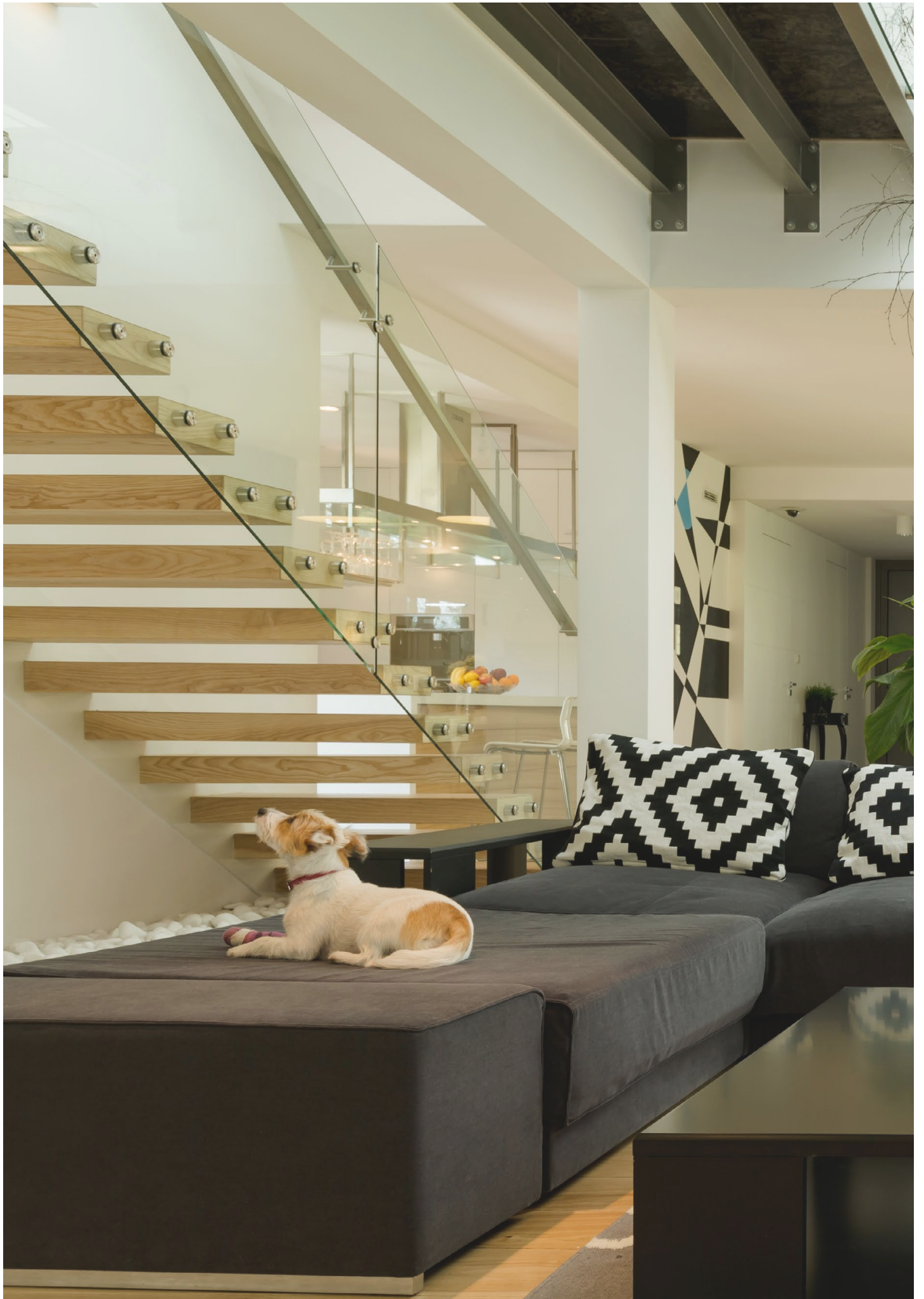


Our Complete Guide to **Selling a Property**



**Sherry
FitzGerald**



Sherry FitzGerald

Supporting you every step of the way

Selling your home is a major decision and it can sometimes be a complicated process. To ensure you get the best price possible, you will need an expert in your corner that you can count on at every step. For more than 30 years, we have been building market knowledge, perfecting our sales process and providing insight. We now sell more houses than anyone else in Ireland.

