

7 Steps to a successful sale



FISKS

SALES • LETTINGS

www.fisks.co.uk

Step one: meet

Fisks offer pro-active customer focus on residential property.

Over the years we have brought on board the best systems from both the UK and abroad, to ensure that we have a customer focused business. We call this The Fisks Way.

Based on a revolutionary consultative approach to estate agency, in its simplest terms The Fisks Way means that we always take the time and the trouble to focus on our clients' wants and needs – rather than just doing what is quickest and easiest.



“

Fisks worked hard on marketing the property. Good communications, always answered any questions and solved any problems easily!

”

Step two: why pick Fisks?

1. Marketing

Rightmove, Zoopla, fisks.co.uk, email, SMS, post, telephone calls and print advertising.

And the benefit is: your property is brought to the attention of the largest number of buyers possible.

2. Communication

Fisks report activity on a regular basis.

And the benefit is: you are kept informed on our progress in finding you a buyer.

3. Accountability

You are not just a number, your property consultant will personally look after you.

And the benefit is: a named individual is responsible to you.

4. Consumer Protection

Fisks have an audited Clients Account and are members of NAEA, ARLA and the Property Ombudsman. Professional indemnity cover is always in place together with the general insurances you would expect from a company.

And the benefit is: you are fully protected with a professional company looking after your interests.

5. Knowledge

We know the area and the market; Fisks have been offering estate agency services since 1965.

And the benefit is: this valuable experience is available just for you.

“

Very impressed with our property details and the swiftness of viewer appointments.

”

Step three: market appraisal

Our aim is to always get the best possible price for you.

We will measure and take detailed notes so that when you are ready to market the property, we will be able to fully discuss the appraisal price in-line with current market conditions. We will carry-out extensive research so that you have the marketplace facts at your fingertips.

Your questions and any concerns you may have will be answered in the discussion focussed on your future plans and the marketing process.



Step four: understanding the market

Seller's Market

Values increase, houses sell more quickly, and buyers have fewer homes to choose from. The negotiating power rests more with the seller.



Buyer's Market

There is less demand for properties. Buyers have more properties to choose from, values are stable or may even decline, and sellers have to compete with each other to attract buyers. In this market, homes will often take longer to sell and the negotiating power usually rests with the buyer.



Balanced Market

Neither buyers or sellers have noticeable advantage.



Step five: you can help

First impressions are lasting

The front door greets the buyer, so make sure it's clean. Keep the lawn and edge trimmed and the garden free of refuse.

Let the sunshine in

Open the curtains and let the prospective buyers see how cheerful the house can be.

Safety first

Keep stairways clear. This avoids a cluttered appearance and possible injuries.

De-Clutter

Tidy away all extraneous ornaments.

Bathrooms help sell houses

Check and repair sealants in bathtubs and showers. Make them sparkle.



Step six: marketing programme

The way to maximise your sale price is to create competition.

Not one Buyer, but two bidding to secure your home would be an ideal scenario. Our Step programme has been created to secure you a Buyer. To make your home really stand out from the crowd and to get those extra viewings; ask about our Enhanced Marketing Programme. The Programme is tailor-made to suit your requirements



Step seven: managing your sale



There is more to selling houses than just selling houses. Having found a Buyer at an acceptable price, the skill is ensuring that your Buyer completes.

At Fisks, we will not only be on top of your own sale, but all of the transactions in the chain.

You will be kept fully informed as your sale progresses.

So, there you have it!

Fisks will take you through the steps for a successful sale.
Call any **Fisks** office for advice.



Benfleet Office:

146 London Road, Benfleet, Essex, SS7 5SQ

T: 01268 565555 ■ **F:** 01268 566291

E: benfleet@fisks.co.uk

Canvey Island Office:

85 Furtherwick Road, Canvey Island, Essex, SS8 7AY

T: 01268 510510 ■ **F:** 01268 697126

E: canvey@fisks.co.uk

Integrity, Professionalism, Quality & Service

FISKS

SALES • LETTINGS

www.fisks.co.uk

www.fisks.co.uk