



LONGSONS

YOUR LOCAL INDEPENDENT ESTATE AGENT

SELLERS GUIDE

*Local People, Local Knowledge,
Putting You and Your Home First.*



LONGSONS



*Longsons Estate Agents —
Where Every Move Matters.*



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Your Property Selling Journey

Selling your home is a significant milestone, and we're here to make the process as smooth and rewarding as possible. At Longsons, we believe it's more than just selling a house—it's about helping you achieve your property goals with confidence and ease.

This guide is designed to walk you through every step of the selling process, providing practical tips, professional advice, and showcasing the services we offer to help you achieve the best possible result. Whether it's your first move or your tenth, this guide will give you the confidence to approach selling your home with professionalism, care, and a customer-first approach.



What You Should Expect from Your Estate Agent

Choosing the right estate agent is one of the most important steps in achieving a successful property sale. The process can be challenging, but with the right agent by your side, it becomes smoother, more efficient, and rewarding. Here's what sets us apart and what you should expect from your estate agent:

Professional Service: Our experienced team is dedicated to providing friendly, honest, and expert advice tailored to your specific situation. Whether you're selling for the first time or are a seasoned property owner, we're here to guide you through every step with professionalism and care.

Local Knowledge: With an in-depth understanding of local property markets, we ensure your home is priced realistically and marketed strategically to attract the right buyers. Our insights into the community, trends, and buyer behaviour give you a competitive edge.

A Personalised Approach: We take the time to listen to your needs and understand your motivations for selling



Clear Communication: We believe transparency is the foundation of trust. You'll stay informed at every stage of the selling process, from initial valuations to negotiations and final contracts. We're always here to answer your questions and provide updates promptly.

Honest Feedback: Constructive feedback is essential for success. Whether it's highlighting the strengths of your property or suggesting improvements to appeal to buyers, we're committed to providing truthful, actionable insights to help you achieve the best outcome.

At the heart of what we do is a commitment to making your selling experience as stress-free as possible. Selling your home is a big decision, and we're here to ensure the journey is smooth and successful from start to finish.

A Quick Glance at What We Can Offer:



A friendly and welcoming team



Advertising of properties on all major property portals including Rightmove, Zoopla and OnTheMarket



Detailed property video tour and detailed property description



Magazine advertising within our own branded publication, the Longsons Property News.



Professional photography and eyecatching brochure included as standard



Prominent office locations with stand out, LED window displays



Property alerts by email & social media



Distinctive For Sale boards

The Selling Process

1. Getting Started

Before putting your property on the market, it's important to have a clear plan. Here's how we help:

Market & Property Appraisal

Pricing plays a vital role with a number of factors to consider, such as speed in which a seller needs to complete and level of competition currently in the marketplace. We offer an independent assessment of your property carried out in person by our valuation expert, free of charge and with absolutely no obligation. You may want an idea on value without being sure about selling, perhaps as part of an intention to re-mortgage.

We are more than happy to help, our Market & Property Appraisals are genuinely free with no fear of the pressure or constant pursuing often associated with such appointments. During the visit, we explain how the market is performing, advise you of potential market changes and offer advice and guidance on how to maximise your sale price. When suggesting price, we use our expertise, sold price data, recent activity on properties similar to your own, and information gained from our continual market research.

If you are new to the business of selling property, there will be plenty of opportunity, before, during and after the appointment, to ask questions and discover more about the selling process

Instructing Us

Once you have decided you would like Longsons to be your agent, you will need to formally instruct us by signing an agency agreement. To meet legal requirements, we ask for documents to confirm your ID/ residence, an electronic money laundering check will then be undertaken before we can begin to market your property. The majority of properties marketed for sale require a valid Energy Performance Certificate (EPC). EPC's are a rating scheme to summarise the energy efficiency of buildings. We can let you know if a certificate is required for your property and if needed, provide the certificate for you at no extra cost. (T&C's apply).



