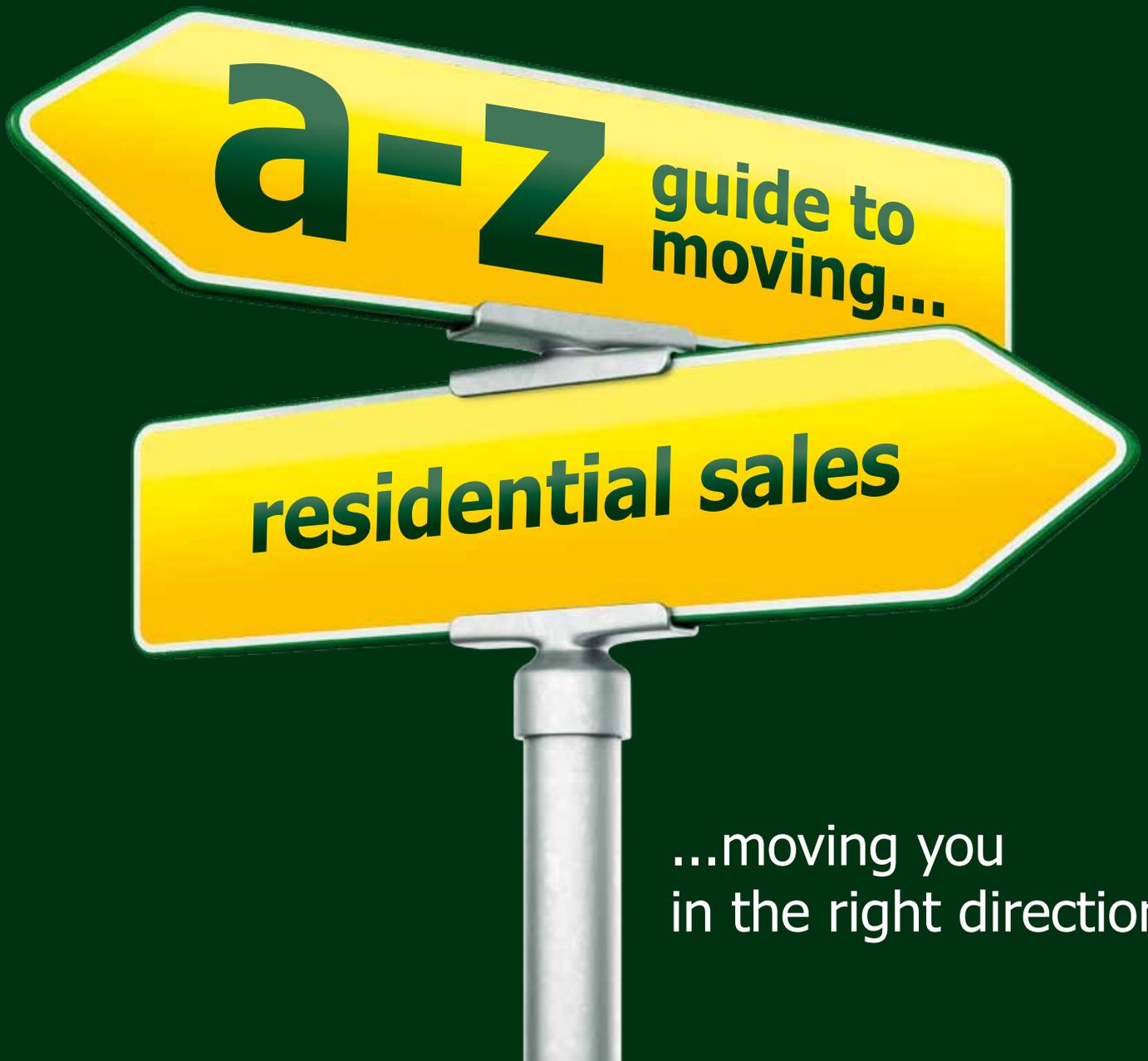


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estate agents



a-z

**guide to
moving...**

residential sales

...moving you
in the right direction

Residential sales:
a step-by-step service
to suit all your needs

If you are considering selling your home or property then let our local expertise work in your favour. We will work with you to agree a marketing plan to achieve the best possible price for your home. When selling your house we consider every aspect of the transaction, working within the timescales available and in relation to the market conditions in the area. One of the main benefits of selling your property through our agency is that the details of your home will be published online reaching not only local buyers, but also regional and national home movers.



