

# Our Bespoke **11 Step Plan** to Sell for the Best Price

This plan results in our clients achieving a sale price of approx. 2% more than the average sale price vs asking price

**Perry Bishop**  
and Chambers

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the agent who keeps you informed

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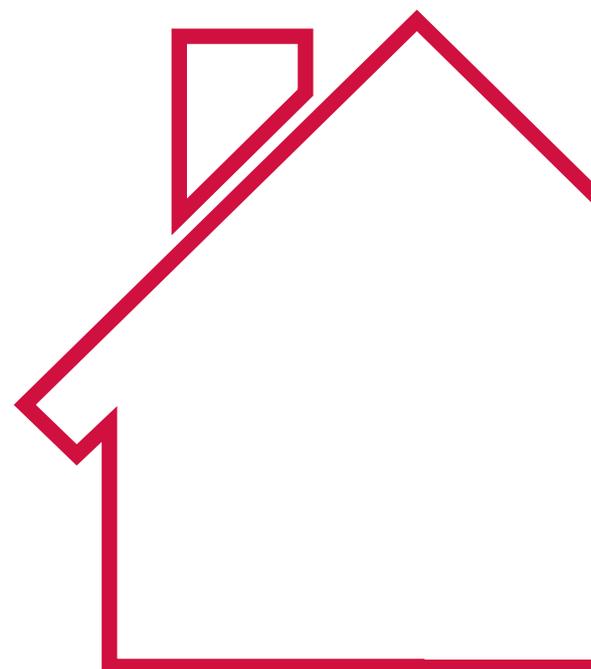
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# Introduction

So you're probably thinking about selling your property soon or maybe you have a property currently for sale?

You want to sell for the best price and to the best buyer.



Phillip Bishop, Managing Director

For more advice visit:  
[perrybishop.co.uk](http://perrybishop.co.uk)

Follow this **11 point plan** to achieve the best sale and you will almost certainly achieve the best price for your property in the shortest amount of time.

It really does work! Our estate agency implement this exact plan on every property we sell and on average, we achieve 2% more than the average sale price vs guide price.

Some estate agents have a very good marketing plan, but many or most don't. If they do, they tend to focus on the wrong areas, so we have created this structured plan and strategy.

This simple, 11 point step by step plan is based on proven results of selling hundreds of properties.

Here's the formula for selling a property for a premium price at the most basic level:

*"The more people who know your property is for sale and want to view it, the higher the price you will achieve."*

If no one knows your property is for sale, you'll struggle to achieve the best price possible.

If lots of potential buyers know your property is for sale, you're much more likely to achieve the best price.

You need to decide from the outset, whether you're happy to settle for just 'a buyer' or do you want to attract 'the best buyer' for your property? If you just want to sell your home quickly to any buyer, then this plan may not be of interest to you.

Achieving the best price takes a great strategy and an even greater plan. It's important that we have a clear, concise, strategic approach to your marketing, tailored to your target buyer. This plan gives you that.

The trouble with many estate agencies, often the ones who purposely over value or undercut on fees, is that they have no real plan in place to sell your property, after they've signed you up. Often, they will do the bare minimum without any real expertise – just taking pictures, attaching a price, posting details online, and hoping for the best.

Finding any buyer is easy, but finding the best buyer, willing to offer the best price isn't, so this minimalist approach rarely works.

It's why 50% of property owners end up having to change estate agents before eventually selling their property, which costs them unnecessary time and money because once a property has

lingered on the market for some time, the chances of achieving the highest price are hugely reduced.

## REMEMBER:

Everyone wants to buy what everyone else wants to buy but no-one wants to buy what no-one else wants to buy.



