ASTLEYS RESIDENTIAL

STRUGGLING TO SELL? EXPLORE THESE SIX POINTS

ASTLEYS - SALE GUIDES



ARE YOU STRUGGLING TO SELL YOUR HOME?

Are you trying to sell your home but struggling to find a buyer?

Whether the problem is a lack of viewings or your viewings not converting in to a sale, it is important you address any issues that may be causing your property to sit on the market.

Take a look through our 6 point guide to help improve your fortunes.



I. YOUR PHOTOGRAPHY

Step one is to revisit your photography. How does it look? If your photos are not showing your home off at its best, it could be causing you to miss out on viewing opportunities.

Could you have staged it better? Are the agents camera angles and picture quality good enough? Have you got blue skies or grey clouds?

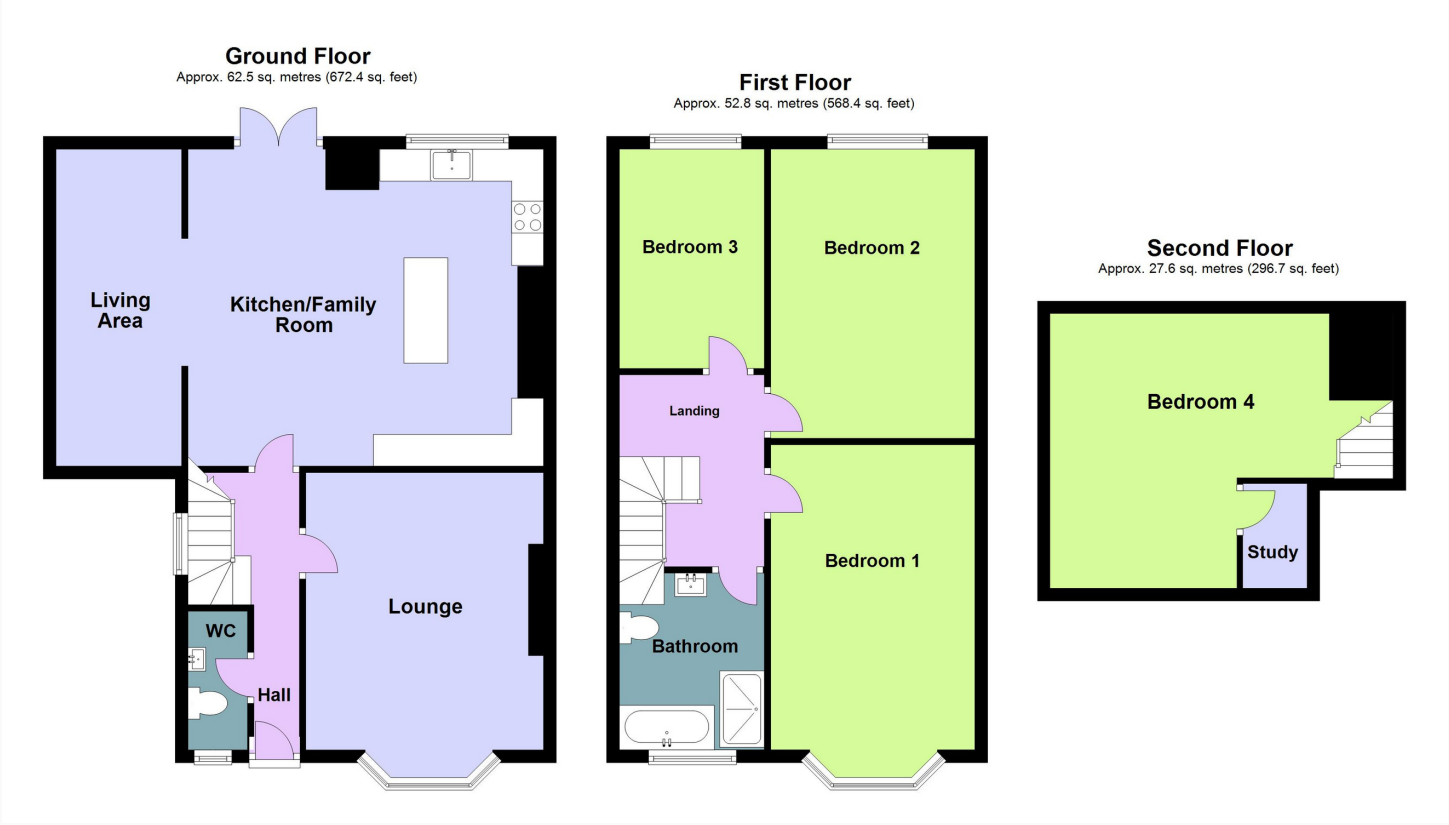


2.YOUR BROCHURE

In addition to your photography, how does the rest of your brochure look?

Is there a floorplan? Buyers want to know the layout of your home and expect a floorplan as standard. In fact, research suggests 1 in 3 people won't view a property without one!

How about the summary, does it look like one that has been personalised to suit your home or like a few generic paragraphs that could be about any home in your area?



3. LISTEN TO YOUR FEEDBACK

Feedback is one of the best tools in helping you sell your home. There are two types of feedback.

The first is the feedback given from those who have viewed your home. Look out for repetition and make sure your agent is delivering constructive feedback from each appointment.

The second form of feedback comes from those who have chosen not to view. If you are struggling to attract viewings this one is especially important!



4. PRICE ADJUSTMENT

Does your home require a price adjustment? How does it compare with others in the same price range in your area? Has any feedback suggested your home may be to high in price?

It is so important that your home is priced correctly to compete in the right market.

Speak to your agent to see if they feel a price adjustment is necessary.



5. VIDEO TOURS

A video tour is a great way to show off your home in a way that photography can't.

A buyer will be able to get a true idea of the size and layout of your home which may be the encouragement they need to book a viewing.

If you have already got a video tour, check it is 4K high definition and shot with a wide angle lens. Anything less is not good enough to promote your home.



6. SPEAK TO YOUR ESTATE AGENT

And last but certainly not least! Speak to your estate agent.

Your estate agent should be able to give you accurate updates on how your marketing is performing, be aware of the feedback and provide ideas and support to help move things forward.

A good estate agent should help you rectify any issues such as those listed above. If you are finding they won't (or cant,) consider a change and trying a new approach.

If you would like any further advice or to discuss how Astleys can help you with the sale of your home, please contact us today.

