



match  
property

## Our Unique Step By Step Selling Strategy



How my award winning team and I consistently deliver sales 2% higher than the average estate agent\*

*Nic Chbat* - Founder and Director

[www.matchproperty.co.uk](http://www.matchproperty.co.uk)

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The Summary

# INTRODUCTION

## So you're probably selling a property or thinking about it but you want to make sure you do it right

You want to sell for the best price and I am going to show you how to do just that.

If you follow this plan you will almost certainly achieve a premium price for your property in a reasonable time frame. It really does work! This is the exact plan we use to sell every property and we achieve on average **2% more than the average estate agent nationally.**

Some estate agents have a very good marketing plan, but many or most don't. If they do, they tend to focus on the wrong areas, so I have created this structured plan which I'm happy to share.

I have left out some of the secret stuff we use to really drill down on each of these areas such as our 'Buyer Profiling Formula' which we have developed over many years and is unique to us. We use this to guide everything we do in order to target the 'best buyer' for your property.

This simple, 10 point step by step plan is based on my 15 years + experience selling hundreds of properties.

"Selling a property is easy... selling a property for a premium price isn't"

Here's the formula for selling a property for a premium price at the most basic level:

"The more people who know your property is for sale and want to view it, the higher the price you will achieve"

If no one knows your property is for sale, you'll struggle to achieve the best price possible. If lots of potential buyers know your property is for sale, you're much more likely to find the best buyer who will pay the best price.

You need to decide from the outset, whether you're happy to settle for just 'a buyer' or do you want to attract 'the best buyer' for your property? **If you just want to sell your home quickly to any buyer, then this plan won't interest you.** However, if you want the best buyer to offer a premium price, you should read it very carefully.

Achieving a premium price takes a great strategy and an even greater plan. It's important that you have a clear, concise, strategic approach to your marketing, tailored to your target buyer.

The trouble with many estate agencies, often the ones who purposely over value or undercut on fees, is that they have no real plan in place to sell your property, after

they've signed you up. Often, they will do the bare minimum without any real expertise – just taking pictures, attaching a price, posting details online, and hoping for the best. As I said before, finding any buyer is easy, but finding the best buyer, willing to offer a premium price isn't, so this minimalist approach rarely works. It's why 50% of property owners end up having to change estate agents before eventually selling their property\*, which costs them unnecessary time and money because once a property has lingered on the market for some time, the chances of achieving a premium price are hugely reduced.

REMEMBER :

EVERYONE WANTS TO  
BUY WHAT EVERYONE  
ELSE WANTS TO BUY  
BUT NO ONE WANTS  
TO BUY WHAT NO ONE  
ELSE WANTS TO BUY!



SO HERE'S THE PLAN:

## Step One - The Price

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Agree on a 'marketing price' (NOTE: marketing price, not asking price or valuation figure). This should be based on factual market evidence and not simply be the price you'd prefer.

It's important to remember that the purpose of a marketing price is only to attract maximum interest. It has no relevance to the true value of a property. In fact, the wrong marketing price can seriously effect your chances of achieving a premium price. Too high and your house may not attract enough interest and stagnate on the market, too low and you will attract people who are unable to pay the premium price even if they wanted to.

It could be that you and your agent feel your property should be worth £530,000, but it's agreed that the best marketing approach to adopt in this

particular instance is to ask for "offers in excess of £500,000", for example.

It's best to market at a round figure i.e. £400,000 as opposed to £399,950. This will mean you appear in searches up to £400,000 'and also' from £400,000. At £399,950, you would only appear in searches up to £400,000.



Also agree on a pricing strategy - i.e. guide price, asking price, offers in excess of, offers invited etc. This will vary from client to client and property to property.

## Step Two - The Marketing

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Arrange for perfect pictures, aerial external photography and lifestyle images to be taken if appropriate either by a professional photographer or at least using a good dslr camera with a wide lens.

Remember that you don't get a second chance to make a first impression so quality is crucial, especially when you consider that virtually ALL buyers now search online for properties in the initial stages.

