

# 7 STEPS TO SOLD

*YOUR BESPOKE BLUEPRINT  
TO SELL YOUR UNIQUE HOME*



# WELCOME TO YOUR STEP BY STEP GUIDE TO SELLING YOUR UNIQUE HOME FOR THE PRICE YOU WANT IN THE TIMESCALE YOU NEED

We're delighted you've found us. You might be thinking about selling your home in the near future or maybe you currently have a home for sale and things aren't going as well as you'd initially hoped. In this guide we'll walk you through the key steps you need to sell your unique home for a premium price.

## What is the Seven Step Selling Formula and why do I need it?

Selling a unique home is relatively simple. But not easy. It takes skill and expertise to:

- ✓ Create specific property marketing that speaks directly to the target buyer
- ✓ Design a strategy to attract the best, most motivated buyers
- ✓ Demonstrate the level of skill required to negotiate the best possible deal for the seller

We've dedicated the past seven years to finding that answer. Here's what we've found to be the number one obstacle to most home sales: **The lack of an effective buyer attraction strategy.** In fact, 62 per cent of the homeowners we see don't have a buyer attraction strategy at all, and 29 per cent have a flawed buyer attraction strategy (e.g. marketing to the wrong audience or the wrong timing.)

We made our name by selling on-the-market homes that other agents couldn't – quickly, and without changing the asking price. How? By taking the time to understand the best type of buyer for each unique home. This enables us to create the bespoke plan your home needs and deserves with a clear marketing approach, pricing strategy and presentation theme.

The **Seven Step Selling Formula™** was created from our experience of helping hundreds of homeowners sell their unique homes and move on with their lives. It's been tried, tested and tweaked to deliver the best possible results and selling experience for our clients. And now we're sharing it with you – whether you're a Stowhill Estates client or working with another agent, this guide is your roadmap to help you sell quicker and for more money. Just follow the simple steps to sold.

We're with you every step of the way...

SINCE OUR INCEPTION IN 2017, WE'VE SOLD HUNDREDS OF BEAUTIFUL HOMES FOR A PREMIUM PRICE, MANY OF WHICH HAD FAILED TO SELL WITH THEIR FIRST (OR SECOND OR THIRD) ESTATE AGENT. MANY OF THE HOMEOWNERS WE MET FOUND THEMSELVES DEMORALISED BY THEIR INABILITY TO SELL AND MOVE ON. THE HARDEST FACTOR WAS ALWAYS KNOWING WHY THEIR HOME HADN'T SOLD.



Michael and Lucy Joerin  
co-founders of Stowhill Estates

## A BESPOKE APPROACH TO UNIQUE HOME SALES



OUR TEAM OF CREATIVE EXPERTS WORK IN CLOSE COLLABORATION WITH YOU TO CREATE A VISION FOR YOUR HOME THAT WILL CONVEY ALL IT HAS TO OFFER TO ITS NEW OWNER.

## SEVEN STEPS TO SOLD

Our **'7 Step Selling Formula™'** is the system we've developed to maximise the sale price of your home. Each step has been tested and tweaked on hundreds of unique homes to deliver the best experience and results possible.

Bespoke marketing is at the heart of our clients' success. Our team of creative experts work in close collaboration with you to create a vision for your home that will convey all it has to offer to its new owner.

When you're thinking about putting your home on the market, you'll likely see and hear the majority of estate agents pushing to list the property as soon as possible. After all, the quicker it's on Rightmove (or other property sites), the quicker it will sell, right?

Well, that's technically not true, or at least it's not the way we see things. At Stowhill Estates we're firm believers in bespoke marketing – personalised marketing and promotion for your home.

