



elliotleigh
Residential

SALES AND LETTING GUIDE

Top tips and advice for
sellers and landlords





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Elliot Leigh Residential

A guide to selling your property

Welcome to Elliot Leigh Residential's guide to selling or letting a property.

Over the following pages, we will explain exactly how the selling and letting process works, provide you with some top tips and an overview of everything you need to know about the benefits of working with a proactive agency like Elliot Leigh Residential.

As well as helping you to sell or let a property for the best possible price in the quickest possible timeframe, we want to provide you with a professional end-to-end service which is overseen by our highly-experienced founders.

By following the steps laid out in this brochure and receiving invaluable advice from our property experts, you can put yourself in the best possible position for a successful and stress-free transaction.

It's absolutely vital that you get the basics right when marketing a property for sale or to let, from accurate valuation all the way through to preparing for viewings.

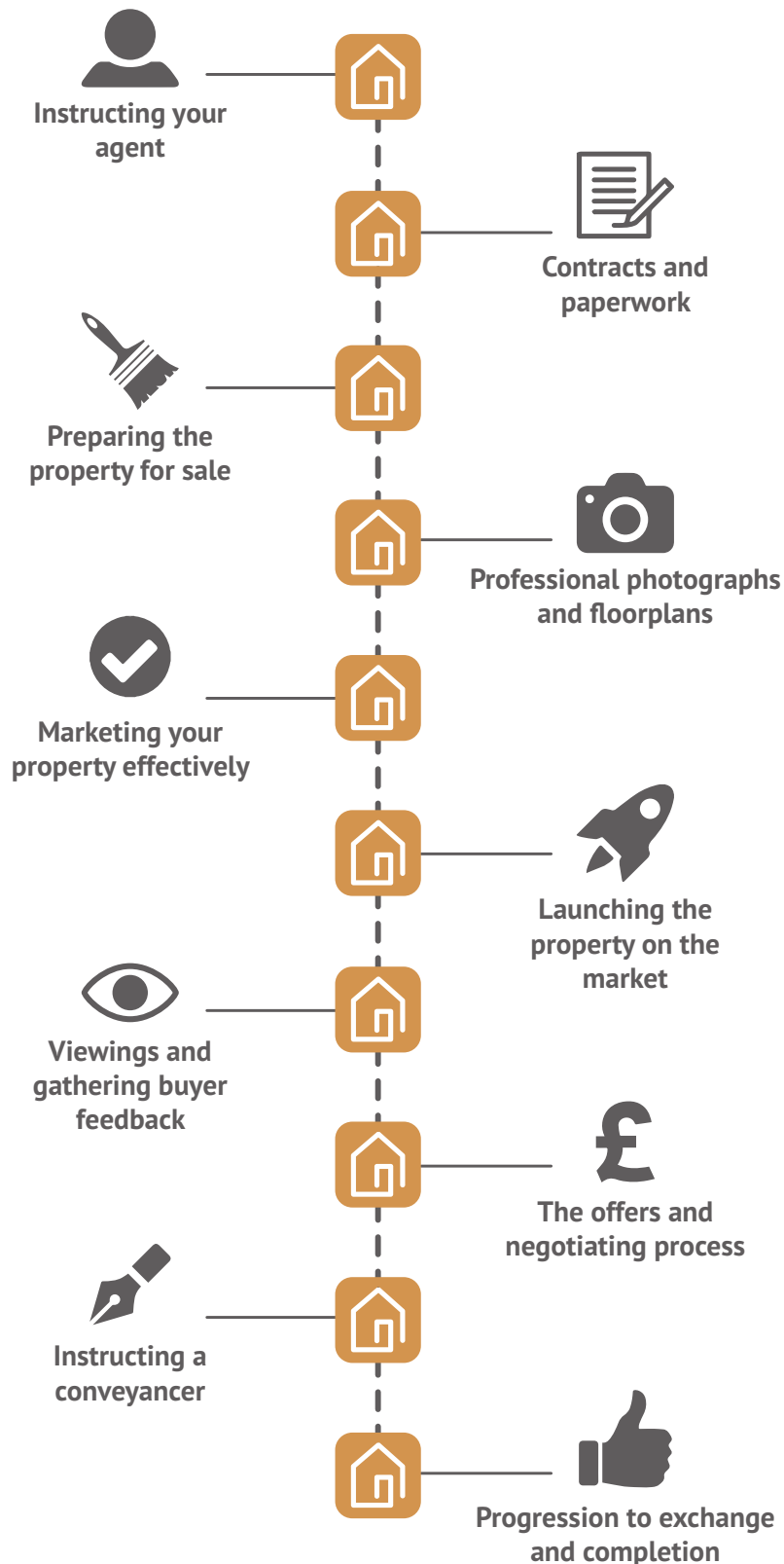
Here at Elliot Leigh Residential, we pride ourselves on providing a transparent service which is built on effective communication. Our door is always open if you need free and impartial advice on selling, letting or buying a property in the City fringes, East London or Essex.



