

# Selling Your House for the Best Price

15-Point Plan for UK Sellers



# Selling a house in the UK can be a complex process

with unique considerations like conveyancing, energy performance certificates (EPCs), and local market dynamics.

This detailed 15-point plan is tailored to help UK homeowners maximize their sale price and navigate the property market efficiently.



# Research Local Market Trends

Understanding the housing market in your area is critical. Look at recent sales of similar properties on platforms like Rightmove, Zoopla, or OnTheMarket.

Pay attention to:

- **Time on Market:** How long are properties typically taking to sell?
- **Average Prices:** What are similar homes selling for in your postcode?
- **Demand:** Are certain property types (e.g., semi-detached, flats) selling faster?
- **Example:** In areas like Bristol or Manchester, where demand is high, pricing competitively can create bidding wars, while in quieter rural locations, pricing slightly below market value may attract more interest.



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# Get a Professional Appraisal

In the UK, knowing your home's value is crucial, especially since overpricing can lead to your listing stagnating.

- **Action:** Hire a RICS-certified valuer or consult multiple estate agents for an accurate market valuation.
- **Example:** If your house is worth £375,000, overpricing at £400,000 could deter buyers. However, listing closer to £370,000 might encourage competitive offers.

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# Enhance Curb Appeal

Your property's exterior is the first thing buyers see, whether they're viewing in person or online.

- **Actions for UK sellers:**
  - Tidy the front garden, repaint the door, and add potted plants.
  - Ensure any driveway is weed-free, and gutters are clean.
  - Fix small issues like broken fences or a worn letterbox.
- **Example:** A fresh coat of Farrow & Ball's "Railings" on your front door could add a modern touch and help your house stand out.

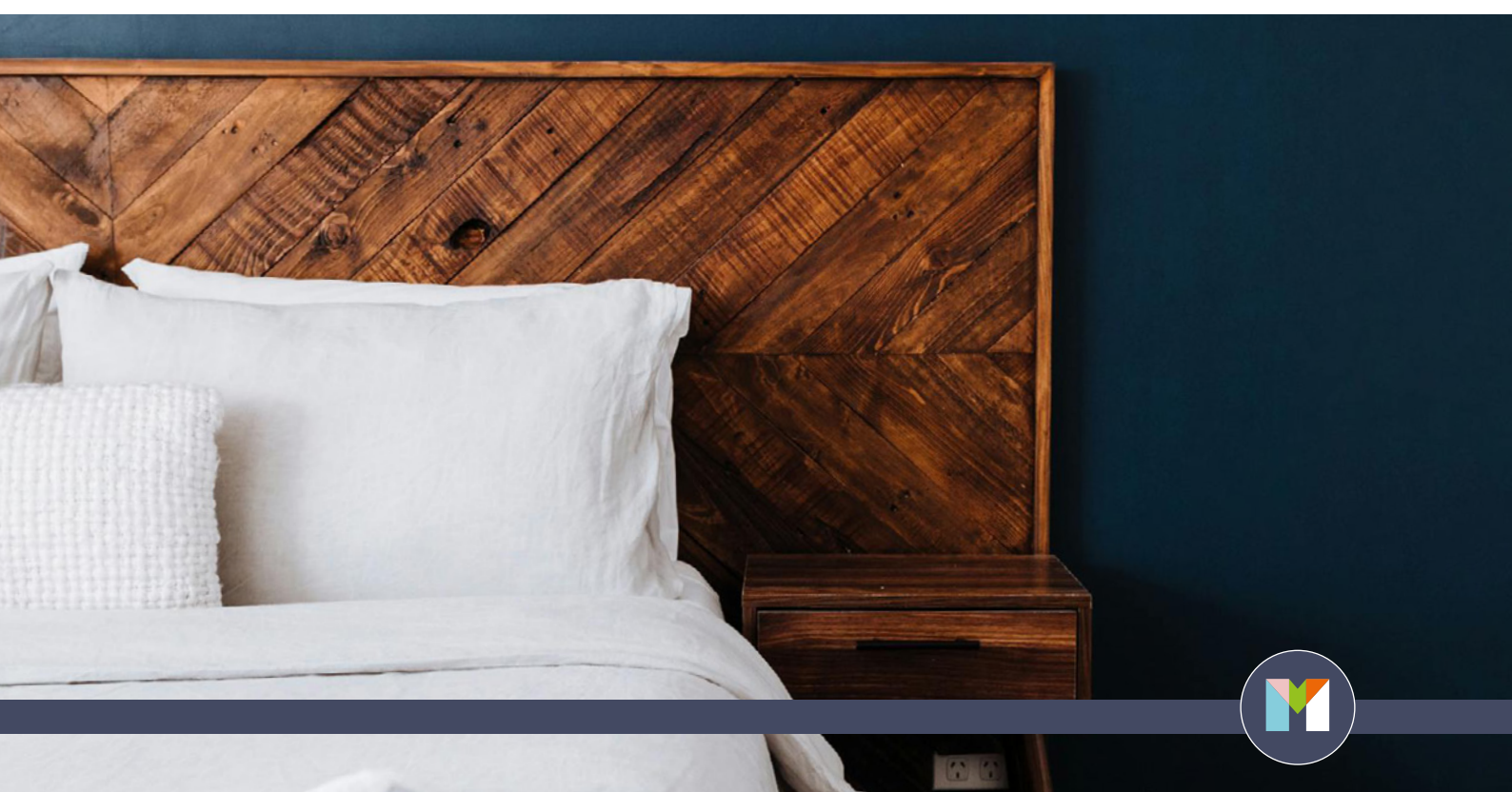
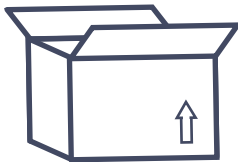


# 4

## Declutter and Depersonalise

Buyers want to picture themselves living in your home. Make this easier by creating a neutral, clutter-free space.