With us by your side, you will benefit from our long-established experience and knowledge, giving you genuine peace-of-mind that your sale is in very safe hands. In this, our step-by-step handbook on selling your home, we will guide you from the initial property valuation through to closing.

Typically there are four types of vendors – which one are you?

Upsizing / Downsizing – vendors looking for a larger / smaller property as their needs change and they find they need either more or less space than before

Investor – a person who buys a property as an investment with the intention of earning a return either through rental income, the future resale of the property or both. An investment property can be a long-term or short-term investment

Executor – a person appointed as the administrator of a deceased person's estate or disposing of a family home. As Executor you will be required to preserve the assets until they are sold or distributed, as well as protecting them from devaluation

Overseas – typically a vendor who lives in another country but has a property in Ireland that they now wish to sell



Step 1. Putting a value on your property - market appraisal

As your advisor, it is important that we get to know you and get a solid understanding of what is important to you. The first step is to arrange an initial appointment and talk about the method of sale. During our first visit to your property, we will complete a market appraisal valuation. We will review your property comprehensively, outline the methods of sale open to you and give you an initial overview of the sales process and an indication of the current market value of your home. In advance of this valuation, it is a good idea to make a note of the many questions you will have, and we hope the remainder of this guide will help you gather your thoughts.

In Ireland there are three main ways to sell your property

1. **Private treaty** where the sale of a property is agreed at a price negotiated directly between the agent and the purchaser
2. **Auction** which can suit very distinctive or rare-to-market properties where competitive bidding is probable. It can also help to speed up the purchase when time is a factor, and often used for business-to-business customers. Unconditional contracts are signed and a 10% non-refundable deposit is paid on the day
3. **For Sale by discreet selling** is a private approach whereby an agent will contact pre-qualified buyers to view a property which isn't publicly going to the market





How we can help

We can arrange a free, no obligation market appraisal from your local Sherry FitzGerald office. You can organise this by dropping into your local branch, calling our Freephone number **1800 20 9000**, sending an email to client.services@sherryfitz.ie or visiting sherryfitz.ie.

Once we have considered all aspects of the property and recent comparable sales in your area, we can provide you with an Advised Market Value (AMV). At this point, we will also discuss marketing strategy and create an individually tailored marketing package for your property.

We also appreciate how important it is that you fully understand the nature of any fees in advance of the process. The sales fee or agent's fee is the commission your sales agent will earn from the proceeds of the sale. In most cases this will be a percentage of the selling price.

Step 2. Choosing a property solicitor

It's important to appoint your solicitor at an early stage as your agent will soon be looking for their details. You need to choose a property solicitor with knowledge and experience. By and large, the conveyancing process (transfer of legal title from one person to another) is standard throughout the country but what can make all the difference is the help and expertise of a proactive, engaged and experienced solicitor.

Keep in mind that if you are buying a property at the same time as selling your existing property, it makes sense to appoint the same solicitor for both transactions. This should result in a more straightforward, faster process.

A starting point may be to seek recommendations from friends and family and search online for property specialists in your area. Try to narrow down a shortlist to three before getting in touch with each one individually. When choosing your solicitor, there are three key questions you need to ask.

1. Has your firm got a dedicated conveyancing department and if not, what level of experience do you have? A firm with a dedicated unit will likely ensure a smoother process, but a good personal connection with a solicitor you trust is paramount
2. How do you calculate your fee? Some solicitors charge a flat fee and others require a percentage of the sale price so make sure you confirm this with them in advance
3. What can I do from my side to ensure a smooth process? An experienced solicitor will make you aware of what pieces of information and documents you need to gather to get the process started





How we can help

If you are having difficulty finding the right solicitor to meet your needs, we would be happy to provide you with a list of suitable and independent local solicitors from which to choose one.

Please visit [sherryfitz.ie](https://www.sherryfitz.ie) to contact your local office.