The selling process

Selling a home can be a stressful and complicated process. However, an experienced and dedicated estate agency can guide you through the process, maximising your chances of a successful sale and minimising the hassle.

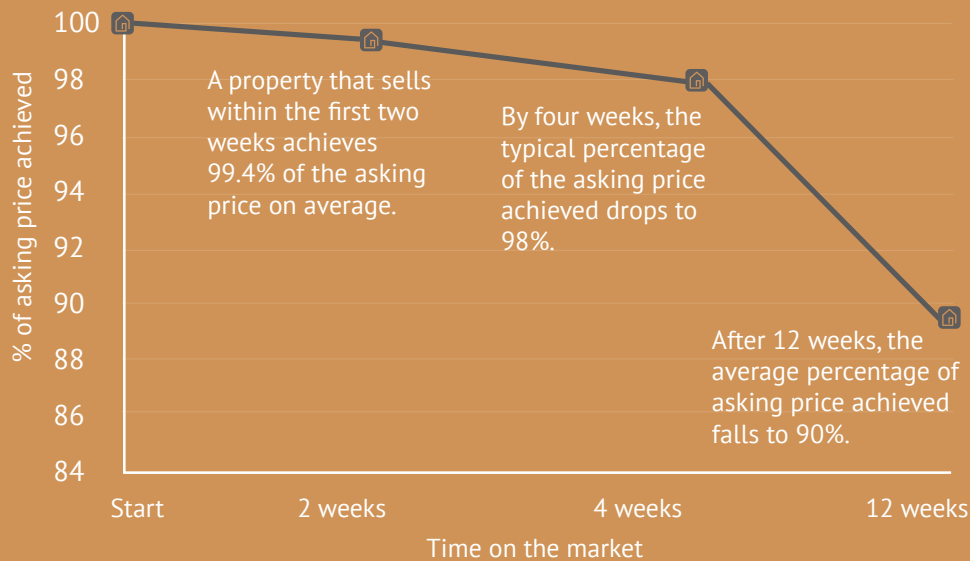
If you're not an experienced seller or haven't sold a property for some time, we have outlined exactly how the process works to make sure you understand the next steps you need to take...



Instructing your agent

You may want to get two or three valuations of your property - but remember, the best valuation is not always the highest price. When choosing an agent, it is imperative

they explain how they get to your valuation and prove it with comparable evidence. Don't underestimate the personal touch and make sure your agent is knowledgeable, approachable and trustworthy.



*Research from The HomeOwners Alliance, 2020

Getting your asking price right from the outset is crucial. A wrongly priced property will experience lower demand, meaning it's likely to be on the market longer. Research shows the longer your home is on the market, the lower the final selling price. Selling for less than the original asking price could lose you thousands.

At Elliot Leigh Residential, we put our money where our mouth is, offering a performance-based sliding fee as well as standard percentages. This pricing option further incentivises us to achieve the best possible price for your property. Ask your agent for more details.

Preparing the property for sale




Making sure your property looks the part for photographs and viewings is incredibly important. It's not usually necessary to spend large sums on renovations, but a thorough de-clutter, a lick of paint and focusing on first impressions can be effective.

What repairs and improvements should I carry out?