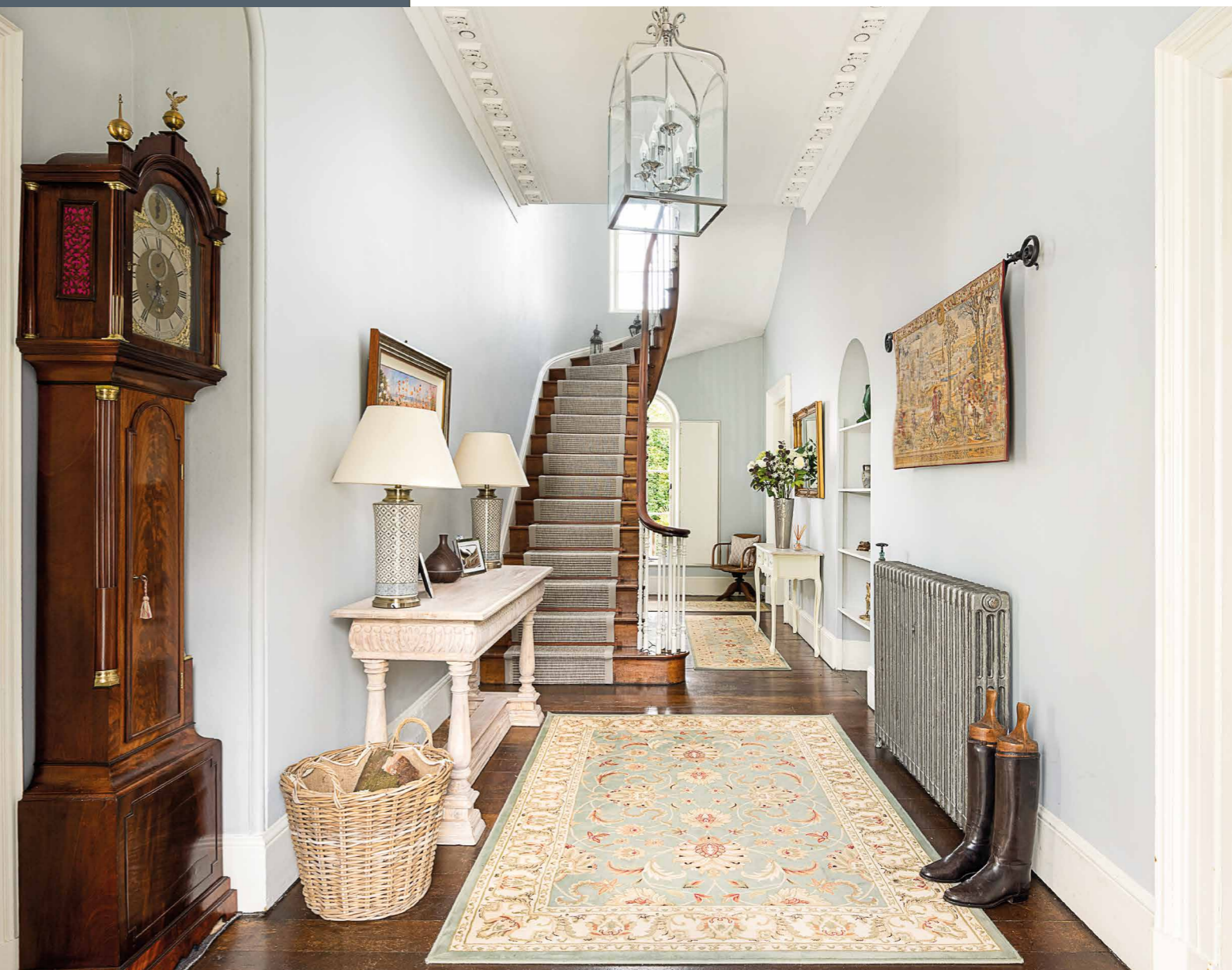
Why? Well, unlike more traditional approaches to marketing a home, bespoke marketing sparks a greater level of interest in your home and attracts the right crowd of people: discerning buyers looking for their 'forever home'.

A bespoke marketing plan enables our sellers to achieve a higher price, allowing them to maximise the value locked in their home. And it really works! Our clients regularly achieve sold prices well in excess of the initial marketing price – sometimes in excess of £100,000!

And while a bespoke approach typically takes more time to create, it's well worth the effort. It's not a 'take-the-photos-and-you're-done' approach. It's a showcase of your home in all its glory – designed to attract the right buyers who are willing to spend money to get what they want.



OUR CLIENTS REGULARLY ACHIEVE SOLD PRICES WELL IN EXCESS OF THE INITIAL MARKETING PRICE – SOMETIMES IN EXCESS OF £100,000!



## STEP 1: LIFESTYLE IMAGERY

THEY SAY 'A PICTURE PAINTS A THOUSAND WORDS' AND IT'S ESPECIALLY TRUE WHEN IT COMES TO PROPERTY MARKETING.

Good images have never been more important in marketing a home – they can be the difference between a buyer booking a viewing or dismissing your home as unsuitable. We understand better than most the power of beautiful images to really bring a home to life.

Unique homes deserve the most compelling photography to help them stand out against the competition. Once our team of home stylists have finished adding those special touches such as fresh flowers and scented candles, our professional photographers will set to work creating beautiful images of your home, inside and out. As well as clearly showing every feature of a room, we create lifestyle images to capture the essence and spirit of your home and to showcase the lifestyle that your buyer aspires to.