Step 3. Agreeing the plan-of-action

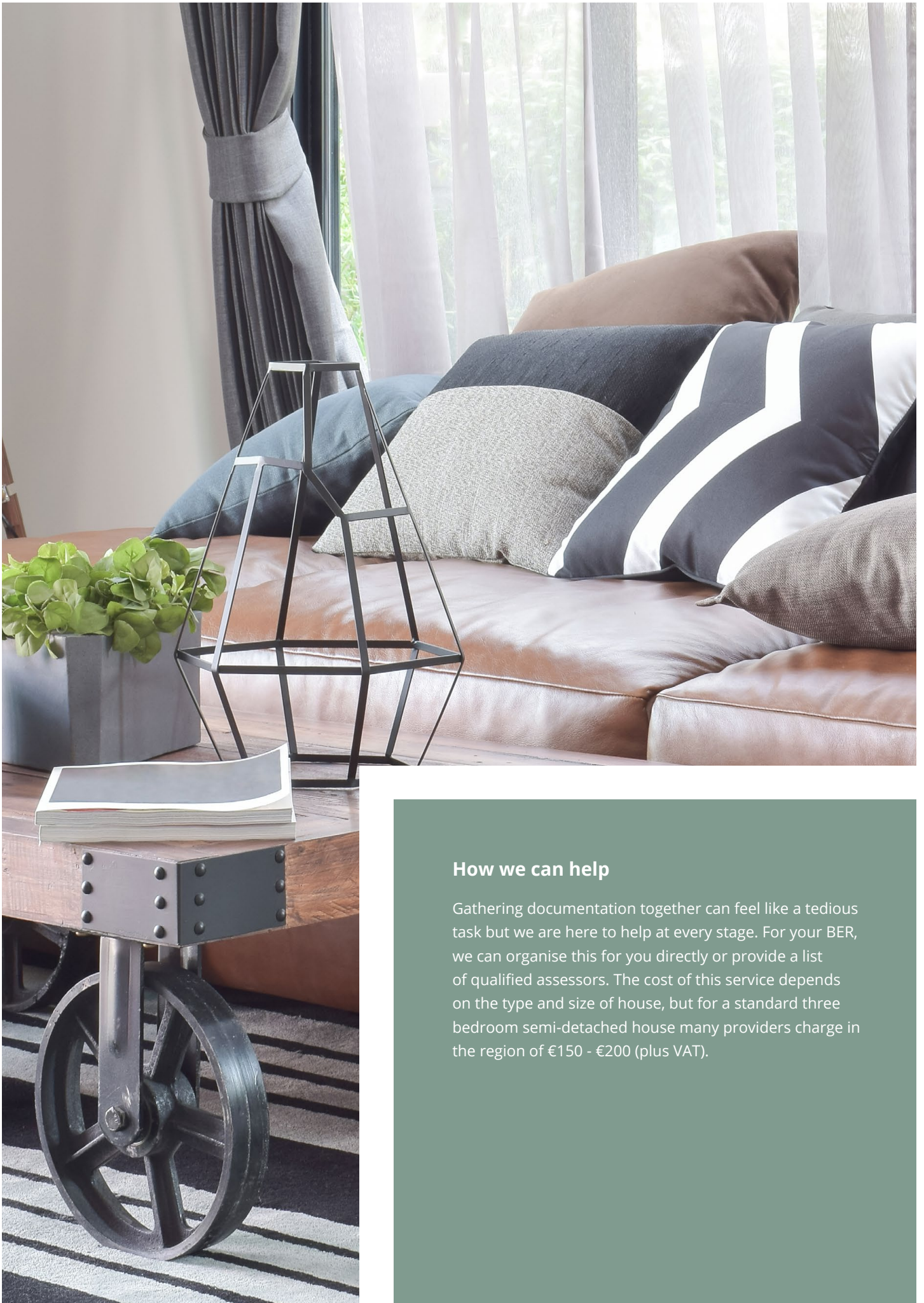
This stage is about ensuring all aspects of administration are accounted for and your overall marketing strategy is agreed and activated before going to market.

Standard terms and conditions contract

You will be asked to sign a Terms of Engagement contract containing standard terms from the Property Services Regulatory Authority, the regulatory body which governs all estate agents. You will also need to supply the following...