Extensions and renovations can add thousands to the value of your property. However, they are expensive and will take a while to complete. Sellers can benefit by




making small, cosmetic changes around the home to improve its feel and appearance.

Some of the most common improvements we advise sellers to carry out include:

-  Repainting walls, doors and surfaces
-  Tidying and maintaining the garden
-  Upgrading and fixing flooring and lighting

It's important that you make sure any small repairs are carried out and you complete any odd jobs that need doing.

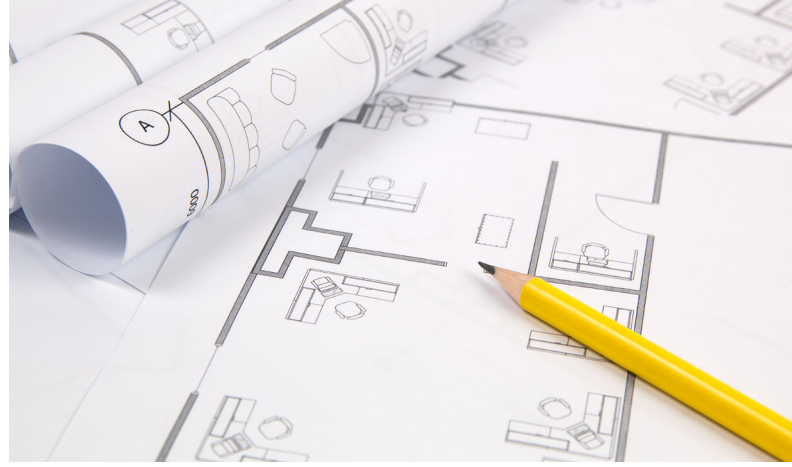
Common minor repairs that sellers carry out include:

-  Fixing leaks and signs of water damage
-  Replacing broken window panes and light bulbs
-  Filling small cracks in the walls and ceilings

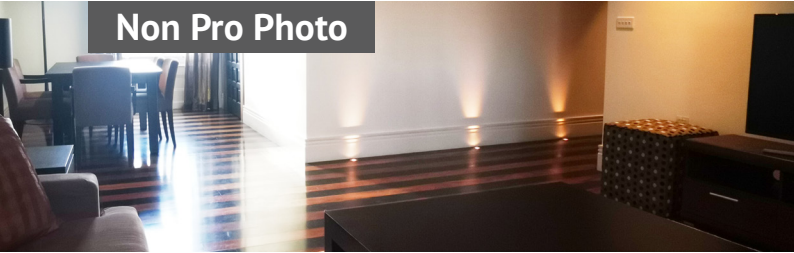


Professional photographs and floorplans

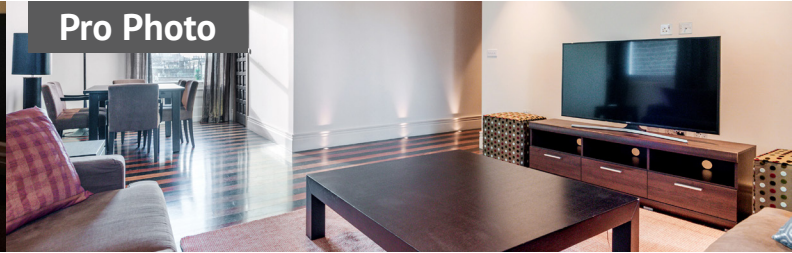
The images used to market your property can make all the difference in attracting buyers and many serious purchasers won't take a second look if a listing doesn't include floorplans. It is strongly recommended that you work with an agent who can provide professional photography.



Non Pro Photo



Pro Photo



Non Staged



Staged







Staging and preparing for viewings

Once you've carried out the necessary repairs and improvements, it's time to stage your property for photos and subsequent listings. By showing your property in its best light, your chances of attracting prospective buyers, securing viewings and receiving offers are vastly improved.

You need to make sure that all areas of your property, including the front and back gardens, are primed to provide buyers with a positive and lasting impression.