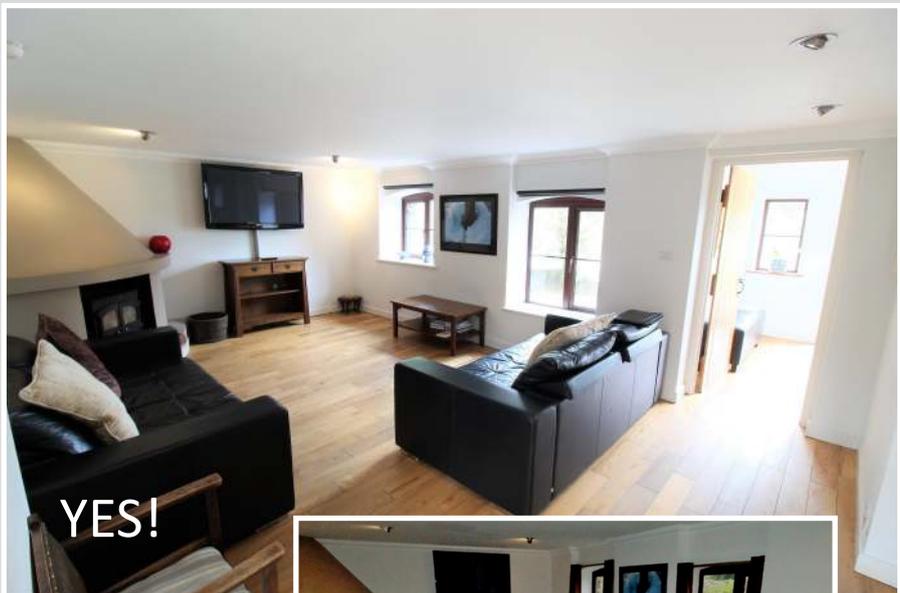
It's my view that it's much better for property owners' to have shots that are taken by a professional photographer. Some owners don't want to pay for this so we include this in our Platinum selling package

In 15 + years of being an estate agent, I am yet to meet any estate agent who is also a fully qualified professional photographer, but they need to be competent enough to deliver good photography.

Make sure the property description is written with your ideal buyer in mind and is benefits-focused i.e. does not simply list its features. Buyers want to hear about the lifestyle that comes with the property. They just want to know whether or not it could be their next potential home.

Therefore, the description should sell a potential lifestyle that is aligned with your ideal buyers criteria. Something along the lines of: 'Love to entertain, this property has a large open plan, kitchen dining room'

would be more attractive to potential buyers.



Our buyer profiling allows us to target the descriptive text to your ideal buyer matching their needs with what your property can offer. This means we attract the right type of buyers for your property. The more your property matches their needs the more they will pay to secure it.

## Step Three - The Launch

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The property should be launched onto the market and the details uploaded to all the major property portals and social media channels. At any one time, there will be a pool of buyers looking to buy a property just like yours.

The demand is there. You just have to make sure that your property is marketed in such a way so as to **ATTRACT** your ideal buyers. These are the ones who are most likely to pay a premium price for your home and the goal is to entice two or more buyers to compete for your property.

Make sure your agent is also capable of texting, posting and/or emailing relevant property details to all registered buyers.

It is vital that your agent also calls all the potential buyers they have to let them know a new property is coming to market, even if it means leaving messages. This can stimulate a frenzy of activity early on and increases your chances of getting more viewings and therefore more interested buyers.

Social media is a huge part of this and we now include free Facebook marketing with all our packages. This is 'paid for' advertising not just posting the property on our Facebook page. Facebook adverts allow us to target the demographics of your ideal buyer even if they aren't actively looking to buy at the time.

An increasing proportion of property sales are now originating from interest gained via social media rather than the big property portals.

Always launch on a Wednesday if possible and hold back viewings until the Saturday or beyond. Thursdays are the busiest day of the week for property searches.

It's also **CRUCIAL** that your estate agent contacts the local area around you via social media, sending letters or erecting a For Sale board outside your house.

The first rule of marketing is 'Tell Everyone'. The more people who know your property is available the more likely you are to achieve the best price. This includes your neighbours and those that live up the road.

They may know someone who could be interested and word of mouth is one of the best forms of marketing.

**SUPER IMPORTANT:** Wherever possible any details that are sent, texted, posted, emailed or called out must be followed up to either ask for a viewing or gain feedback.

This can double the number of viewings you get and give you important feedback about how your property is being marketed and what potential buyers think about your property.

# Step Four - Premium Promotion

Because 'Standard' just isn't good enough

Rightmove.co.uk, PrimeLocation.com and Zoopla.co.uk have various premium promotion packages available to estate agents – standard and premium. Premium promotion will make your property more visible compared to competing properties. If you want to stand out from the crowd this is essential!

Make sure your agent is taking advantage of premium promotion which creates much more interest, according to rightmove.co.uk.

