

# SELL YOUR HOME IN 90 DAYS

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**Are you looking to sell your home quickly and effectively? In this guide, I will guide you through the step-by-step process of successfully selling your home in just 90 days.**

From determining your home's market value to negotiating with potential buyers and closing the sale, we will cover everything you need to know to make the selling process smooth and profitable. Whether you're a first-time seller or looking to upgrade to a new home, these tips and tricks will help you achieve your goal quickly!



## Determine Your Home's Market Value.



Before you sell your home, it's crucial to accurately determine its market value to attract potential buyers and secure a profitable sale within a reasonable timeframe.

1. One effective method of calculating your home's market value is a competitive market analysis, which involves analysing recent sales of similar properties in your area. This comparative approach helps gauge demand and pricing trends.
1. Property appraisal by a local property market professional can provide an unbiased assessment based on the property's condition, features, and location. Keeping an eye on current market trends, such as fluctuations in interest rates and housing demand, can also influence the listing price strategy for your property.

**If you need help with this. Don't hesitate to call. I would be more than happy to share my expertise with you!**



# How to Calculate Your Home's Market Value?

*Calculating your home's market value involves assessing various factors such as location, size, condition, and recent comparable sales data to determine a competitive listing price.*



Property appraisals play a crucial role in this process by expertly assessing the property's worth.

**Several key factors influence your home's market value, including its **location, size, condition, local demand, supply dynamics, and current pricing trends** in the local market.**



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# GATHER IMPORTANT DOCUMENTS.

Collect and organise essential documents, such as Proof Of Your Identity, Land Registry Title Documents, Energy Performance Certificate, Leasehold Documents, New Build Warranties, Gas Safety Certificates, Part P Building Regulation Certificates, FENSA Certificates, and Planning Permissions and Building Regulations Approvals.

These documents are critical for establishing ownership and verifying the legal status of the property, providing potential buyers with essential information and peace of mind. The property title, in particular, serves as proof of ownership, while deeds outline the property's history and legal rights.

Ensuring that all legal paperwork, such as property surveys, property tax records, and any relevant permits, are complete and up-to-date is vital for a smooth and successful transaction. A comprehensive and meticulously prepared set of documents expedites the sale process, mitigates potential risks, and ensures legal compliance.







# PREPARE YOUR HOME *for sale.*

**THIS INVOLVES ENHANCING ITS  
VISUAL APPEAL, ADDRESSING  
ANY NECESSARY REPAIRS, AND  
CONSIDERING STRATEGIC  
UPGRADES TO INCREASE ITS  
MARKET DESIRABILITY AND  
SELLING POTENTIAL.**

Focus on decluttering spaces to create a sense of openness and tidiness. Simple updates such as fresh coats of paint, modern fixtures, and updated hardware can significantly enhance your property's overall look and feel. Improving curb appeal by maintaining a well-maintained lawn, adding colourful plants, and ensuring a welcoming entrance can make a lasting first impression on potential buyers.

By tackling maintenance tasks and making targeted improvements, you show potential buyers that your property has been well cared for and create a more attractive and inviting space. Simple upgrades can make a big difference in how your home is perceived. These small investments can pay off in the long run by increasing your home's overall market value and setting it apart from other local listings.

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# Market Your Home Effectively.



Effectively marketing your home involves leveraging online platforms, working with a reputable estate agent, and creating compelling advertisements to reach a broad audience of potential buyers.

By utilising online listings on popular property portals, you can showcase your property's best features with high-quality images and detailed descriptions, attracting interested buyers at the click of a button.

Running targeted advertising campaigns on social media platforms can further amplify your home's visibility and generate leads.

Collaborating closely with a skilled estate agent who understands the market trends and buyer preferences can provide valuable insights and guidance on pricing strategies and negotiating deals, optimising your chances of a successful sale.

1. **Professional photography**
2. **Video tour that showcases your property**
3. **Floorplan**
4. **Enticing ad copy describing your home**
5. **Create advertisement material**
6. **Targeted Facebook ads**
7. **Work with a passionate estate agent**

Collaborating with a passionate estate agent can streamline the selling process, generate greater engagement and viewings, facilitate negotiations with buyers, guide you through contract terms, and ensure a smooth closing for your property sale.