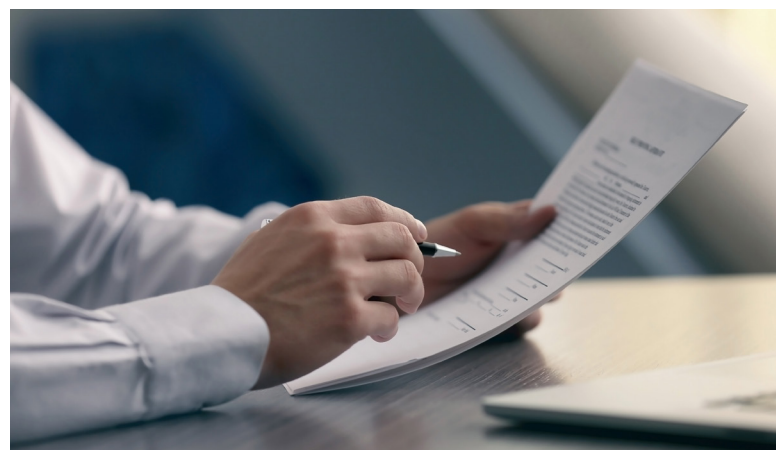
Preparing your home for photos and viewings should be fairly straight-forward, but here are some of the most common and effective actions:

-  Declutter and depersonalise
-  Clean all windows
-  Deep clean of bathroom and kitchen
-  Hoover, dust and tidy

Various research in recent years has pointed to the kitchen being the most important room in the home, while reception rooms and bathrooms are generally high up the list for prospective buyers. You'll also need to pay close attention to any outdoor space you have as well as the exterior and kerb appeal of your property to make sure good first impression is made.

Contracts and paperwork

Once you have chosen the your agent, you will need to sign the relevant contract and review key documentation. Give this part of the process your full attention to make sure everything is covered.





Why sell with us?

It is a common misconception that an agent is just there to advertise your property and deal with enquiries. This is just the tip of the iceberg of what a good agent will do for you. Here at Elliot Leigh Residential, we will advise you, keep you informed throughout and showcase your property in the best possible light. Our experts, who have knowledge from the City fringes to West Essex, will use our

database to target buyers effectively and keep in touch with all prospects.

Once a sale is agreed, we don't stop there. At this point of the process, the hard work starts and this is where many agents fail. Our dedicated team will help progress the sale from start to finish. When working with an agent to sell your home, the most important thing of all is trust and honest straight-talking advice – two things that underpin our offering.

Marketing your property effectively

Your property should be marketed on portals like Rightmove and Zoopla as a bare minimum. The best agents add value by being proactive and using their database to target prospective buyers. It's also becoming increasingly beneficial to utilise social media to promote properties.

Zoopla rightmove 



A recent study of 4,000 property buyers by Rightmove identified the following priorities for prospective property buyers:

A big garden **63%**

A large home **43%**

A parking space/garage **36%**

Work from home space **36%**

Close to parks and green spaces **31%**

Launching the property on the market

Once your property is launched on the market, the agent can make things happen by communicating with buyers. The more comprehensive your marketing strategy, the quicker you will secure viewings and offers.



Viewings and gathering buyer feedback

Whether carried out virtually or in-person, viewings are the key to receiving offers. You need to make sure your property is looking its best and provides a lasting first impression. Meanwhile, your agent can gather feedback about what is popular with prospective buyers.



The offers and negotiating process

Once you start receiving offers, your agent should be on hand to advise you. The highest offer may not be the most suitable - there are a range of other factors, including timescales and chains, you'll need to consider. The best agents can also help you to negotiate to maximise your asking price.

Instructing a conveyancer

It's imperative that you kickstart the conveyancing process as quickly as possible by instructing a solicitor. Make sure you return documents speedily and are always available to give yourself the best chance of a stress-free transaction.

Progression to exchange and completion

At this point of the process, things can become complicated and time-consuming. Your agent should be on hand to provide advice and regular updates - effective sales progression can speed up your transaction and even prevent it from falling through.



What are buyers looking for?

When selling a property, it can be hugely beneficial to get inside the buyer's mind and understand what they are looking for. There will be trends which change with the season, but the key buying criteria tend to stay the same.