VIDEO CONTENT IS A MUST IF YOU WANT TO MAXIMISE THE EXPOSURE FOR YOUR HOME IN A CROWDED MARKET. VIDEO CURRENTLY DRIVES OVER 82% OF INTERNET TRAFFIC AND GROWING, AND WE KNOW THAT HOMES LISTED WITH A VIDEO RECEIVE ON AVERAGE 403% MORE ENQUIRIES THAN THOSE WITHOUT, AND SELL 50% FASTER ON AVERAGE.



Our bespoke videos are filmed in 4K, presenter-led and professionally edited. We give glimpses into the key rooms and are able to highlight specific features of your home that make it unique. For homes with extensive grounds or a rural setting, we'll take to the skies with our aerial photography specialists.

**THE IDEA IS TO CREATE A SENSORY EXPERIENCE – WE CALL IT 'VISUAL STORYTELLING' – CREATING IMPACT THAT WILL PROMPT MORE PEOPLE TO CLICK ON YOUR HOME ONLINE, BOOK A VIEWING AND FALL IN LOVE.**

Finally, we create a large, colour coded floorplan with key details including the position of the sun at key times of day so that buyers can get a real feel for the size and scope of the home (and work out the perfect spot for their evening G&T!)

## POETIC PROPERTY DESCRIPTIONS & BESPOKE BROCHURES

# No. 2

THE RIGHT WORDS HELP YOUR HOME COME TO LIFE ON THE PAGE. CONVERSELY, THE WRONG WORDS CAN LEAVE YOU FEELING UNINSPIRED OR READY TO MOVE ON TO THE NEXT PROPERTY LISTING.

A house is more than just bricks and mortar; it's where families grow and feel safe, plans and dreams are discussed and where memories are made. We want your buyer to fall in love with your home in much the same way as you did when you bought it, so our talented team of copywriters will spend time talking to you about your home and what makes it so special to you, before creating a compelling and evocative description.

Beautiful property descriptions tell the story of your home. They invite the buyer inside through the page and entice them to want to see more. Our descriptions will take your buyer on a journey where they can see themselves living in your home and enjoying the wonderful lifestyle it offers, to they feel compelled to come and see it for themselves.

As one of our clients recently commented:

*"Your beautiful property details reflect not only the important details of my house, but also give the prospective buyer a true feel of how it is to live here. You've captured the essence of my home so well without veering into the fanciful."*

Our in-house designer will bring all of the marketing together to create a beautiful, magazine-style printed brochure with all the images, written description and floorplan, together with a local area guide. We will also have a visual brand and logo for your home designed to accentuate its individuality.



WE WANT YOUR BUYER TO FALL IN LOVE WITH YOUR HOME IN MUCH THE SAME WAY AS YOU DID WHEN YOU BOUGHT IT, SO OUR TALENTED TEAM OF COPYWRITERS WILL SPEND TIME TALKING TO YOU ABOUT YOUR HOME AND WHAT MAKES IT SO SPECIAL TO YOU, BEFORE CREATING A COMPELLING AND EVOCATIVE DESCRIPTION.