UPTO

100%

MORE INTEREST

## Grab even more interest on Rightmove

The image shows three property listings for a 4-bedroom detached house for sale in Leiston, Suffolk, priced at £900,000. The top listing is highlighted with a blue circle and the text 'Appear at the top'. The middle listing is highlighted with a green circle and the text 'Stand out more'. The bottom listing is highlighted with a grey circle and the text 'Standard listing'. Each listing includes a large photo of the house, a smaller photo of the interior, and a brief description.

### Featured Property

Be seen first and reach more buyers

Your property listing will appear at the top of search results page and again as a standard listing - twice the visibility!

### Premium Listing

Be seen by more buyers

Your property grabs more attention with advert, with bigger images and more pictures

Rightmove advertises over 100 properties - these are some of the best home can really stand out from the crowd<sup>2</sup>

## Get seen by more buyers

The image shows a laptop, a tablet, and a smartphone, all displaying property listings. A green circle with the text 'Upgrade to a Premium Listing' is positioned above the devices. To the right, a green box contains the text '20% more property detail views<sup>1</sup>'. Below the devices, the text reads 'Larger pictures • a bigger listing • more potential buyers'.

Larger pictures • a bigger listing • more potential buyers

rightmove  
find your happy

Sources: 1. This is the recommended price however speak to your agent about their marketing packages. 2. Rightmove data, February 2018.

rightmove  
find your happy

## Step Five - The Passive Buyer

All 'active' buyers will be regularly searching for a property online so it's very important that you have a significant online presence.

But what about the 'passive buyer'? Ask any estate agent and they will tell you that they often sell a property to a buyer who wasn't actively looking. They are more of an opportunist buyer. You know the type, the one who saw the board on the school run, the ones who would 'love to buy that house if it ever came on the market' or perhaps who would 'buy a property in that block if one ever came up for sale'. You also need to market to these buyers.

A For Sale board is a great way to do this locally, but what about the opportunist buyers who don't pass your property?

A great way to attract these potential buyers is to place an advert on Facebook, targeting your demographic of likely buyer (you can see the potential results in the image). The aim here is to reach as many passive buyers as possible.

Social media advertising allows you reach so many more buyers in your local area or an area of your choice, and you can specify age, interests and many other criteria which maximises your chance of attracting a passive buyer.



33K  
REACH

10K  
VIEWS

1112K  
CLICKS

6

COMMENTS

23

ENGAGED

This REALLY WORKS! We are now able to track sales directly to social media marketing and can see immediately the level of interest and activity from the local market which is vital for the next stage of our strategy.

## Step Six - Review & Improve

Every week of the marketing of your home, you should ensure that your agent is monitoring the effectiveness of the marketing and analysing the activity, making improvements or changes where necessary.

Why? Because buyer interest drops by 50% after two weeks and your property will begin to stagnate on the market.

Usually, there will be around 8-12 images of your property featured online. USE THEM ALL. But ensure that your estate agent is rotating the images weekly, to keep your property imagery fresh.

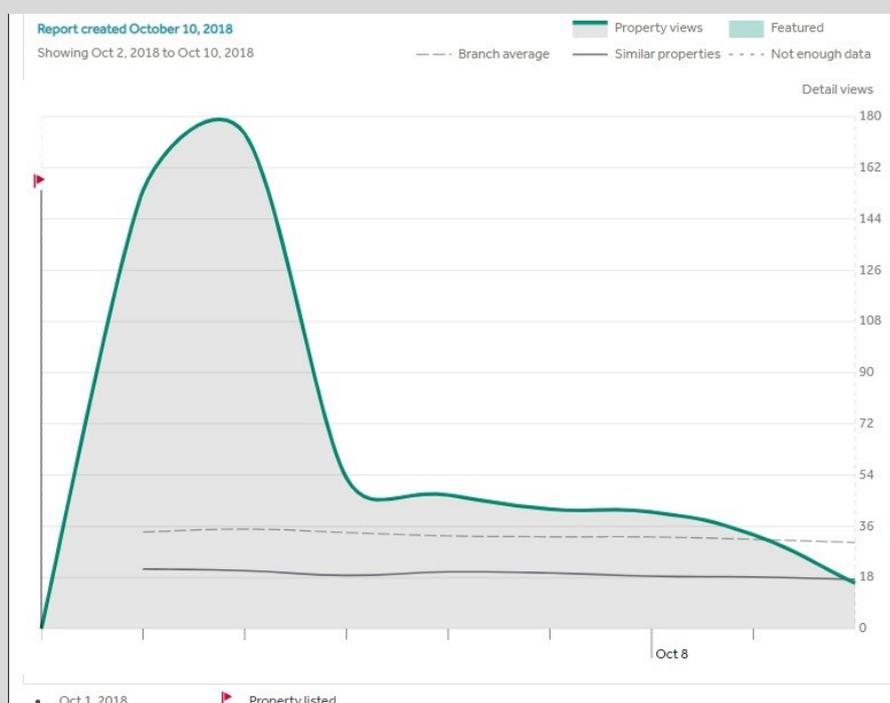
It may just be the kitchen shot that creates that

'click' which prompts an enquiry, which leads to a viewing, which helps to develop a potential buyer's emotional attachment which can then lead to an offer being made at a premium price.