1. **Your solicitor's details** - as advised in the previous section, you will have chosen your solicitor by now to avoid any delays further down the line. Keep in mind that if the property is subject to a mortgage, you need to ask your solicitor to request the deeds from your mortgage provider
2. **Certificates of Compliance** - if you have carried out any alterations or extensions to your property, you must have certificates of compliance on file for these. It is a good idea to discuss this with your solicitor on instruction
3. **Building Energy Rating (BER)** - since 2013, it is a legal requirement for your property to have a Building Energy Rating certificate before being put on the market. An independent assessor will visit your home to conduct this. This does not apply to protected structures (a building that a planning authority considers to be of special interest from an architectural or historical point of view)
4. **Land Registry Map** - you may need to provide your solicitor with a land registry map and this is something you can discuss with them
5. **Anti-Money Laundering documentation** - to comply with this legislative requirement, you need to show a valid driver's licence/passport and any recent utility bill which contains your name and current address, dated within the last 6 months





How we can help

Gathering documentation together can feel like a tedious task but we are here to help at every stage. For your BER, we can organise this for you directly or provide a list of qualified assessors. The cost of this service depends on the type and size of house, but for a standard three bedroom semi-detached house many providers charge in the region of €150 - €200 (plus VAT).

Step 4. Preparing your property for prospective buyers

The next stage will see your marketing strategy activated and your property unveiled to potential buyers. Whether it's through a preview evening, conventional viewings or an open viewing, it is vital that your home is in the best shape possible – so it's time to get your home buyer-ready!

Here are some key areas to focus on...

1. Visibility – make sure your home is easily identifiable and makes a great first impression. From a clearly visible house number to clean windows and a working doorbell, these first impressions can make all the difference
2. Clean and tidy – professionally cleaned carpets and a comprehensive dusting and polishing can spruce your home up enormously. Remember that your blinds and curtains will be kept open throughout the viewing
3. Definition and neutrality – buyers want to see clearly-defined rooms and want to envisage themselves living in your house. That means each room should have one clear function and it's advisable to remove personal items where possible
4. Storage – a home that is spacious and can offer plenty of storage is always more attractive than one where space might be limited due to excess furniture or simply too much clutter on show. Better use of natural light can also enhance the feeling of space and storage
5. Your garden or exterior – no matter how small your garden is, it must be kept in pristine condition as a well-maintained garden can potentially add thousands to the value of your home. If you do not have a garden, ensure your external walls, fittings and balconies are clear and clean





How we can help

At Sherry FitzGerald, we know and look after our buyers, and we update our substantial database of active buyers on a regular basis. As your agent, we may recommend holding a preview evening for these buyers before your property goes live to the market. This ensures that we get the best quality buyers to see your property in the very early stages.

Please visit sherryfitz.ie to access our **Dress to Impress Guide** and other helpful articles on getting your home ready for sale.



Step 5. Advertising your property

Now it's time to move on to a key stage – putting your marketing plan to work.

A high quality brochure, using professional photography will show your home in the best possible light. Quality promotional material that includes professional photography, clear floor plans and engaging descriptions will help you connect with your buyer.

Your property will also be advertised through several online and offline channels. Traditional methods like newspaper advertising still work very well and this is where our experience and market knowledge is crucial.

We will hold ongoing private viewings and hold open viewings where appropriate. An open viewing is an advertised viewing where potential purchasers need not make an appointment to view the property. These normally take between 30 - 60 minutes, and the names and numbers of all potential buyers are taken at the door before they view the property. For private viewings, we can work around your schedule and try to conduct viewings with minimal disruption giving you 24 hours advance notice.





How we can help

To create your brochure, our team will visit your property at a time that suits you to collect important information about your home, draw a floor plan and take professional internal and external photos.

We will then work with you to create a high quality brochure where your input is always very welcome. In fact, it's only when you are completely happy that we will send the brochure to print.

To launch your digital strategy, we will promote your property where possible on our various social media platforms, such as Facebook, Instagram and Twitter. We advertise not only on our own property website, **sherryfitz.ie**, but also on Irish sites like myhome.ie, daft.ie, and where appropriate, the UK's leading property search engine rightmove.co.uk.

We understand that selling your property is new territory for most people, and we will be by your side giving you advice as you need it. From tips on how to prepare your home for a viewing and helping you get ready, we'll work with you to maximise the chances of a successful viewing. We will handle the viewing on your behalf so you don't need to be there and after every viewing, we will fully debrief you with feedback on any potential buyers. This will help you gauge their level of interest.

You are assured of 100% transparency on all costs incurred for marketing your property. Marketing expenses including brochures, professional photography, website listings, and press advertising are payable before the property comes to the market.