At **Appointmoor Estates**, we specialise in residential sales throughout south east essex, from first purchase homes to luxury executive houses. We are a unique proactive, customer focused estate agency and pride ourselves in taking the time to ensure our clients wishes are fulfilled, transforming what can be a daunting experience into an exciting and memorable one.

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▮ Your satisfaction
**is of great
importance to us** ▮

Welcome to Appointmoor

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Established since 1998, Appointmoor Estates is located at The Ridgeway, which is in the heart of the Chalkwell Hall Estate, Westcliff-on-Sea.

Whatever kind of service you require, make a point of speaking to **Appointmoor Estates**.

We work hard to ensure that you are able to locate and purchase your dream house at a price suited to your specific budget.

We also provide top property-buying tips to provide you with some key purchasing points.

When it comes to selling your property, it is down to you to present your house as one that appeals to prospective buyers. There are several small precautions you can take to ensure that the snapshot of your home that is seen by buyers is one that entices them towards the property.



Repairs & maintenance

In order to sell your property for the best price imaginable it is important that the house is presented as unblemished as possible. However, before any renovation is undertaken, it is worth calculating the maximum potential value of your property. It is senseless to spend £20,000 on property improvements just to add £10,000 on the sale price. Research through property papers and liaise with estate agents to work out asking prices for similar properties.

Several maintenance tips when selling your property include:

- Finish off small DIY jobs – touch-up chipped woodwork and replace washers on dripping taps.
- A well-kept garden, pathway and fence are immediately appealing. Cutting the lawn can be a last-minute pick-me-up. Feeding it a couple of weeks beforehand will brighten it up and make it look healthy.
- Water can cause major problems in unwanted places. Check your roof and guttering and replace broken tiles. It's worth casting an eye over the drains too. A drain cleared before a blockage occurs is easier on the nose and the wallet!
- A regular lick of paint will keep a property looking good and keep deterioration at bay. A newly-painted front door with shiny brass fittings always creates a good impression.
- When selling, a surveyor will be able to spot if attempts at 'sprucing up' your property are simply quick fixes – he'll be much more impressed by ongoing maintenance.
- If your fitted kitchen units look tired, simply replace or paint and varnish the doors. This will be much cheaper than buying a new kitchen. If the units are in fairly good condition and only look dated, just replace the doorknobs, handles and taps. Another economical trick is to fit good, solid worktops on to existing units.



Look and feel

When selling your property a lot can be achieved by transforming the personal aspects of the house. The potential buyer wants to envisage them and their family living in the property, so create a warm and positive atmosphere to your home to help them along with the process.

Several tips for this include:

- Paint walls – a pale, plain shade maximises the feeling of light and space and enables buyers to imagine their possessions in the property. Research shows that most buyers prefer natural, earthy colours to bright, bold shades. Although there's a wide range of paint colours available, magnolia is still the top-selling colour.



- Revitalise a bathroom with a leafy green plant, new taps, a shower curtain and light pull. All these items can be picked up cheaply from DIY warehouses.
- Coloured bathroom suites are out and old fashioned white is back in vogue. If you've got an avocado or pink bathroom, consider investing in a white suite. It will add value to your property.

Restoring fire places and period features, such as ceiling roses and cornices, can add thousands of pounds to a property. If you don't have a fireplace, a striking picture can work equally well. If you decide to install a fireplace, look for an original period grate and surround in reclamation yards.

Pick up more ideas in homes DIY and design inspiration sections.

create a warm and positive atmosphere to your home

- De-personalise your rooms by removing personal items such as family photographs and children's drawings which may distract potential buyers. Removing clutter makes it easier for buyers to imagine their own belongings in a room.
- Plant pots can provide colour in your garden. If you don't have the time to fill your own, you can always get some ready-made.
- Flowers and a bowl of fruit will brighten up a room and provide a pleasant smell.
- Organise rooms - a property will be more appealing if rooms have a specific purpose and this allows buyers to see the full potential of the property.