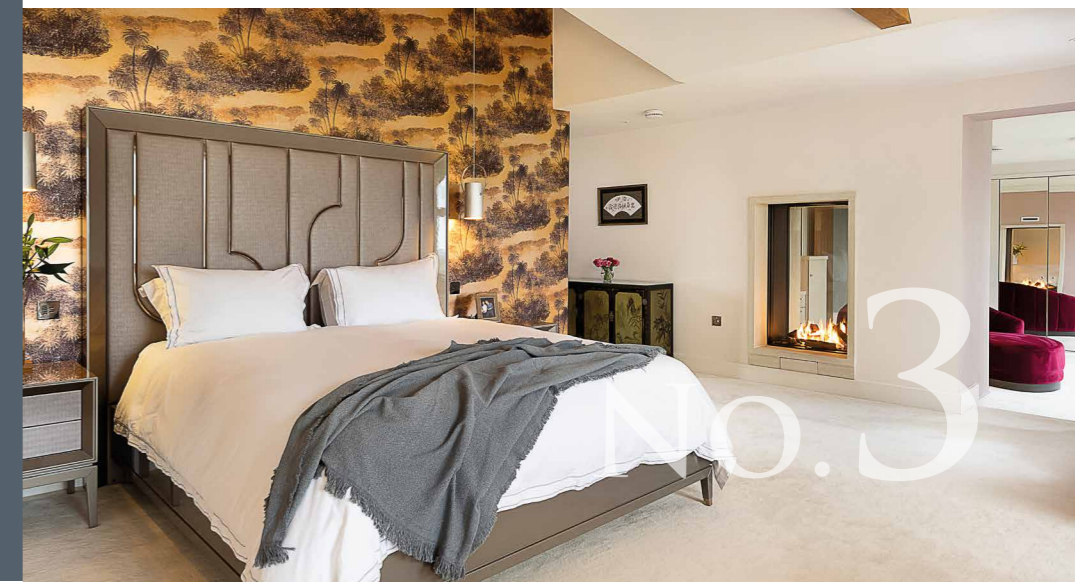
## PRICE TO ENTICE

MAXIMISING THE VALUE OF YOUR HOME AND SECURING THE HIGHEST POSSIBLE SALE PRICE FOR YOUR HOME IS OUR TOP PRIORITY. ON AVERAGE, OUR CLIENTS ACHIEVE 102.4% OF THE ORIGINAL MARKETING PRICE FOR THEIR HOME.

You might have noticed that we use the words 'pricing strategy' and not 'valuation'. It's important to remember that the marketing price is used only to generate maximum interest for your home and therefore should not be thought of as a 'valuation.'

It's crucial to get the pricing strategy right from the outset to create competition and urgency amongst buyers, get the most amount of enquiries and viewings and ultimately the highest offers. Price too high and your home won't generate enough interest leading to stagnation on the market. Price too low and you will attract buyers who are unable to pay a premium price, even if they wanted to.

Every aspect of our **'7 Steps to Sold™'** process is thoughtfully considered to achieve a premium price for your home. Your pricing strategy will be tailored specifically to you and your home, taking your individual needs into account, and is designed to generate as much interest from suitable buyers as possible, maximising competition and increasing the desirability of your home.



## DISCREET PROPERTY MARKETING AND ATTRACTING 'PASSIVE' BUYERS

EVERY YEAR, AROUND 10 PER CENT OF HOMES IN THE UK ARE SOLD PRIVATELY AND THE NUMBER OF DISCREET PROPERTY SALES IS ON THE RISE.

We are specialists in off-market sales and discreet property marketing for homeowners who prefer to keep their property sale private. We work closely with a number of hand-picked property search agents nationally and internationally who have retained clients actively looking for their next home.

In addition to reaching all those buyers actively searching on Rightmove for a home to buy, we target the passive or discretionary buyer in a proactive way. Our distinctive personalised For Sale boards are a great way of capturing interest from local buyers who 'would love to buy that house if it ever came on the market', while our targeted social media campaigns on Facebook, Instagram, Youtube, TikTok and LinkedIn are a great way to reach opportunist buyers on a global scale.

OUR DISTINCTIVE PERSONALISED FOR SALE BOARDS ARE A GREAT WAY OF CAPTURING INTEREST FROM LOCAL BUYERS WHO 'WOULD LOVE TO BUY THAT HOUSE IF IT EVER CAME ON THE MARKET'



NO. 4



NO. 5

## ENQUIRIES AND VIEWINGS

WE ENSURE THAT WE CAPTURE EVERY SINGLE LEAD THAT COMES IN FOR YOUR HOME, FROM MULTIPLE SOURCES

VIEWINGS ARE ALWAYS ACCOMPANIED BY A SENIOR MEMBER OF THE TEAM WHO HAS MET YOU PERSONALLY AND WHO KNOWS YOUR HOME INSIDE OUT. WE WILL NEVER ASK YOU TO CONDUCT A VIEWING YOURSELF OR USE A STAND-IN VIEWING AGENT.

Buyer qualification is crucial and we ensure that every enquiry is properly vetted before booking a viewing to establish their level of interest on your home and their ability to proceed with and fund a purchase.

The brochure for your home is sent to potential buyers ahead of their viewing. This is a superb way to generate excitement and anticipation ahead of them seeing your home.

Viewings are always accompanied by a senior member of the team who has met you personally and who knows your home inside out. We will never ask you to conduct a viewing yourself or use a stand-in viewing agent.

Detailed feedback will be delivered to you by your preferred method within 24 hours (we like a chat on the phone but if you're busy you might prefer communication via a WhatsApp group chat).

