



7 Steps to Selling your Home

Selling a house at the best market price takes experience and skill; it doesn't happen over night, and it usually takes several weeks to bring a Sale Agreed to fruition.

Coupling technology with many years experience, we are well qualified to steer our clients through the maze of mortgage offers, local searches, contracts and chains, but before we reach that stage, we need to... **Sell your home.**

1. The Valuation

Our first meeting with you is usually to advise on the current market value of your property. In advising this, we will always ensure that we are giving you realistic and positive advice. It's quite likely that we've sold similar houses in the past, and thereby draw on extensive records to show you sensible comparables and identify the number of applicants who may be interested in your home. We can also advise on the best source for a Home Information Pack (HIP).

2. The Details

Our details are produced in-house and include as many colour photos as necessary, often with a floor plan. As soon as they are approved by you, they are available from our local offices and from our website. Details can take several forms, from a brief description to a handy single sheet summary or full brochure.

3. The Match

Our state-of-the-art computer system identifies buyers looking in your area, at your price, and for your style of home. We notify these buyers by telephone, post and email, with an emphasis on reaching the best buyers with a personal phone call.

4. The Advertising

We advertise extensively each week in the Reading, Oxford, Henley, Wokingham, Newbury Press and are regular contributors to The National Press. A board outside your house can increase interest threefold, and as soon as they are approved, full details appear on our website. Our site has links to all the major UK Property Portals, which reach buyers from further afield looking to move into our area.

5. The Viewing

We will accompany viewers whenever possible and report their reaction to you without delay. Buyers will often tell us what they really think and we can give you a good impression of the market's reaction. All we ask for is a tidy, clean house, with boisterous pets out of the way.

6. The Negotiation

We are highly experienced at the art of negotiation. To ensure the best market price and most suitable buyer, please do not discuss the sale with your prospective buyer, but leave us as the middleman. At this delicate stage, small misunderstandings can easily lead to major catastrophes - let us earn our fees and steer the sale home.

7. The Sale

When terms are agreed, we keep in regular contact with all parties - the solicitors, the mortgage company, and the rest of the chain - keeping you up-to-date every step of the way, until contracts are successfully exchanged.



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