The Selling Process

2. Marketing

When you decide to sell, we will discuss various marketing plans and find the one best suited to you and your property.

Once instructed, we will organise professional photography of your property, this will include a professional floorplan, detailed video tour and a detailed description. Professional photography, property brochures along with floorplans can help promote your property in the best possible way; however a seller can play their part and later in this guide we offer a selection of property presentation tips.

At Longsons, we use the very latest technology and proven marketing techniques to promote your property. We advertise on all major property portals including Rightmove, Zoopla, and OnTheMarket.

Your property will be showcased on our responsive website, longsons.co.uk, and promoted through social media platforms like Instagram, Facebook, Twitter, and TikTok, as well as our YouTube channel. It will also feature prominently in our LED window displays, attracting foot traffic and inquiries. Distinctive 'For Sale Boards' will further enhance visibility.

Visibility is vital to attracting the right buyers. The more exposure your property receives, the wider the audience you can expect to attract, giving you a greater choice of buyers.

Professional Recognition:

Since 2011, we have been a member of **The Property Ombudsman** and this level of professionalism is carried across our whole business.

Longsons also received national recognition at the **EA Masters 2022**. Longsons attained the high standards necessary to be awarded with the property industrys most prestigious mark of excellence.

Longsons has also recently been awarded **The British Property Award** for Swaffham. This is awarded to agents who go the extra mile and provide outstanding levels of customer service





The Selling Process

3. Accompanied Viewings

We accompany all viewings to provide expert advice and ensure potential buyers get the best impression of your property. Our experienced team can answer questions, provide local area insights, and highlight unique features

However, if you'd prefer to showcase your property personally, we'll provide you with tailored guidance on how to highlight its best features, create a welcoming atmosphere, and make it a truly standout experience for viewers.

The Selling Process

4. Handling Offers

As your estate agent, we do more than market your property; we guide you through negotiations. Our expert negotiators keep you informed of offers and research buyers' positions to aid your decision-making. Effective communication is key to ensuring you have all the information needed to make informed choices on offers.

1 Buyers Position

If you need to move within a certain timeframe, the buying position of the person making an offer could be very important. A first-time buyer with nothing to sell offers a less complicated transaction than a sale dependent buyer, especially if they have yet to put their property on the market and/or their required sale price is unrealistic.

2 Cash Or Mortgage

Most buyers need a mortgage, and their borrowing level can impact your sale. If a buyer requires 85% financing and the property's value is down-valued by the bank's surveyor, they may struggle to proceed, leaving you looking for new buyers. For cash buyers, it's crucial to verify their funds, as claims of cash availability may change if contingent on selling another property.

3 Buyer Reliability

You might receive two similar offers from buyers with significant deposits. If one buyer starts with a low offer and only increases it later, they may seek further reductions down the line. Genuine buyers typically present reasonable initial offers. Ultimately, the seller decides which offer to accept, and the guidance of an experienced agent can be invaluable when faced with a tough choice.

The Selling Process

5. Accepting Offers

With a sale price agreed, both you and your buyer will need to employ a conveyancing solicitor. Their expertise will help guide you through the process, taking care of the legal aspect of the transaction. Mortgage brokers may also become involved. Just because you appoint an experienced solicitor, operating a manageable workload, it does not mean everybody else involved in the process is going to be as efficient.

Our role is to facilitate communication among all parties involved, including the buyer's solicitor, mortgage broker, surveyors, and both the buyer and seller, ensuring the process runs smoothly. We are the central point to all those involved.

6. Sales Progression

In a chain, the number of parties involved can quickly multiply—buyers, sellers, solicitors, mortgage brokers, surveyors, and estate agents—all working towards the best outcome for themselves or their clients. We monitor developments, keep you updated, and chase third parties as needed. If complications arise, such as renegotiation after a survey, we'll handle it for you.