Of course, location is always likely to come at the top of a purchaser's list of priorities and there is not much you can do about that as a seller.

However, by understanding buyers' other dealbreakers, you can promote particular elements of your property as part of your marketing strategy and during viewings.



Looking after the complex parts of the process on your behalf

The best local agents will be on hand to guide you through the more complicated parts of the selling process, meaning you can focus on preparing your property for sale.

Your agent can help you to make sure you have an up-to-date **Energy Performance Certificate** - a legal requirement to sell your property. Moreover, your agent will need to instruct a solicitor to carry out **anti-money laundering checks** on buyers.

When an offer has been accepted, it's important that you **instruct a solicitor** as soon as possible. Your agent can then help you to **gather all the necessary paperwork** you require, including Title Deeds, ongoing service agreements, long-term warranties, Planning Consent & Building Regulation, fixtures and fittings forms and more.

From our experience and internal research, we have found the following list of requirements to be the most important factors for buyers:

- 1 Location, Location, Location
(Including school catchments and transport links)
- 2 Interior condition/decoration
- 3 Outside space/garden
- 4 Layout
- 5 Kerb appeal
- 6 Square footage
- 7 Natural light
- 8 Kitchen
- 9 Driveway/garage
- 10 Reception space

It's important for sellers to note that since the first lockdown in March 2020, proximity to transport links and offices are no longer as important to prospective buyers when considering their location. During this time, local amenities, community and access to green space have become a lot more important to buyers when choosing where to live. On top of this, property features such as gardens and work from home space have become considerably more popular in recent times.



Elliot Leigh Residential

A guide to letting your property

As the rental market continues to grow, letting a property can be very lucrative. However, it has become increasingly time-consuming and complex with landlords having more compliance obligations to meet than ever before.

In recent years the quality of private rental stock has increased considerably, encouraging more people to rent for lifestyle reasons. With a higher quality of property and tenant, landlords can reap the benefits of long-term monthly rental income with the peace of mind that their investment is being well-maintained.

The crucial piece of the puzzle for many landlords is having the guidance and support of a local letting agency such as Elliot Leigh Residential.

Once a tenant has agreed to rent your property, there is a lot of work to be done. As well as drawing up contracts and referencing, you'll need to comply with various pieces of legislation.

A full property management package courtesy of a local agency can allow you to sit back and relax, safe in the knowledge that all aspects of the tenancy are being handled professionally.

Throughout the duration of the tenancy, the best agents will be able to facilitate effective communication between all parties while also handling repairs, maintenance and any queries tenants may have so you don't have to.

When working with an agent to let your property, the most important thing of all is trust and honest straight-talking advice – two things that underpin our offering.



The letting process

Working with a local letting agency can help you to let your property quickly and for the best rental price. An agent can also manage your property for the duration of the tenancy, maintaining a positive relationship with renters, ensuring the property is well-maintained and helping you to remain compliant.

If you're not an experienced landlord or haven't let a property for some time, we have outlined exactly how the process works to make sure you understand the next steps you need to take...

Instruct an agent to let your property

Think about which agency will work best for you, make sure you can build a personal connection and work with someone who can demonstrate their knowledge and trustworthiness.