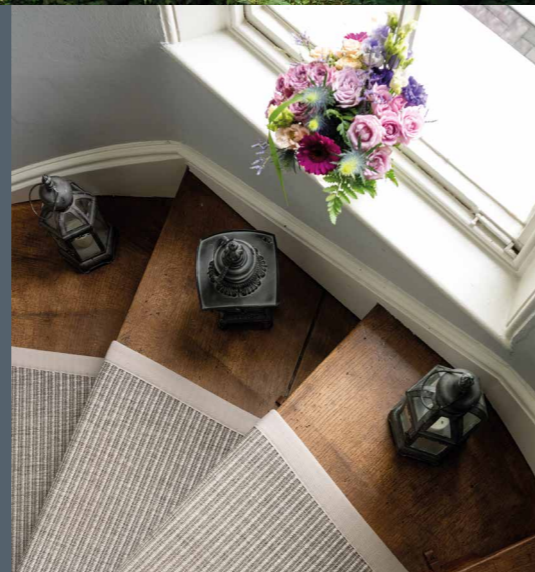
## MONITOR, REVIEW, IMPROVE



ONCE YOU'RE ON THE MARKET, WE REGULARLY MONITOR THE EFFECTIVENESS OF YOUR PROPERTY MARKETING ONLINE AND ANALYSE THE 'CLICK-THROUGH RATE' OR CTR WHICH IS THE NUMBER OF BUYERS WHO HAVE CLICKED ON YOUR PROPERTY LISTING FOR MORE INFORMATION AND SPENT TIME LOOKING THROUGH THE PICTURES AND WRITTEN DETAILS.

To ensure your home is kept looking 'fresh' on the online property portals, we rotate the two main images weekly and make regular tweaks to the description if necessary. This will catch the eyes of people who may have already seen your home and initially dismissed it.

We will provide you with weekly updates on your property marketing and after six weeks, we will meet you for a face-to-face review. If we're not already discussing offers at this stage, we'll work with you to make adjustments to your home's marketing strategy.



WE WILL PROVIDE YOU WITH WEEKLY UPDATES ON YOUR PROPERTY MARKETING AND AFTER SIX WEEKS, WE WILL MEET YOU FOR A FACE-TO-FACE REVIEW.



## NINJA NEGOTIATION

# No. 7

THE NEGOTIATION OF OFFERS ON WHAT IS MOST LIKELY TO BE YOUR LARGEST TAX-FREE ASSET IS THE MOST CRUCIAL ELEMENT OF OUR SEVEN STEP PROCESS AND SHOULD BE HANDLED BY AN EXPERIENCED NEGOTIATOR.

A senior member of the team will handle negotiations on your home from start to finish. Most buyers make offers with a degree of emotional attachment to your home. Although we don't want to manipulate this, we do want to use it to your advantage so we're not afraid to negotiate hard on your behalf.

When a buyer makes an offer on a home, we have a very clear and transparent process that sets everyone's expectations and helps everyone along the journey.

When you accept an offer from a buyer, we make it clear that we will stop viewings once they have given us their solicitor's details and proved their financial position. However, we won't change the status to 'Under Offer' until the buyer has booked their survey and paid their search fees to demonstrate a level of financial commitment.

### Cash Buyers

A 'Cash Buyer' is one who has all the funds readily available in cash at the time of submitting an offer. It is not a buyer who has a mortgage-free house to sell. We ask for full proof of all the cash funds including stamp duty and undertake financial checks online. With a cash buyer we will also make it clear that we will not renegotiate if their surveyor values the property for less than they have agreed to pay.

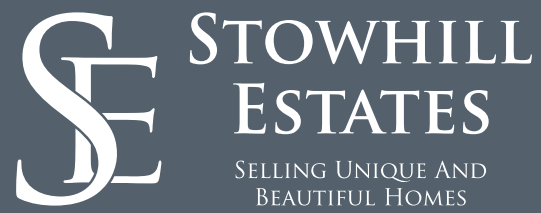
### AIP (Agreement in Principle)

This is a document we ask for from buyers to show they can obtain a mortgage. We also speak to their mortgage broker, IFA or lender to confirm the information is correct.

### Reservation Agreement

Around 31% of house sales in the UK fall through. It's frustrating for everyone involved and in many cases, unnecessary. It's why we're committed to being a force for change in our industry by providing government-backed Reservation Agreements for our buyers and sellers. A Reservation Agreement is a simple, straightforward and affordable solution to protect the buyer and the seller during the transaction, avoiding the trauma of gazumping, gazundering and last minute withdrawals.

A Reservation Agreement is a contractual agreement between the buyer and the seller. The buyer reserves the right to purchase the property and the seller agrees not to sell to another party. If either breaks the agreement they agree to pay the other party a compensation amount. The sale proceeds with both buyer and seller committed to each other subject to contract. We'll talk to you about this in detail so you can decide if a Reservation Agreement is right for you.



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[www.stowhillestates.com](http://www.stowhillestates.com)