Other additional hints when selling your property:

- Avoid strong food odours - don't cook food such as fish or curry before a viewing as the smell will linger. The smell of freshly-baked bread or fresh coffee is said to provide a welcoming feel to a home.
- Ask friends or family to look after any pets during viewings.
- Try and make viewers feel comfortable. Offer them a coffee and ask them if they need any further information about bills or local amenities.

Pricing property realistically



value your property
at its correct price

As you are well aware, the property market has faced much uncertainty over the past couple of years. We are no longer in a period where any house on the market, at practically any price, will almost certainly sell.

This is why it is vital that each property on the market is priced realistically and accurately. This does not mean selling a property at an undervalued price it simply means that if you wish to sell your house then it must be priced correctly. Any unprofessional agent can quote you high valuations and misguided figures, but achieving the sale in this climate is another matter altogether.

When selling your house it is imperative that the final valuation figure that you receive is based on experience and knowledge of the area by highly trained local agents. A useful exercise would be to ask for the values of comparable properties, just so you can get some realistic sale values in your head. The last thing anyone wants is your property for sale sitting and stagnating on the market for months with little interest because an agent has overinflated its value just to get you on board.

Selling your home is equally as stressful as purchasing a new property so ensure that you do all you can to value your property at its correct price.

Seasonal change influence house sales

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As with many different markets, seasonal change greatly influences the selling of property. For instance, spring is a good time to sell your house as this is the time that many people use to purchase so they can get their children into new schools by September. If you wish to capture these spring home movers, then you should be looking to put your house on the market by the end of February ready for an active period close to May and June. The advantages of a spring sale means that you have longer days to fill up your house with as many viewings as possible, with more natural light and in-bloom gardens added advantages.

Another seasonal idea for selling your property is autumn. Putting your house on the market in early September means you will appeal to buyers hoping to move in before the Christmas period.

However, the autumn selling window is short and the best prospect for selling your home would be in the months of September and October as these offer enough time for the sale to complete before Christmas.

If you still end up searching for a buyer for your property after the autumn selling window then they will usually be in a stronger position, as post Christmas signals a traditional market slowdown.

In spite of all these factors it ultimately comes down to you when selling your home. If you are motivated and prepared to market your house correctly then selling your property becomes a much easier task. In the end, you are the determining factor.



spring is a **good time**
to sell your house

Financial advice

Affinity Mortgages provide bespoke financial consultancy services. We offer a personalised, face-to-face service with solutions individually tailored to meet the needs of our clients.

All our advisors are fully qualified and FSA registered. We have specialists for all aspects of financial advice who have years of experience in the industry of financial planning so we can ensure that we have the knowledge and expertise that our clients require.

All our advisors are
**fully qualified and
FSA registered.**



Our aim is to provide our clients with a service that cannot be rivalled by giving impartial and honest advice through the sometimes daunting world of mortgages and their protection. We take the time to talk our clients through all of the options available to them throughout the whole mortgage market and offer advice and recommendations on the product that best suits each of our individual clients needs to procure them the cheapest mortgage deal available!

In our mortgage department we offer full advice on all types of mortgage products as well as helping to guide our clients through all aspects of the house buying process, and ensuring that this runs as smoothly as possible. Buying or selling can be a stressful time so we offer step-by-step guidance and support throughout the process whether you are a first time buyer or an experienced investor. We will help you decide which route is best for you and help you take control of your mortgage.

You are probably looking for someone who comes recommended, specialises in residential conveyancing, will work to your timescales and who offers good value for money. Movewithus in association with Equus Property Ltd are looking for these strengths when selecting solicitors for our panel.

We make no claims for offering the lowest cost conveyancing. We do believe that our total service package offer the best value conveyancing available.

National

35 regional Solicitors specialising in conveyancing

Joined up service

Solicitor and Estate Agent working together

Good value

specialty negotiated movewithus fixed legal fees

Fair

no sale no legal fee basis

Convenient

delivered by phone, e-mail, on-line and/or post

Recommended

agents and house builders recommend us

Informed

your agent and your Solicitor keep up to date on-line

Performance - milestone tracking to meet your timescale

The purchase of your own home is generally regarded as the biggest financial outlay you will ever make, therefore money well spent on a survey can avoid the need to spend thousands of pounds on repairs or replacements, which may be the case if you proceed without one.