Prepare and stage the property

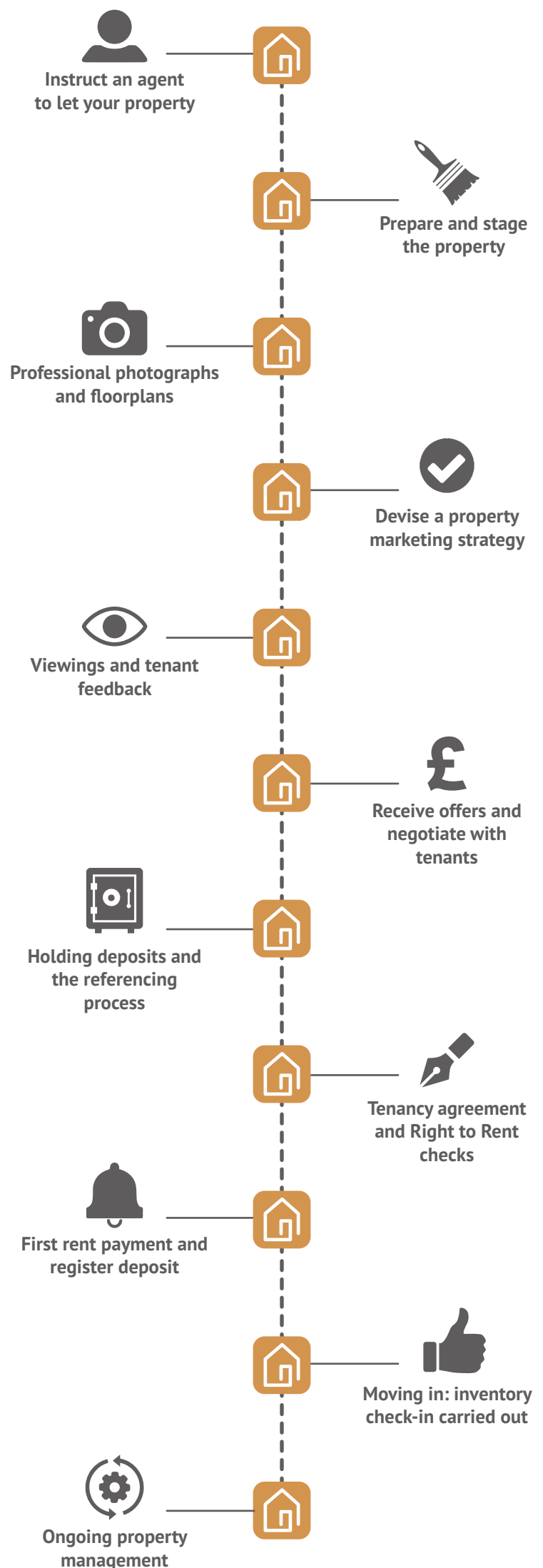
Before launching to the market, you will need to ensure your property is clean, tidy and can be staged for photographs and viewings. You'll need to think about whether you want to let the property furnished, part-furnished or fully furnished.

Professional photographs and floorplans

Attractive and eye-catching images can help to make your property stand out in a crowded market. You also need to make sure you have floorplans drawn up as tenants may ignore your listing if they can't see the dimensions of the property.

Devise a property marketing strategy

Your property will be listed on your agent's website and the major property portals as a minimum requirement. However, a proactive letting agency will target tenants and use their database to effectively.



Recently, it has also become valuable to advertise rental properties across social media.

Viewings and tenant feedback

If your virtual or in-person viewings go well, your chances of receiving offers from prospective tenants will increase. First impressions are key and you need to make sure your property is clean, tidy and staged for every viewing. It's also important to take on feedback from viewers, to find out what they like and don't like.

Receive offers and negotiate with tenants

Once you start receiving offers, your agent should be on hand to manage the process. They will be able to advise you on the best course of action to take as you'll need to consider a range of factors and not just the amount the tenant has offered to pay.

Holding deposits and the referencing process

Once you have accepted an offer, we will charge the prospective tenant a holding deposit to take the property off the market. This shows commitment from both sides and provides time to finalise the tenancy. We will start the referencing process to ensure that the tenants are suitable.

Tenancy agreement and Right to Rent checks

Once a tenant has passed their referencing check, the tenancy agreement will be drawn up for all parties to sign. At this point, we will also need to carry out a Right to Rent check - a legal requirement to ensure the tenant has the right to rent in the UK.

First rent payment and register deposit

With everything moving in the right direction, the tenant will be required to pay their security deposit and their first month's rent. Deposits are capped at five weeks' rent for tenancies with an annual rental of under £50,000 and must be protected with a government-approved scheme.

Moving in: inventory check-in carried out

When the tenant moves in, we recommend having an inventory detailing the condition and contents of the property. It will be used during subsequent inspections and when the tenant moves out. Having an inventory is vital if you want to protect yourself against property damage and items going missing.