Your agent can easily send you the Rightmove activity reports so you can

see the activity in real time which will help you to make informed decisions that will lead to you achieving the best price.

Screen shot showing live Rightmove activity data



## Step Seven - The Enquiries

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With all this effort, it's clear to see that your agent cannot afford to miss an enquiry.

Make sure ALL enquiries are captured 24/7 and an enquiry is NEVER missed. To do this, your estate agent needs to engage with ALL enquiries from phone calls and emails to comments via social media.

It is important to ensure that your estate agent will NEVER miss an opportunity and therefore an enquiry/viewing.

The development of the internet and smartphones has meant that information is now available at our fingertips and that we as a society have become very demanding. If someone is interested in your home and wants to view it immediately but can't

reach or worse doesn't get a response from your agent, they're more than likely to view the house around the corner from you, instead, possibly fall in love with it and then don't even consider your property. You may well have lost that potential buyer.

Technology allows for easy communication and whilst the telephone is the most traditional more and more people want to engage via messages be that email, text, or social media with things like WhatsApp and Messenger.

It is vital that your agent is returning calls and responding to messages however and whenever they come in.

We now include Messenger direct on our

website so people can contact us straight away and we always respond as soon as we can.

It's no longer about office hours and being open 7 days a week. It's about engaging with people 7 days a week on their terms and in the way that's easiest for them.

Increasingly that means being responsive on social media as well as on the phone and email outside of normal working hours.



## Step Eight - The Viewings

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It's clearly CRUCIAL that viewings are carried out correctly otherwise steps 1 to 7 would have been pointless if you fall at the viewings hurdle. Here are a few golden rules:

- ALWAYS have your agent show buyers around. Buyers feel more comfortable and will be more honest. If it's not for them, you want to know quick and move on. Not have them spend 30 mins of wasted time just to not upset you.
- ALWAYS block the bulk of the viewings together twice a week. if possible.
- The aim of a viewing is to 'show' the buyer the house not 'sell' the buyer the house.
- First viewings are emotional, second viewings are logical.

**MISCONCEPTION:**  
Some people (and lazy agents) think it's best that the property owner shows buyers around because no-one knows the property like them.

**It isn't! Here's the thing..  
'IT ISN'T ABOUT THE  
PROPERTY, IT'S ABOUT  
THE BUYER'**

Owners tend to talk (alot) about all the things THEY love about the house and on a first viewing, it's totally irrelevant. I've witnessed an owner talk about their 5 parking spaces for 10 minutes and the buyer didn't even have a car!

**Ideally pre agree** two days and time slots per week with your agent, when 90% of viewings can take place. The aim here is to keep

viewings blocked together to create a sense of urgency and competition between buyers. This is the best way to achieve the highest price.



## Step Nine - The Feedback

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Honest, unfiltered feedback from every single viewing is crucial to your sale success as it will help with step 10.

On average, it will take about 10 viewings to secure a buyer and as a property can only have one buyer, feedback from the other nine people can help you to secure that offer.

Listen to the feedback and be honest with yourself about what can be done and what should be done in response to it.

We will review this with you and make recommendations if necessary.



## Step Ten - The Review

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After three to four weeks, if your property is still for sale, then you and your agent need to have a meeting to review the marketing and interest to date. Look at marketing reports and feedback reports, examine pricing reports and market comparable reports (which show any similar properties that have been sold whilst yours has been on the market). During the meeting, you need to discuss how you plan to move forward.

Don't just leave your property sitting there on the market, hoping someone will come along and make a sensible offer at some point. **Control the process.**



# Step Eleven - The Negotiation

## 4 STAGES OF NEGOTIATION

### PREPARE

- Assess Objectives - yours & theirs
- Decide on Areas of flexibility
- Plan approach & sequence of events

### DISCUSS

- Exchange positions & issues
- Create a positive working climate
- Listen carefully & question thoroughly

### PROPOSE

- Specify what you want
- Seek compromise - get a win/win
- Remember optimum & fall back positions

### BARGAIN

- Ask for what you want - modify if you need to
- Don't concede without exchanging
- Reiterate the value

The MOST crucial part. In fact, Steps 1-10 will all have been followed in vain if you and your agent get this part wrong. By this stage, you would have hopefully received a number of offers from competing buyers, so it's important that this part of the plan is handled with care.