For buyers, especially first-time buyers, a detailed survey like a homebuyers report can feel overwhelming. Using past examples and our experience, we'll help clarify findings and highlight normal minor defects often found in pre-owned properties, especially older ones.

With care, most issues can be resolved fairly. Managing sales, expectations, and solving problems are key skills for the modern estate agent. In our experience, finding the buyer is just the beginning of the process.



Our work to make the transaction as smooth and stress free as possible is not complete until the day we hand over the keys!



The Selling Process

6. Completion of sale

A completion of sale usually occurs approximately 7 days after exchange although this can vary depending on circumstances. This is the day when the balance of money is transferred from the buyer to the seller via solicitors.

The solicitors will advise us, the agent, when the funds have been received, we can then release the keys to the buyer. The sale is now complete and the property belongs to the buyer!



Key Features to our Service

Here is a brief overview of the service we offer



Free market and property appraisal

Our no pressure approach, makes it easier for people to communicate with us. Whether you require an initial valuation, in-depth service discussion or are ready to sell...we're at your service and happy to help.

First impressions count

By using professional equipment and skilled photography, we are sure to present your property in the best possible light and to capture the key features that will appeal to your target audience.

Professional photography

We know how to construct the perfect photo of a property, highlighting the features that make it sellable and relatable to potential buyers, making sure the lighting is right and the quality is crisp and clear.

Shout it from the rooftops

Maximum exposure is key to selling your property. We reach a wide audience through our buyer database, major property portals, social media, 'For Sale' boards, and our office window display, ensuring 24/7 visibility.

Full colour property brochure

Our colour property brochures highlight the best features of your property and provide buyers with information such as floorplans, EPC rating and council tax band.

Property video tours

Our professional property video tours quite literally take potential buyers through the home, giving a true sense of layout and space. Not only this, potential buyers have access to your home 24/7 and minimizes the inconvenience of wasted viewings in person.

Our Promise

Keeping You Informed — Every Step of the Way

We believe questions should never go unanswered. That's why we embody a proactive approach to communication, putting you in the know before you even have to ask. Here's what you can count on with Longsons:



Viewing Feedback within 24 Hours

You'll never be left wondering what potential buyers think. After every viewing, we'll provide detailed feedback within 24 hours, giving you critical insights about your property.



Weekly Sales Progress Updates

Once you've accepted an offer, our dedicated sales progression team will reach out every week—whether there's an update or not. We're committed to ensuring you're informed throughout the process.



Transparency for a Stress-Free Experience

Property surveys, buyer updates, key paperwork—we'll ensure you have a clear understanding of what's happening and when, taking the stress out of selling your home.

Leave It All to Us

Selling your home is more than finding a buyer—it's about navigating the process with care, expertise, and clarity. Here's how we go above and beyond to help.

Comprehensive Viewing Management

Leave it all to us—or get involved as much as you like.

- We accompany all viewings and can host a block viewings day, making it easier to connect with potential buyers.
- Prefer to show your home yourself? We'll give you the tools and tips to advocate for your property while sparing you from awkward questions, like “Why are you moving?”
- Don't worry about unexpected visitors showing up at your door—just direct them to speak with us. It's our job to handle things for you and protect you from over-eager buyers or low-ball offers.

Trusted Local Expertise

Need recommendations? We've got your back.

- We work with local solicitors familiar with the area and its typical buyer queries. Their expertise will help streamline the legal process.
- Looking for removal companies or contractors? We can point you in the right direction to make your move as smooth as possible.

Committed to Seeing It Through

We're with you every step of the way, right through until completion.

- Our selling fee is only payable at the end, once the job is done.
- From start to finish, our aim is crystal clear—achieving the best possible result for you while providing a positive experience throughout.

Our hope is that, once your move is complete, you'll recommend us to your friends and family looking for a reliable and professional estate agency.