With over 20 years' experience, our recommended Chartered Surveyors have the expertise and reputation for providing a valuable and comprehensive service, providing a homebuyer survey and valuation, buildings surveys, specialist valuation services and aftercare for all clients.

Useful for negotiating

Your survey will also be a useful negotiating tool and help you to justify the price you pay for your new home. If no significant repairs or expenses are required then at least you will have peace of mind.

Don't rely solely on a valuation

When buying a home you should never rely solely on a mortgage valuation. The lenders themselves state within their terms and conditions that you should not do this. Take your time to consider the benefits of each type of survey and which type would best suit your needs.

Always remember, we are here to help, whether that is in assessing which survey to have, or in clarifying any issues once the survey has been sent to you.

reputation for providing
a **valuable** and
comprehensive service

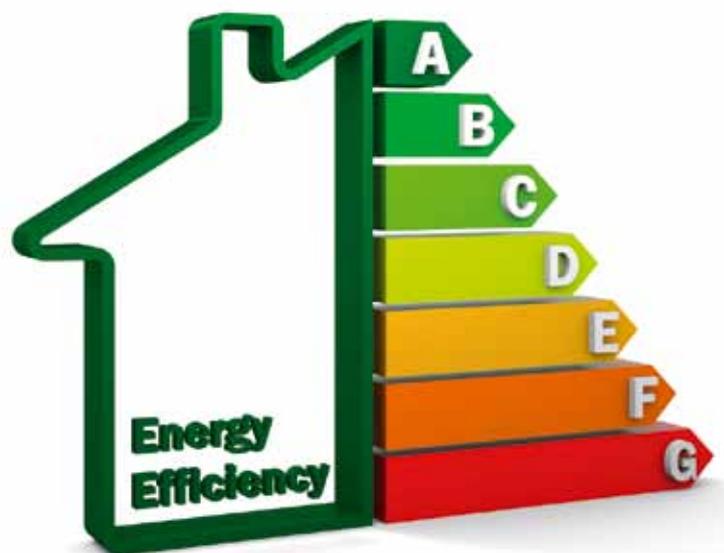




An energy performance certificate (EPC) provides information on the energy, efficiency, heating costs and carbon emissions of a property.

The EPC will produce the results in a graph form, rating each one from A to G (with A being the most efficient). It also will contain recommendations on how to improve the specific building's energy efficiency. All EPCs are produced by licensed Domestic Energy Assessors (DEAs) or Home Inspectors.

The EPC certificate displays two graphs on it. The first is the energy efficiency rating; a measure of the homes overall efficiency. The higher the rating, the more energy efficient the home is and therefore the lower the fuel bills are likely to be. The second graph is an environmental impact rating, measured on the home's impact on the environment, as well as its carbon dioxide emissions. The ratings will also list the potential rating the building can achieve if all cost-effective measures were installed.





Appointmoor Estates can assist in any kind of relocation from a small flat to a large property move anywhere in the UK.

We know that wherever you are moving, you expect your personal effects to arrive swiftly and safely. With many years experience in the field appointmoor offers a comprehensive service.

From a single package or carton to a full house appointmoor have the necessary resources to ensure trouble free shipping.

All levels of service are provided from a part pack of a few sentimental or valuable items, to a complete package, relocation and full unpack.

Storage

From single items of furniture, the contents of your garage or your large stately home, **Appointmoor Estates** has the service and experience to cater for your needs and will provide you with a cost effective storage solution.

- **secure alarmed premises**
- **containerised storage**
- **short & long term**
- **full inventory list supplied**

Call today for a free quotation and advice from our professional removal specialists

appointmoor offers a **comprehensive service**

taking the stress out
of moving



72 The Ridgeway, Chalkwell, Westcliff-on-Sea, Essex SS0 8NU

Tel. **01702 719966**

Email. info@appointmoor.co.uk

www.appointmoor.co.uk

Appointmoor Estates Limited. Company Reg No. 3497649. VAT Reg No. 710 64 3762.
Appointmoor Property Management Services Limited. Company Reg No. 3654205
Registered Office: Castle & Co, 16 – 18 West Street, Rochford, Essex SS4 1AJ



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