1. Remember that most buyers will have made an offer on the basis of at least some degree of emotional attachment to your property and although you don't want to manipulate that, you do want to use it to your advantage so don't be afraid to negotiate hard.

2. Don't be offended by really low offers. Any offer is a good offer. It means someone wants to buy your property. It's down to your agent to negotiate correctly and achieve the highest price possible.

3. If you receive one or more offers early on in the marketing process, be very cautious in trying to beat the market and holding out for more. **Research shows that the best offers usually come in during the first four weeks of marketing a property.**

4. Make sure EVERY offer is correctly qualified, identifying both the potential buyers' chain and financial position before entering into negotiations with them. Between 30-40%\* of property sales fall through before exchange

of contracts, one of the principle reasons being that the correct due diligence wasn't carried out by the estate agent at the point of negotiation.

Here are my golden rules of negotiation:

- NEVER accept the first offer
- NEVER give the buyer hope on their first offer (use words like 'that's a fair starting offer' NOT 'that's a good offer')
- NEVER counter the first offer. Always just refuse it, thank them for their offer and wish them well with their property search. Here you are testing their motivation. **Your agent should NOT call them, you are going to wait for them to call you.** You really don't want a buyer that you have to keep chasing!
- Price ISN'T the only thing you have to negotiate on. Also use timescales & fixtures and fittings.
- When they come back with an increase, you are going to refuse that too BUT this time give a counter offer BUT you are going to give them something more as well i.e. timescale, fixtures and fittings.
- Buyers will usually max out on their 3rd offer.
- Push the buyer to the point of walking away and then revert back.

# The Summary

The aim when marketing a property for sale is to quickly attract as many potential buyers as possible.

This will most likely create multiple offers from multiple buyers, securing the best price for your property.

By implementing this systemised plan to achieve a premium price, you are likely to achieve **c.2% more** for your property. It's in your interest to create demand as quickly as possible, as a drop in interest usually means a drop in price, too.

Things to bear in mind:

- It's important that one expert estate agent, who you are on mobile number terms with, is handling your sale from start to finish. They will be the one who is most knowledgeable about you, your property and its marketing history.
- The cheapest agent is the one who extracts the best price from the marketplace, not the one who charges the lowest fee... and that takes effort.
- Step 3 will likely generate some early viewings. It's crucial for you to try and persuade potential buyers to attend the open viewing or block viewing. If there's a valid reason as to why they can't attend,

make sure you squeeze them in on the understanding that you are unlikely to accept an offer until you have at least held the first open house viewings.

- This plan will work in any market, whether rising or falling. The plan is the consistent factor, the marketing price is the variable.

- Many property owners think it prudent to market their property with multiple estate agents - it isn't. What you really need is the best estate agent with a strong marketing plan. Signing up with multiple estate agents can actually affect the price that the buyer will offer, as you appear to be flooding the market and will look desperate, which in turn will likely attract lower offers. When a house is on the market with 2 or more agents, it gives out the impression that the owner is 'desperate to sell' (and so you lose your position of strength when negotiating) and also gives out the impression that it's a hard sell... not a good look.

- Although it has been described as one of the most stressful activities, moving house should actually be an exciting time. With this plan, you'll find that each stage of the process becomes more structured

and organised, rather than chaotic, meaning you can relax, safe in the knowledge that the process, the plan and your personal agent are doing all the hard work.



Having read all 11 steps you should now understand how important it is having well planned and executed marketing.

If you would like to talk to me or a member of my team about implementing our tried and tested plan for your property, simply contact my office using the details below. We'd love to help.

## **Nic Chbat**

Founder & Director

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Call us on **01271 410108**

Email us on **[sales@matchproperty.co.uk](mailto:sales@matchproperty.co.uk)**

Facebook - **[facebook.com/matchpropertyestateagents](https://www.facebook.com/matchpropertyestateagents)**

Office - **3 Paiges Lane, Barnstaple, EX31 1EF**

\* Figures quoted within the guide are accurate as of September 2018. Average percentage of asking price achieved by other estate agents 95.69 % - source Home Owners Alliance. Match Property average percentage of asking price achieved 97.5% at September 2018.

Did you know we are rated 9.8/10 on Referenceline.com, 5 star rated on Google and North Devon's 'Estate Agents of the Year 2018' in the Real Estate and Property Awards