Property Presentation

Preparing your home for sale

First Impressions Matter

Buyers form their opinions within the first 15 seconds of stepping foot onto your property. Affordable improvements can make a world of difference, enhancing the buyer's experience and boosting your property's appeal.

From worn-out features to cluttered spaces, years of busy family life often leave their mark on a home. However, preparing your property doesn't have to break the bank. Follow the tips below to maximise the selling potential of your home and create an inviting atmosphere for prospective buyers.

Tip 1: Spruce Up Your Exterior

The exterior is the very first thing buyers see. Make sure it welcomes them with open arms by:

- Mowing the lawn and trimming hedges for a neat appearance.
- Scrubbing paths or driveways to give them a fresh look.
- Adding inviting features, such as a new front door colour, potted plants, or a hanging basket.

Tip 2: Tackle the 'To-Do' List

Use this opportunity to complete all those little jobs you've been putting off. Simple fixes can make all the difference:

- Replace broken light bulbs.
- Mend cracked tiles, broken door handles, and loose hinges.
- Refresh old or damaged seals around sinks and baths to give your kitchen and bathroom a cleaner, newer appearance.

Tip 3: Deep Clean for a Fresh Start

A spotless home tells buyers, "This property has been loved."

- Eliminate limescale build-up and heavy stains.
- Renew tired grouting, especially in bathrooms and kitchens.
- Give each room a good clean, ensuring no corner is overlooked.

Tip 4: Space Sells – Declutter!

Less is more when it comes to showcasing your home's size and potential. This step not only highlights the space but also prepares you for your upcoming move.

- Clear countertops, shelves, and floors to make your space feel as large and open as possible.
- Store excess belongings in cupboards or consider donating unwanted items.
- Prepare for viewings and photography by allowing buyers to visualise themselves living in your home.

Tip 5: Subtle Touches

Create a "live here feel" without going overboard:

- Use flowers, gently scented candles, or indoor plants to bring warmth.
- Strategically place mirrors to enhance light in small or dark spaces.



Tip 6: Revitalise with Partial Redecoration

Some rooms might benefit from a quick update, such as:

- Repainting scuffed or outdated walls in calming neutral colors.
- Focusing on high-traffic areas like hallways and entryways.
- Refreshing the front door for a strong first impression with a new coat of paint.

Tip 8: Don't Forget the Garden

A well-maintained garden is like the cherry on top:

- Clear out any clutter or overgrown weeds for a tidy look.
- Remove hazards such as loose bricks or glass.
- If needed, hire a local gardener for a quick overhaul.



Other Useful Tips

Unlock Your Property's Selling Potential with Longsons

When selling your property, presenting it in the best possible light and choosing the right estate agent are key steps. At Longsons, we pride ourselves on offering expert advice, tailored support, and a professional approach that ensures your selling experience is smooth and rewarding.

Choosing the Right Estate Agent

Selecting an estate agent is one of the most important decisions when selling your property. Here's how to ensure you partner with the right team:

Focus on You

An agent should centre their efforts on what they can do to sell your property, rather than criticising competitors. A professional, experienced agent will prioritise your needs and deliver results.

Set Comfortable Timeframes

Understand the commitment required. Agents often need a minimum period to find the right buyer, but six months or more isn't always necessary. At Longsons, we keep everything clear, including notice periods, so you feel confident throughout.

Understand the Agreement Type

Be wary of sole selling rights agreements, as these are more restrictive and benefit the agent, not you. Multiple agency agreements are more expensive and often give buyers the impression that the property has struggled to sell, possibly due to hidden issues.

Agree on a Realistic Asking Price

While aiming for the best price, be cautious of estate agents who overvalue to secure your business, especially with long contracts. Research their reputation for price reductions, as this tactic can harm your property's initial market impact. Always work with experienced agents who have strong local knowledge to avoid issues with over or undervaluation.