- **Action:** Remove family photos, bold artwork, or overly personal decor. Store away items like bulky furniture to create more space.
- **Example:** In a Victorian terrace, remove extra furniture to emphasize high ceilings and maximize perceived space.



## Deep Clean

Cleanliness is non-negotiable when selling a home. A spotless property shows buyers that the house has been well-maintained.

- **Action for UK sellers:**

- Hire cleaners for carpets, grout, and windows.
- Ensure commonly overlooked areas, like skirting boards and under sinks, are clean.

- **Example:** A deep-cleaned kitchen with sparkling worktops can leave buyers with a lasting positive impression.

## Stage Your Home

Staging can make your property appeal to a broader audience.

- **Actions for UK sellers:**

- Rearrange furniture to emphasize natural light and space.
- Use soft furnishings, like neutral-coloured cushions and rugs, for a cozy feel.

- **Example:** For older homes, staging with modern decor can help buyers envision updates, while for new builds, adding warmth through plants or textiles makes the space feel lived-in.



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## Make Necessary Repairs

Minor issues can distract buyers or make them question your home's maintenance.

- **Action:** Fix leaky taps, peeling paint, or broken cupboard handles.
- **Example:** Replacing worn-out grout in the bathroom could cost as little as £50 but leave a far better impression than stained or discoloured tiles.



## Upgrade Strategically

Some upgrades have a better return on investment in the UK housing market than others.

- **Focus on:**

- Kitchen: Replace cupboard handles or add a fresh coat of paint to units.

- Bathroom: Update taps, add a new shower curtain, or reseal the bath.

- Energy Efficiency: Install a smart thermostat or LED lighting to appeal to eco-conscious buyers.

- **Example:** Upgrading to an A-rated boiler not only adds value but may help improve your EPC rating, a legal requirement for selling a home.



## Set a Competitive Price

Setting the right price is critical. Too high, and your home could sit on the market. Too low, and you might leave money on the table.

- **Action for UK sellers:**

- Work with a trusted estate agent to determine the best asking price.

- Use your home's EPC rating, local amenities, and features to justify your price.

- **Example:** If your home has access to good transport links, like being near a Crossrail station, factor this into your pricing strategy.

## Use Professional Photography

Listings with professional photos receive more views and higher engagement online.

- **Action:** Hire a property photographer who can capture your home in flattering natural light.

- **Example:** A drone photo showing your home's proximity to scenic parks or a well-regarded school can increase buyer interest.



## Use a Great Selling Agent

Your choice of estate agent is crucial in the UK market.

- **Action:** Research agents who have sold similar properties in your area. Ask about their sales-to-listing ratio and marketing strategies.
- **Example:** If an agent sold 80% of their listings in 2023, they're likely more effective than one who sold only 50%.

## Promote on Social Media

Social media advertising is growing in popularity in the UK property market.

- **Action:** Share your listing on Facebook groups, Instagram stories, or neighbourhood forums. Consider targeted ads for specific demographics.
- **Example:** Promote a family home near Ofsted-rated outstanding schools to parents searching for properties in your area.



## Host Open Houses

While not as common in the UK as in the US, open houses can create buyer urgency.

- **Action for UK sellers:**

- Schedule open houses over the weekend and advertise locally.
- Provide buyers with brochures featuring your home's standout features.

- **Example:** Offering tea and biscuits during a cold January open house could make your home feel more welcoming.



## Highlight Unique Features

Make sure buyers are aware of what makes your home special.

- **Actions for UK sellers:**

- Highlight proximity to transport hubs, like underground stations or bus stops.
- Emphasize upgrades like underfloor heating, garden offices, or EV charging points.

- **Example:** If your home has a south-facing garden, mention it prominently, as this is highly sought after in the UK.

## Negotiate Smartly

When offers come in, it's time to strategize.

- **Action for UK sellers:**

- Evaluate buyer circumstances, like whether they're chain-free or need a mortgage in principle.
- Counteroffer strategically to balance price and conditions.

- **Example:** Accepting a slightly lower cash offer from a chain-free buyer might ensure a quicker sale compared to a higher offer from someone in a lengthy chain.



# Final Thoughts for UK Sellers

Selling a house in the UK involves unique challenges, from EPC compliance to chain management. By following this 15-point plan, you'll present your home in the best possible light, attract serious buyers, and secure the highest price.

Whether you're selling in London's fast-paced market or a quieter countryside location, preparation and strategy are key. Use this guide as your checklist, and consult local professionals to ensure a smooth sale.



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