



# A GUIDE TO SELLING IN SPRING

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## Welcome,

My name is Annabelle Jardine -Jones and I am the owner at Jardine Estates in Gee Cross.

If you're planning to put your home on the market in the next couple of months now is the time to spring into action (see what we did there?).

The months of spring give home sellers an ideal window of opportunity as everything starts to bloom and traditionally the market starts to heat up.

Spring is also a time when many people who have had their homes on sale through the winter months, and are yet to have received an acceptable offer, think about changing their estate agent.

In this guide we will share some of our top tips on getting your property ready for a spring sale and questions to ask estate agents to ensure you choose the best one.

I hope you find this guide helpful, and please get in touch with us if you have any questions whatsoever.



## Annabelle Jardine-Jones

Owner - Jardine Estates



\*Disclaimer: The information in this guide does not constitute legal or financial advice.

## 10 Super Spring Selling Tips...

March to May is a time when the staging and presentation of a property can make a huge difference. Spring is blessed with freshness and light - a perfect time to showcase your home and attract motivated buyers.

### 1. Have A Spring Clean

Now is the time to have a good clear out. Prospective buyers are looking for a home that they can make their own and will find piles of bric-a-brac a turn-off. And don't just focus on the living areas and bedrooms. Declutter the bathroom and remove cleaning and beauty products from view.

### 2. General Maintenance

Is your home looking a little tired after a year of pandemic living? Freshen up the walls with a lick of paint and do all the odd jobs - like clearing the gutters - that you've been putting off.

### 3. Think About Presentation

Put yourself in the shoes of a prospective buyer and imagine how they might make use of your property. Perhaps the spare room you use for a home gym would be more appealing if presented as a home office? Speak to an estate agent for advice about how to present your home so you can maximise your asking price.

### 4. Get Planting

More than ever, people are craving outdoor space and access to nature - so give them what they want! Plant colourful flowers at the front and back of your property for immediate impact. If you don't have a garden, use plant pots to create interest.

### 5. Clean The Floors

It's tempting to hide those red wine stains under a rug, but eagle-eyed buyers will move furniture and floor coverings to find out what's underneath. Get your carpets cleaned and if you have floorboards, polish them so that they're gleaming.





## 10 Super Spring Selling Tips...

### 6. Clean The Windows

Grimy, streaky windows are a turn-off and don't show your house in the best light.

### 7. Let The Light In

A key reason to sell in spring is to take advantage of the natural light. Clean the curtains and make sure you open them before a viewing to show your home at its best.

### 8. Get Rid Of Animal Odours

If you were one of the many to get a pandemic puppy, congratulations! We're sure your furry friend is gorgeous, but it's inevitable that your home now has a particular doggy smell. Wash the dog's bedding and pack away all the chew-toys and squeaky toys. Also, invest in some scented candles.

### 9. Create A Grand Entrance

Pay careful attention to your front door (does it need a lick of paint?) and hallway as buyers will form an opinion the moment they step over the threshold. Make sure all remnants of winter – muddy boots and heavy coats – are out of sight.

### 10. Get An Expert Valuation

The property market has been the subject of all sorts of headlines during the past year. Until you speak to an expert, you won't have a realistic picture of the housing market and what you can expect to get for your property.



## Four Questions To Ask An Estate Agent

The best agents realise selling a home in the different seasons of the year presents both challenges and opportunities.

Selling in spring is beneficial to showcase outdoor areas and a sense of light and space.

Below are four questions to ask any agent you're considering instructing to sell your home in autumn.

### What do I get for the commission fee you have quoted?

Cheap fees usually mean a much lower standard of service. This can highlight itself in many ways, including the quality of your property's marketing, the support around viewings and the level of expertise and effort when negotiating the best possible price.

### Do you offer accompanied viewings?

Viewing with an agent and not the homeowner creates a more comfortable environment for buyers, encouraging honest feedback without the pressure of interacting with the seller.

### How will you present my property in its best light?

We will help you stage the property to be ready for sale. The importance of your property's photography is paramount because the vast majority of buyers begin their searches online. This is why we ensure your home's photos are taken on a light, bright day.

### What is your plan if we do not receive an acceptable offer in a reasonable timeframe?

A good agent will regularly review how your property is performing in terms of interest from potential buyers. As well as reviewing, good agents will revise and refine the marketing approach based on viewer feedback, your wishes and trends in the local market.



## Your moving checklist

Below is a helpful 11-point checklist to help you prepare for a sale.

- Call three estate agents for valuations once you are sure you want to move. Remember, seek evidence for any valuation they provide.
- Don't just choose the agent with the highest valuation or cheapest fee. This is often a false economy.
- You'll need to instruct a conveyancing solicitor to handle the legalities of your sale.  
  
So, you've instructed the agents and solicitors you feel are most capable and who you are comfortable with. What next? Working through our tips on pages 3&4 is a good idea. Decluttering is an important step, and local charity shops, home clearance and auction houses can all be helpful when having a major clear-out.
- Get ahead with packing. Even though you may not have a move date yet, it's always worthwhile boxing up those items you don't use much. This will make your life a little more comfortable in the future.
- Get three quotes from different removal companies when you've accepted an offer and agreed on a completion date. Look for ones that come recommended and which are fully insured.
- Start finishing the food in your freezer ahead of moving day.
- Remember to let all your banks, utility companies and insurance providers know and arrange to have your mail redirected.
- Start getting quotes for insurance on your new property starting from when you are set to complete the move.
- The day before the move, create an essentials box with any items you might need quickly when you move in. For example, kettles, cups, tea and coffee always come in handy.
- On the day of the move, take any essential items or documents with you, such as medicines, passports, wallets/purses, keys and glasses.