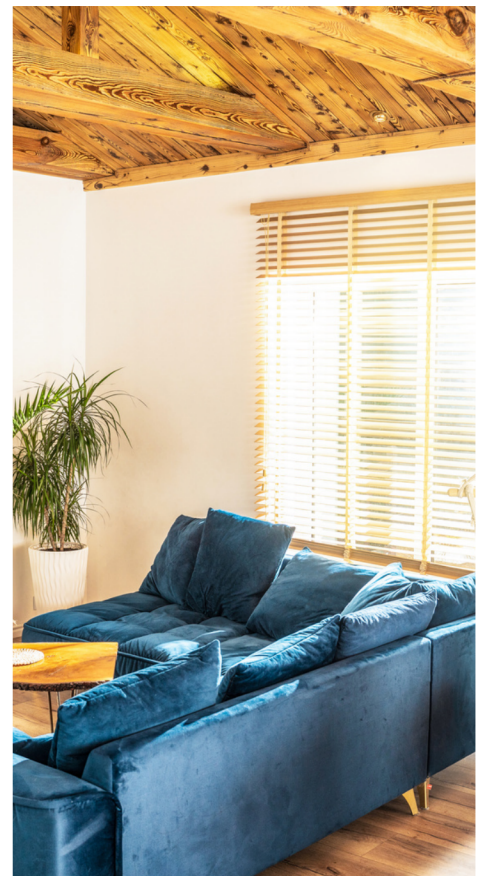
# Negotiating with Potential Buyers.



Negotiating with potential buyers requires effective communication, understanding contract terms, responding to counteroffers, and ensuring that the agreed-upon terms align with your selling objectives and financial goals.

One key strategy for handling buyer counteroffers is to remain flexible yet firm in your position. Listening to their concerns and reasons behind the counteroffer is essential to finding common ground. Articulating your rationale for specific terms can help mitigate misunderstandings and build trust.

Remember that negotiations are a two-way street, so be open to concessions while staying focused on your bottom line. By maintaining a professional and collaborative approach, you can navigate counteroffers effectively and reach a mutually beneficial agreement.



# Mistakes to Avoid When Preparing For a Quick Sale?

In preparing for a quick property sale, it is essential to avoid overpricing the property, neglecting legal and financial obligations, and rushing through the selling process, as these pitfalls can impede the efficiency and success of the sale.



**Overpricing the Property:** This can lead to a property languishing on the market for an extended period, causing a negative perception among buyers. Proper market analysis and considering comparables are essential in determining the property's true value. It's important to strike a balance between maximising profit and setting a price that reflects the current market conditions to attract potential buyers.

**Disregarding legal and financial obligations:** This attention to detail is essential for maintaining legal compliance and financial responsibility. The thorough review of paperwork and documents helps identify any discrepancies or issues that could hinder the sale process.

**Speeding up the process:** Recognising that hasty decisions may lead to overlooking crucial details that can affect the overall sale is essential. Meticulous preparation involves thorough property inspections, addressing potential maintenance issues. Similarly, effective marketing requires careful attention to enhancing the property's appeal, ensuring it stands out in the market.





# ABOUT ME.

I was born to be an Estate Agent and I love helping people move! Over the last 34 years I have worked in offices in Kent, London & Dubai.

"It is all about creating comfort when I am looking after a client. I need to have a complete understanding of their values and pain-points, and they need to be confident that I will ensure the care and sale or rental of their home is of the utmost importance to me.

Here, you will find your comfort zone.

Basically, I do everything for you from start to finish. I provide a bespoke property service tailored to your individual needs. A very different approach from your usual estate agent as I treat all my clients as individuals and not numbers. My relationship with clients is built on trust and transparency.

I am available 7 days a week and ready to offer free valuations and advice.

I will be with you from Day 1 throughout your property journey until the day you hand those keys over and to make sure you sell or rent your property at the right time and for the right price. A 100% bespoke service guaranteed."



*Gary Lintorn*

YOUR LOCAL ESTATE AGENT

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