the keys, and the buyer officially takes possession of the property. From there, you can move on to your next adventure, knowing the sale is finalised. Fraser & Co. is here to support you every step of the way, ensuring a smooth transition.

What if something goes wrong?

Life can throw surprises, and sometimes they can affect property sales. For instance, what if the property is damaged before completion, or there's a problem with the deeds?

In such cases, refer to your contract, which should detail what happens if issues arise. Generally, either party can terminate the contract if there's a significant change to the property, like severe damage. Always consult your solicitor or conveyancer before taking any action.



Andrew Assaker
Sales Manager

"At Fraser & co we pride ourselves on our relationships with our clients. Giving th best advice and price to achieve a sale with a good buyer."

Andrew's Top Tips

Get everything in writing

Ensure all agreements and promises are documented in writing. This includes the sales contract and any other commitments made by either party. Having everything in writing provides a solid paper trail if something goes wrong.

Keep Calm and Collected

It's easy to get emotional during property transactions, as they are significant life events. However, it's important to stay calm and composed. Don't let yourself be pressured into decisions you're not comfortable with. Once you've accepted an offer, stand your ground on your terms. Fraser & Co. can offer support and advice to help you maintain perspective and make informed decisions.

Hire a Good Solicitor

If you're not familiar with property law, hire a solicitor and conveyancer to assist you. They can identify potential contract issues, help negotiate better deals, and provide guidance on any uncertainties. Fraser & Co. can recommend reliable solicitors and conveyancers to ensure you get the best possible advice and service.

Tips for Choosing one:

Experience: look for someone experienced in property law, especially with transactions similar to yours.

Recommendations: ask friends and family for recommendations.

Reviews: check online reviews to see how others have rated their services.

Meet Multiple Solicitors: meet with several solicitors and conveyancers before making your final decision.



Why are these important?

These steps during the completion phase are essential to ensure a smooth and hassle-free transition when selling a property. Notifying the council and suppliers in advance ensures that all utility accounts, council tax, and services are accurately transferred or closed, preventing any unexpected bills. Informing important contacts like solicitors and agents keeps communication clear and aligned, reducing potential delays. Lastly, obtaining removal quotes ahead of time allows for better planning and budgeting, avoiding last-minute stress and ensuring you have reliable support for the move. These actions help streamline the process, allowing the seller to focus on the successful completion of the sale.

Completion.

What to do after?

Selling your home and preparing to move out can be both exciting and daunting. To help ensure a smooth transition for both you and the new buyers, first and foremost, get your move-out date officially confirmed by your solicitors.

Notify your suppliers

Inform all your utility suppliers about your move-out date, including electricity, gas, phone, and broadband providers. Arrange for the transfer or cancellation of these services well in advance to avoid any disruptions. Take final meter readings for all utilities on your move-out day and pass them on to the relevant suppliers. A photo of the meter readings can serve as proof, with the timestamp verifying the exact date and time.

Notify the Council & Important Contacts

If you're moving to a different borough, notify your current council that you're moving and register with your new council. This ensures you're up-to-date with local taxes and services. If you're not switching suppliers, simply update them with your new address and moving date. Update your address with the following:

Employer

Bank, insurance, pension, and credit card companies

Council and electoral roll

TV Licensing

Doctor and dentist

DVLA

National Insurance/DSS offices

Post redirection services (at least 5 days notice required)

Remember to remove your old address from online retailers to avoid deliveries to your previous home. Send a mass email to friends and family with your new address and moving date to keep everyone informed.

Removal Quotes

Depending on your budget and the size of your move, decide whether to hire professional movers or rent a van and enlist the help of friends. Whatever you choose, ensure all valuables and important documents are kept in a secure place, ideally with you during the move.

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