Choosing the Right Estate Agent

Get to Know Your Selling Team

Selling your property involves more than just listing it on the market. It's a multi-stage process that requires clear communication and trustworthy support. At Longsons, we'll introduce you to your main point of contact as well as the team members who will guide you through marketing, negotiation, and completion. Knowing who's handling different aspects will give you confidence and peace of mind throughout the sale.

Tap into Buyer Psychology

When buyers see properties listed with multiple agencies, it can give the impression that the property is difficult to sell, even if that isn't the case. A well-marketed property presented exclusively through an experienced agent like Longsons eliminates this misconception and enhances buyer trust. We ensure your property enters the market with the impact it deserves.

Seller's Checklist

To prepare your property for a successful sale, we've created a straightforward checklist that ensures your home appeals to potential buyers while simplifying your moving process.



Select a reputable agent with a proven track record. Don't feel pressured—this is an important decision.



If moving to a new area, research local amenities, schools, transport links, and neighbourhood highlights. A good agent can provide insights and guidance to help you feel confident in your decision.



Read all terms carefully before signing an agency agreement. Make sure you're comfortable with the contract and fully understand it.



Prepare your property for marketing to ensure it is viewed in the best possible light by your buying audience.



Secure a local solicitor early in the process since they cannot act for both you and the buyer. A reliable solicitor will help speed up the paperwork and ensure everything is in order.



Speak with your bank about your mortgage (if applicable). Ensure it's portable and clarify whether there are any additional charges to consider.



Verify your property listing details carefully. Items listed, like appliances or fixtures, are assumed to be included in the sale, so ensure accuracy to prevent confusion later.



Don't leave removals until the last minute. Compare quotes and book early to secure a trusted service that aligns with your timeline.



Once you've agreed on a completion date, arrange to transfer utilities to the new property. Don't forget to take meter readings on moving day to avoid discrepancies in bills.



Ensure all keys, including window keys, are ready for handover. Gather essential documents like lease details and proof of ground rent and service charge payments.



Property Valuation Form

Name:

Address:

Date:

Expected Price to Achieve: _____

Asking Price: _____

Fee Quoted: _____

Where do we list your property?

rightmove 

Zoopla

OnTheMarket

- | | |
|---|--|
| <input checked="" type="checkbox"/> Professional Photography | <input type="checkbox"/> Detailed Video Tour* |
| <input checked="" type="checkbox"/> Floorplan | <input type="checkbox"/> Interactive Walkthrough* |
| <input checked="" type="checkbox"/> Full Colour Property Brochure | <input type="checkbox"/> Premium Rightmove Displays* |
| <input checked="" type="checkbox"/> Accompanied Viewings | <input type="checkbox"/> EPC (T&C's Apply) |
| <input checked="" type="checkbox"/> Marketing Reports | <input type="checkbox"/> For Sale Boards (optional) |
| <input checked="" type="checkbox"/> Social Media Advertising | |

Like to know more?

Please do check out our reviews and online content on:



*Available upon request subject to terms and conditions

Meet the Team



Gary Long
Director

Gary, with his extensive property industry experience, ensures exceptional presentation at Longsons. Since 2014, he has led branding and marketing, building a YouTube fanbase with virtual property tours. His property passion, from bricklaying to renovating his home, helps him understand property owners' and buyers' needs.



Kevin Wilson
Director

Kevin, a Norfolk local, is passionate about property and upholds the highest standards in everything he does from renovating his own home to helping you sell yours. As Director, he combines traditional values with modern strategies, delivering exceptional service and building strong relationships.



Kyle Clarke
Manager

Kyle, a Swaffham local with extensive knowledge of the area, brings years of experience in the estate agency industry. Having excelled in roles from lettings agent to valuer, he now manages both offices and mentors the team.

Meet the Team



Andrew Wilton
Valuer

With five years of experience in estate agency, Andrew has risen from junior consultant to trusted property valuer. His expertise ensures smooth property transactions for clients, guiding them every step of the way.