Step 6. Going Sale Agreed

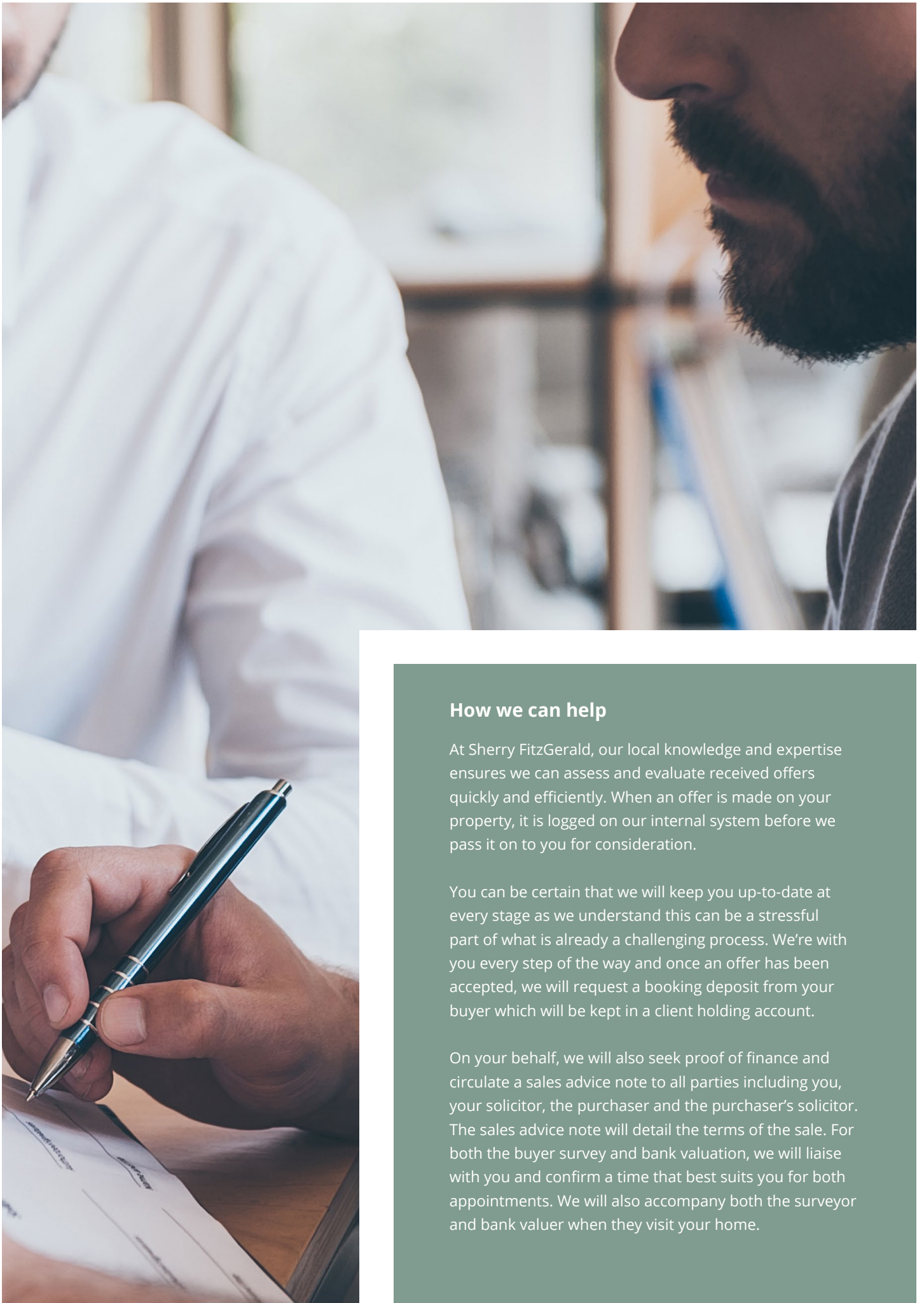
This is the part of the process you have been waiting for and an end to your journey could be in sight. Our 21 day rule ensures that we will keep your property on the market for at least that period regardless of how many offers come in before that, ensuring the property gets as much exposure as possible. When an offer is made, we will inform you verbally.

It is your decision whether or not to accept an offer and using local market knowledge, we will be able to advise you on whether it's a good offer or whether there might be room to negotiate. This can involve several calls between seller, agent and buyer so a little patience is always required at this point.

