

A HOW-TO GUIDE

Smooth Switching: How to Change Estate Agents



MEYERS
MOVING BEYOND EXPECTATIONS



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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



Contact Us Today

Trusted Property Experts

Why Switch Estate Agents?

Watching your property linger on the market with little interest, feeling like your current agent isn't giving your home the focus it deserves is frustrating!



A lack of communication, outdated marketing strategies, or missed opportunities to reach potential buyers can all signal that it's time for a change.

While switching estate agents might sound daunting, it's a simple process that can breathe new life into the marketing of your home.

The right agent will bring fresh energy, a modern approach, and a commitment to getting you the results you deserve.

Looking to change agents? Here's our seven step guide to help you switch.



DID YOU KNOW?**17% of UK home sellers switch estate agents before completing.****STEP ONE**

Review Your Contract With Your Current Agent



Before making any changes, check the terms of your agreement with your current agent. This will help you understand your rights and obligations.



Some contracts may have clauses that could affect your ability to switch, so reviewing them carefully ensures you won't be caught off guard.

If anything is unclear, consider seeking professional advice to avoid unexpected costs. Here's what to look out for:



- **Notice period.** Most contracts require a set amount of notice before termination.

- **Tie-in periods and fees.** Some contracts include additional charges if you switch before a certain time.



- **Marketing withdrawal fee.** This may apply if you've already had professional photography or brochures created.

STEP TWO

Identify What's Missing With Your Current Agent

When your property isn't getting the attention it deserves, it's worth taking a closer look at what might be going wrong.

An honest evaluation of your agent's performance will help you understand where improvements are needed.

Pinpointing the problem will help you find a new agent who offers a better solution rather than repeating the same mistakes again.

Here's what to consider:

- **Is your property getting enough exposure?** Poor marketing could be a key issue.
- **Is communication lacking?** Regular updates and feedback are essential.
- **Are they proactive?** An agent who isn't actively finding buyers may be holding back your sale.



STEP THREE

Do Your Research to Save Time and Frustration

Finding the right agent is key to turning things around. Research your options thoroughly, as a well-informed choice will save you unnecessary complications.



Look beyond the glossy brochures and focus on local market knowledge, communication style, and track record. This will give you valuable insights into what it's like to work with the agent.

- **Read online reviews.** See how other clients rate their experience.
- **Ask for recommendations.** Word of mouth is invaluable.
- **Check their marketing.** Look for professional photography, online listings, and a strong social media presence.



DID YOU KNOW?

Refreshed marketing helps homes receive more interest with a new agent.

STEP FOUR

Respectfully Inform Your Current Agent



Once you've decided to switch, it's time to let your current agent know.

Open communication is key here. Be clear and professional in explaining your reasons for moving on, and approach the conversation with honesty, focusing on what hasn't worked rather than placing blame.



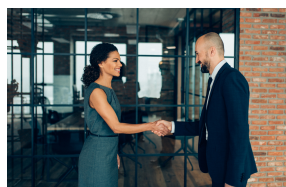
A respectful exit ensures a smoother transition and leaves the door open for future goodwill.



- **Be professional and clear.** Explain your reasons for leaving without burning bridges.

- **Give written notice.** This will usually be required as per your contract.

- **Request written confirmation of the termination date.** Keep a record of this.



STEP FIVE

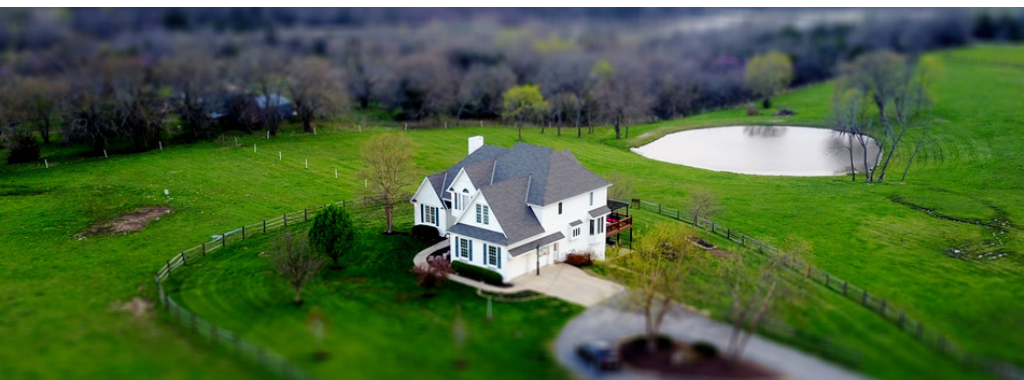
Prepare for the Transition

Once your current agreement ends, it's time to prepare for your new agent. This is your opportunity to give your property a fresh start.

It's important that you are open to their suggestions, especially when it comes to updating marketing materials, including photography and descriptions.

Setting clear expectations and sharing your goals will help your new agent create a strategy that fits with your needs and avoids any past mistakes.

- Gather all relevant documents such as your Energy Performance Certificate (EPC).
- Be ready for new photography as your new agent will want to refresh the marketing materials.
- Clarify your expectations with your new agent to avoid repeating previous issues.



STEP SIX

Work With Your New Agent

Your new agent will bring a fresh perspective and energy to your sale, offering new ideas and a proactive approach to reinvigorate.

They'll consider your property, identifying areas for improvement and tailoring a new marketing strategy to attract more buyers.

With renewed focus and enthusiasm, they'll work to correct what hasn't worked before giving your property the attention it deserves.

- **Discuss pricing.** A new agent may suggest adjustments to attract more interest.
- **Agree a marketing plan.** Ensure it includes online and offline exposure.
- **Stay involved.** Regular updates will keep things moving.



DID YOU KNOW?

Properties with updated listings are 2x more likely to attract viewings.

STEP SEVEN

Stay Positive and Patient for Success

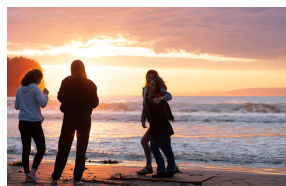


Switching agents is often the right move, but it's important to be realistic and patient.



While a fresh approach can breathe new life into your sale, results won't happen overnight. It may take time for your new agent to implement their strategy and generate fresh interest.

Trust the process, stay open to their advice, and remember that small improvements can make a big difference over time.



Patience and persistence will ultimately pay off.



- **Fresh marketing takes time.** It may take a few weeks to see results.

- **Trust the process.** Your new agent will need to implement changes.

- **Celebrate small wins.** Each viewing and enquiry bring you a step closer to a sale.

ing. We can make the best
the worst of it. I hope you make the
st of it. A
rtle you. I hope you feel things you have
ever felt before. I hope you have
people with
hope you live a life you
you find
the courage to start all over again.

- F. Scott Fitzgerald

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.