

A HOW-TO GUIDE

Choosing the Right Estate Agent: A Guide for Sellers



MEYERS
MOVING BEYOND EXPECTATIONS



Contents

About Meyers	03
Introduction	04
Look for Local Expertise	05
Check Their Marketing Strategy	06
Ask About Communication	07
Consider Their Reputation	08
Understand Their Fees	09
Check Their Online Presence	10
Consider Their Availability	11
Trust Your Instincts	12
What to Ask Your Agent	13

ABOUT MEYERS

With Meyers, You'll Feel The Care.

We're a family run business, which influences the way we work. Our customers always come first and the service you receive from our 'family' of experienced professionals is tailored to exactly meet your individual needs.

Selling? We accompany around 90% of our viewings and we specialise in fast sales for customers so we aim to call you back by the end of the day.

Mortgages? Our great local connections mean you can be referred to respected and friendly professionals.



We're better value. We believe our service will not be beaten by any local agency.

We give back to the community. Our community fund has raised over £300,000 for local good causes since 2011.

Our philosophy is simple. We're friendly, experienced, determined, great value and absolutely focused on you. We really look forward to hearing from you.

Mark Meyer



Getting it Right Matters.

Selling your home is a big decision and choosing the right estate agent can make all the difference.

But with so many options, how do you know which agent is right for you?

Before forming our family business, we asked around 1000 property owners for feedback on what they expected from a great estate agent and what they needed that agent to provide.

We listened and acted on their advice. We have built Meyers around what you need from your estate agent.

Now we want you to make an informed choice when choosing an estate agent, so here's our step-by-step guide to help you.



ONE

DID YOU KNOW?

With a large team of highly knowledgeable sales staff, and over £200 million of property put under offer by the Meyers team since opening in 2011, we tick all the boxes when it comes to local expertise.

Look for Local Expertise



When it comes to property, local knowledge is priceless. An agent who knows the area inside out can offer you insights that others simply can't.



Local expertise is a top factor for sellers when choosing an agent, as it ensures realistic valuations and an understanding of buyer trends.

The more your agent knows about the local market, the better they can position your property.



- **Track record matters.** Your agent should be able to tell you how many properties they've recently sold in your area.

- **Understanding the local market.** They should be able to tell you about average sale times, sold prices, and buyer demand.



- **Community connections.** A locally established agent will have a strong network and know about issues that could affect your sale.

TWO

DID YOU KNOW?

With us, your property will be showcased on major property portals, including Rightmove and Zoopla, complemented by a bespoke brochure, professional photography, and drone images.

Check Their Marketing Strategy

A well-marketed property attracts more interest and can sell faster. You want an agent who will showcase your home in the best possible light. Look for:

- **Professional photography.** High-quality photos and drone images are essential to attract buyers.
- **Property portals.** Ensure your agent will list your home on major sites like Rightmove and Zoopla.
- **Social media presence.** A strong online presence can reach more potential buyers.
- **Innovative marketing tools.** Ask if they use virtual tours, drone photography, or targeted online advertising.



THREE

DID YOU KNOW?

We'll ensure you get a bespoke property account manager, so you'll always know who to contact. Plus, we are night owls – our phones are open 24/7!

Ask About Communication

Clear and consistent communication is key. You need an agent who will keep you informed and be there to answer your questions.

You need to know:



- How often will your agent update you?
Regular updates mean fewer surprises.
- What's their preferred method of contact?
Whether it's phone, email, WhatsApp or in person, make sure it works for you.
- Who will be your main contact? Some agencies have multiple agents handling a single property, so it's important to know who you'll be dealing with.



FOUR

DID YOU KNOW?

With our sales service, you know you're getting the best possible advice from the most experienced, dedicated, property professionals.

Consider Their Reputation



An agent's reputation can tell you a lot about them, before you instruct! It reflects their track record, client satisfaction, and how well they deliver on promises.



A well-regarded agent will have built strong relationships within the community, offering not just great service but valuable local insights.

This provides an honest snapshot of how they operate and what kind of experience you can expect.



- **Read online reviews.** Look for patterns in feedback, not just one-off positive or negative comments.

- **Ask for testimonials.** A reputable agent will be happy to share their success stories with you.



- **Check their credentials.** Membership of a professional body like The Property Ombudsman (TPO) is a good sign.

FIVE

DID YOU KNOW?

We're different. Our fees are low, and we give back to the community. Meyers has raised over £300,000 for local good causes since 2011.