Imogen Rodgers
Senior Sales Negotiator

Becoming a homeowner at the impressive age of just twenty-three, Imogen can relate to client's experience and has an insight which disarms nervous first-time buyers during sales progression. You will often find Imogen accompanying viewings and plays a key role in sales progression ensuring each transaction goes as smooth as possible.



Amber Wilson
Digital Marketing

Amber joined us four years ago and has become vital in building brand awareness. While pursuing her digital marketing degree, she balances marketing responsibilities and learning the estate agency industry. Her passion for properties and people is evident in her role, where she enjoys meeting clients and highlighting exceptional homes.

Meet the Team



Larry Faircloth
Senior Lettings Negotiator

Larry is a vital part of our property management and lettings team, with three years of experience progressing from property co-ordinator to senior lettings advisor. Known for building strong relationships with landlords, he expertly connects them with tenants to ensure a smooth lettings process.



Sharon Pascoe
Lettings Administrator

Meet Sharon, a dedicated member of our property management and lettings team who works closely with Larry. With extensive experience in residential sales and lettings, plus a strong connection to the Swaffham community, Sharon is passionate about delivering outstanding service and helping clients every step of the way.



Ryan Herring
Junior Sales Negotiator

Ryan's passion for property and commitment to his role as a Junior Sales Negotiator make him an integral part of the team. Whether accompanying viewings or progressing sales, his enthusiasm and professionalism leave a lasting impression on customers and colleagues alike

Meet the Team



Luisa McGowan

Office Administration

Meet Luisa, our admin expert at Longsons' Watton branch. Alongside managing administrative tasks, she supports viewings, handles offers, collects client feedback, and ensures smooth sales. Joining in 2022, Luisa's industry knowledge and recent experience buying and renovating her own family home give her unique insight into the property process.



Kerrie Blowers

Administrator

Having grown up within the local area, Kerrie has great local knowledge and works alongside the team mainly focusing her efforts on our sister company Harvey Longsons where she prides herself on great customer service dealing with major park operators throughout the UK as well as private owners.

Our Clients are our best advertisement

Putting customers first is what we do best - but don't take our word for it: read what our customers say...



"The professionalism and approachability of the staff at Longsons is without a doubt the best I have experienced from an estate agent. When valuing the property they did their research, providing evidence and reasoning for their valuation without putting undue pressure on us. Throughout the selling process, they provided a very valuable link between solicitors, buyers and ourselves. Their responsiveness was second to none and overall aftercare was head and shoulders above what I have ever experienced from any business. I cannot recommend them highly enough."



"Excellent customer service and business acumen. The selling and buying situation we found ourselves in was particularly stressful for many reasons; however Longsons were nothing short of superb during the whole process, ensuring we were continually kept up to date and actions followed up without hesitation. Would whole heartedly recommend."



"We cannot recommend Longsons highly enough! We had many blips along our selling journey but the Longsons team were always so supportive and helpful. Having used other estate agents previously, Longsons stood out for their excellent communication and down to earth staff members who really go above and beyond. Highly Recommended."



"We bought our new house through Longsons in Watton. A very special shout out goes to Luisa, who chased progress, kept us informed and up to date throughout the various trials and tribulations that came our way... and there were a fair few. Without her pursuit of solicitors, I think we'd still be waiting for our move date! The welcome pack was a lovely touch and a nice treat, thank you."



"Huge thanks to Kyle, Imogen, Andrew, and Amber for their highly professional expertise and support when working with buyers. We were kept informed every step of the way of the sale by Imogen and Kyle and kept well up to date with how the chain was progressing. We most strongly recommend Longsons-a modern up to date estate agents with excellent interpersonal and communication skills."



"Purchased our home through Longsons Swaffham this week. The service was 5 star from start to finish, very professional and helpful. They followed up all our queries promptly and kept in touch throughout what was a very quick process (6 weeks). Special big thank you to Gary and Imogen for all the above, we highly recommend this estate agents."