Once agreement is reached and you have accepted an offer, your property will go sale agreed. Your agent will look for a booking deposit from the buyer which is normally between 2% - 5% of the purchase price. This booking deposit is fully refundable up until the point of contracts being exchanged. You will receive a sales advice letter (heads of terms) from your agent which will outline the agreed purchase price, any conditions of sale, the estimated signing and closing dates and details of all parties.

Keep in mind that the signing and closing dates on the sales advice note are ideal target dates that all parties are working towards but they can be subject to change. The next practical steps involve the buyer arranging a structural survey and a bank valuation for the bank (if they are drawing down a mortgage) which your agent will help organise. Your solicitor will now start to draft a contract. It is important that you keep in regular contact with your solicitor, as will your agent, to ensure the sale is kept on track.





How we can help

At Sherry FitzGerald, our local knowledge and expertise ensures we can assess and evaluate received offers quickly and efficiently. When an offer is made on your property, it is logged on our internal system before we pass it on to you for consideration.

You can be certain that we will keep you up-to-date at every stage as we understand this can be a stressful part of what is already a challenging process. We're with you every step of the way and once an offer has been accepted, we will request a booking deposit from your buyer which will be kept in a client holding account.

On your behalf, we will also seek proof of finance and circulate a sales advice note to all parties including you, your solicitor, the purchaser and the purchaser's solicitor. The sales advice note will detail the terms of the sale. For both the buyer survey and bank valuation, we will liaise with you and confirm a time that best suits you for both appointments. We will also accompany both the surveyor and bank valuer when they visit your home.

Step 7. Exchanging contracts and closing

At this final stage, your solicitor will issue contracts to the buyer's solicitor who will usually respond with any pre-contract queries about matters like title (evidence of ownership), structure or in some cases management fees (typically relevant to apartment sales). Following the successful resolution of any queries, the buyer's solicitor will present the contract to them to be signed and 10% of the purchase price (inclusive of the initial booking deposit) will be paid to your solicitor.

Throughout this period, which could take between 6 – 8 weeks, it is a good idea to keep in regular contact with your solicitor to ensure any queries are being handled efficiently. Once the purchaser has signed contracts they will then be sent back to your solicitor and you will be invited to sign.

When both parties have signed, the property is now sold and it is usual that the buyer's solicitor will advise them to carry out a 'pre-closing inspection' either the day of, or before closing. This is to ensure that the house has been cleared by you and is in an acceptable condition for closing, this will be arranged through your agent. Once that has been completed, your sale will be closed and on the day of closing, the remaining 90% of funds will be transferred to your solicitor, who will pass the payment on to you. At this stage the buyer is then invited to collect the keys of their new home.

And that's it! You have successfully completed the sale of your home.





How we can help

As your estate agent, we will keep in touch with all parties regularly to keep the sale on track. On your behalf, we will organise the pre-closing inspection and will do our best to ensure that this final stage is handled with minimum disruption. We will also be on hand to provide utility details to the purchaser.

Conclusion

Helping you through this tricky process and getting you the best price possible

As Ireland's leading estate agent, choosing Sherry FitzGerald to help you sell your home is a decision you will not regret. With our combination of local market knowledge, selling expertise and industry insight, we focus on getting you the best price possible and you can be sure of a safe pair of hands helping you throughout the process.

Choosing Sherry FitzGerald as your estate agent

1. Experience gathered over almost 40 years in business means we have built up the know-how and expertise to get you the best price possible
2. Extensive market knowledge ensures we continue to sell more houses in Ireland than any other agent
3. Specific local insight allows us to understand the market dynamics of your area and build a selling strategy that will get results
4. Concise communication – we understand the importance of keeping the channels of communication open at every stage of the sales process and we're here to guide you through each crucial step

To arrange a free, no obligation market appraisal drop into your local branch, call our Freephone number **1800 20 9000**, email clientservices@sherryfitz.ie or visit sherryfitz.ie. We're here to help.





Warning: Your home may be at risk if you do not keep up payments on a mortgage or any loan secured on it.

Warning: The cost of monthly repayments may increase.

Mortgage Insight DAC t/a Sherry FitzGerald Financial Services is regulated by the Central Bank of Ireland.