Understand Their Fees

Fees vary between agents, but it's important to understand what you're paying for. You should always ask for a full fee breakdown.

Be clear on whether the agent operates on a sole agency or multi-agency basis, as this can affect the cost of selling your home. Remember, the cheapest option isn't always the best.

- **Commission structure.** Is it a fixed fee or a percentage of the sale price?
- **What's included?** Ask whether marketing costs, photography, and floor plans are all covered.
- **Are there any hidden fees?** Make sure you get a full breakdown in writing.



SIX

DID YOU KNOW?

We are proactive on social media platforms, including Facebook, X, and Instagram, so please do give us a follow!

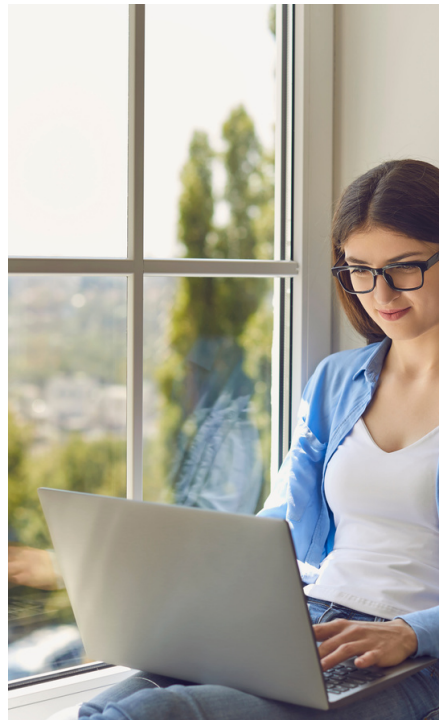
Check Their Online Presence

An agent's online presence is crucial for reaching a wider audience and building credibility. It reflects their ability to adapt and stay relevant in an increasingly digital world.



Potential buyers often research agents online before making contact, so a polished online profile can make a strong first impression and boost trust and engagement.

- **Website quality.** A professional, easy-to-navigate website reflects high standards.
- **Social media engagement.** Active profiles show they're connecting with the community.
- **Online reviews.** Look for consistency in how they respond to feedback.



SEVEN

DID YOU KNOW?

No more waiting for estate agency offices to open! Our phone lines are available 24/7.

Consider Their Availability



An agent's availability can significantly impact your selling experience.

It's crucial you ask how responsive they are and whether they'll be available at key moments, such as handling viewings and negotiating offers.



Availability isn't just about answering calls, it's about being present and proactive throughout the entire process.

We fully maximise the exposure of your property in this digital world, and that is how we achieve the best price for your property.



- How will they manage viewings and offers if they're unavailable? It's essential to know who steps in if your main contact is away.



- Will they offer weekend and evening availability? This flexibility can be crucial for accommodating buyers' schedules.

EIGHT

DID YOU KNOW?

You can trust us to guide you through one of life's biggest decisions in a calm, considered and stress-free way!

Trust Your Instincts

The right agent will make you feel confident and comfortable through one of your biggest decisions. A good relationship with your agent makes the whole process of selling your home more enjoyable.

Take your time, and ask questions. With the right agent by your side, your move can be calm, and stress-free.

Consider how you felt when you met the agent:

- Were they attentive and engaged during your meeting?
- Did they listen to your needs?
- Do they seem genuinely enthusiastic about your home?
- Did you feel comfortable speaking with them?



NINE

DID YOU KNOW?

Our highly knowledgeable and skilled team is always ready to answer your questions. Call us on 0800 849 9256.

What to Ask Your Agent



Asking the right questions during your initial meeting can reveal a lot about how an agent operates. Their answers will help you gauge their experience and approach. Here's what to ask:



- Do you have 'ready to go' buyers you can contact to view my house?
- How long is the average property taking to sell?
- How many properties like mine have you sold recently?
- Do most of your properties achieve the asking price?
- Which property portals do you list on?
- Are you a member of a professional body?
- What price do you suggest marketing my property at?
- How did you reach that price?
- May I see details of similar properties you have sold?

Contact us
today for
your **FREE**
valuation.



MEYERS
MOVING BEYOND EXPECTATIONS

**Find out why more people than
ever are trusting Meyers to sell
their home.**



Selling your home?

**For a free expert or instant
valuation, head to
meyersestates.com and find
your nearest branch partner
who can help.**

If you have instructed another agent on a sole agency and/or sole selling rights basis, the terms of those instructions must be considered to avoid a possible liability to pay two commissions.