Ongoing property management

With the renter in situ, you can then leave it down to your letting agent to manage the day-to-day running of the tenancy. This includes dealing with queries from the tenant, regular inspections, managing payments, organising repairs and ensuring your property is compliant.





Tips for prospective landlords






As a landlord, it's your job to understand what tenants are looking for in their rental home and provide a property that meets their requirements.

Tenant trends change each year and by region, but there are factors - such as location and property size - which are always likely to be popular with renters.

By getting into the mind of prospective tenants and understanding what's hot and what's not, you can make your property as

appealing as possible, increasing your chances of letting quickly and for the highest possible price.

From our experience and internal research, we have found the following factors to be the key priorities for tenants when looking for a home:

-  Competitive rental price
-  Desirable location
-  Local amenities
-  Spacious property
-  Access to outdoor/green space

Most desirable features for modern renters

En-suite
bathroom

Dedicated
secure
parking

Garden/
outdoor
space

Proximity
to good
schools

High-
speed
internet

Smart
appliances

Gym
facilities

Weekly
cleaning

What are prospective tenants searching for?

- | | |
|--|--|
|  Parking |  Student |
|  Garage |  Bills included |
|  Pets |  Balcony |
|  Furnished |  Bungalow |
|  Garden |  Detached |

**Top 10 key word searches across Great Britain (Zoopla)*



Taking the complexity out of the letting process

As we already mentioned, the compliance obligations are greater than ever before, with estimates suggesting that there are well in excess of 150 pieces of regulation and legislation to meet when letting a property.

You will be required to carry out annual **gas safety checks** and as of 2020, it has been a requirement to carry out **electrical safety checks** when letting a property.

For a number of years now, landlords have had to meet rules relating to **smoke and carbon monoxide alarms** to help ensure their tenants' safety. This comes on top of long-standing regulations on the **fire safety of furniture and furnishings**.

The energy efficiency of a property is also important. You are required to provide an **Energy Performance Certificate (EPC)** to new tenants, while all rental properties must meet the **Minimum Energy Efficiency Standards**, which require all properties to have an EPC rating of 'E' or above.

Landlords in many areas also **require a licence** to let their property, while in recent years new rules have been introduced to ensure that properties are **fit for human habitation** and **minimum room size requirements** are met.

All of this comes on top of the additional compliance obligations related directly to tenants, including charging fees, deposit caps, Right to Rent checks, deposit protection and providing prescribed information to new tenants.

Working with the best local letting agent can help you to get the best out of your investment, while also providing you with the peace of mind that your property is safe for tenants and that everything is legally compliant.





Elliot Leigh

Guaranteed Rent

London's Leading Guaranteed
Rent Provider

Guaranteed Rent Option

Our sister company offers you an option to secure a long term rental with 100% Guaranteed Rent and 0% commission in London and the surrounding areas. Our sole aim is to take as much of the hassle out of renting whilst mitigating most of the usual risks and achieving the best possible rent for the landlord.

Guaranteed rent start date

We will start your rent even if a tenant has not yet moved in.

No empty periods

The rent is guaranteed even when the property is empty.

No furniture needed

We only require a fridge freezer and a cooker no other furniture is needed.

Dedicated property manager & property inspector

You will be allocated a property manager and property inspector who will be solely responsible for looking after you and your property.

0% Commission

There is no commission to pay on the guaranteed rent scheme.

Free repairs

We complete minor repairs at the property free of charge.

Free property inspections

Inspections are completed every 8-12 weeks by your dedicated property inspector.

Flexible leases

We offer flexible Tailor made contracts of 1-5 years to suit your needs.



Maximum rent achieved

We work with all London boroughs so are able to source the market to achieve the best possible rental income.

No additional costs

We will complete all check in's, checks out's and property checks and even cover council tax & utilities between tenancies.

24-hour service

We operate a 24/7 maintenance service which includes out of hours attendance for specialist contractors if needed.

Free refurbishments

We will refresh the property each time a tenant moves out to ensure it's ready for a new tenant to move into.

No licence fees

We are exempt from most selective / HMO licence requirements.

No eviction costs

If a tenant needs to be evicted during the term we manage this process and cover the cost.

Contact us

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