*"Selling a property is easy... selling a property for the best price isn't"*

# Step 1 *The price*

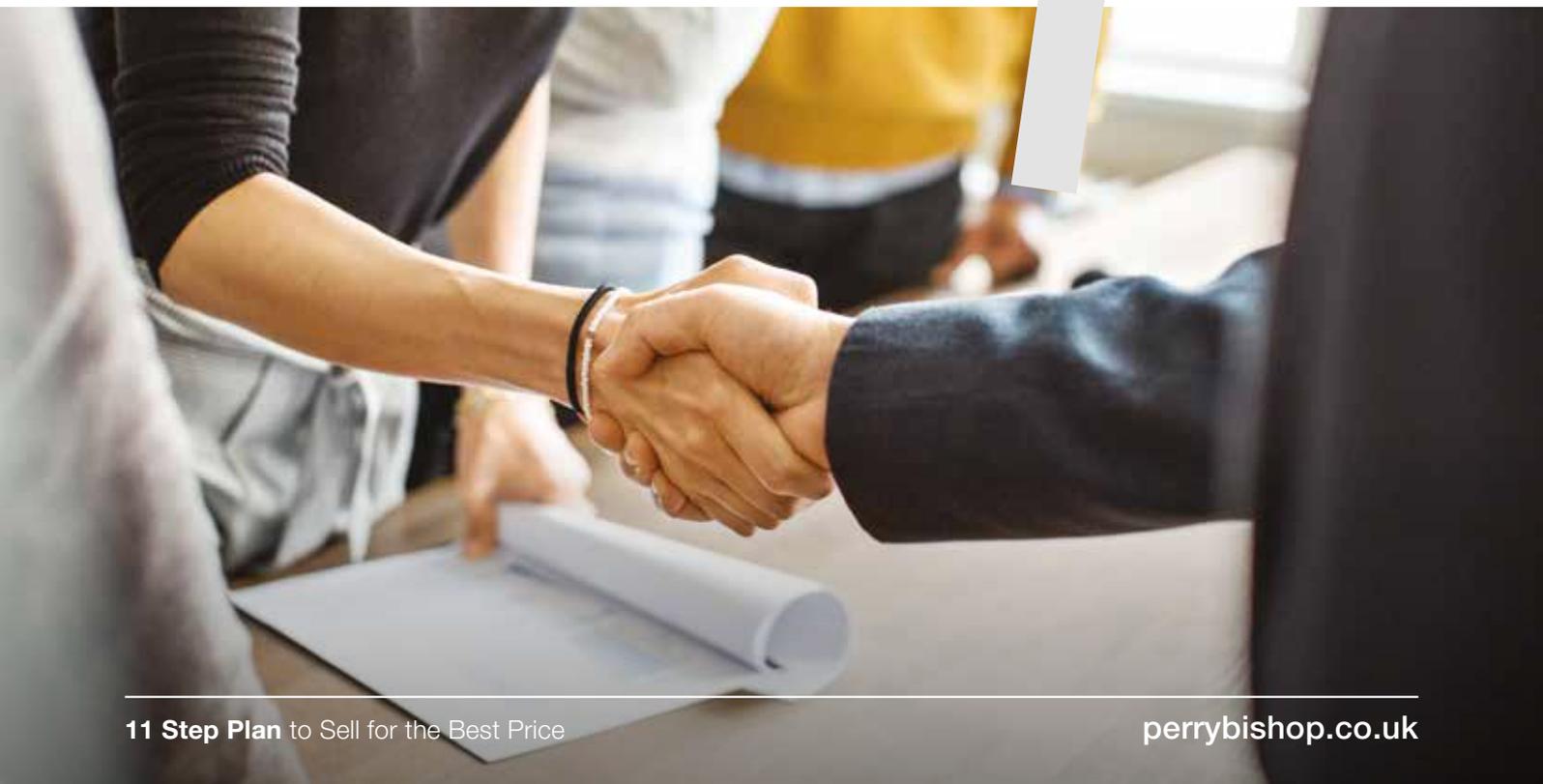
Agree on a 'marketing price' (NOTE: marketing or guide price, not asking price or valuation figure). This should be based on factual market evidence and not simply be the price you'd prefer.

It's important to remember that the purpose of a marketing price is only to attract maximum interest. The wrong marketing price can seriously affect your chances of achieving the right price. Too high and your house may not attract enough interest and stagnate on the market, too low and you will attract people who are unable to pay the right price even if they wanted to.

It could be that you and your agent feel your property should be worth £530,000, but it's agreed that the best marketing approach to adopt in this particular instance is to ask for "offers in excess of £500,000", for example.

It's best to market at a round figure  
i.e. £400,000 as opposed to £399,950.  
This will mean you appear in searches  
up to £400,000 'and also' from £400,000.  
At £399,950, you would only appear in  
searches up to £400,000.

Also agree on a pricing strategy – i.e. guide price, asking price, offers in excess of, offers invited etc. This will vary from client to client and property to property.



# Step 2 *The marketing material*

Arrange for perfect pictures, with the option of aerial and drone external photography and lifestyle images to be taken by a professional photographer. Remember that you don't get a second chance to make a first impression so quality is crucial, especially when you consider that virtually ALL buyers now search online for properties in the initial stages.

In many years of being estate agents, we are yet to meet any estate agent who is also a fully qualified professional photographer.

A professional will ensure that the lighting is correct and the camera is placed in the correct position in the room to achieve the greatest angle and present your home at it's very best.

We make sure the property brief or description is benefits-focused and does not simply list its features. So many estate agents rely on the time honoured feature based phraseology, such as:

"XYZ estate agency are delighted to present to the market this delightful three bedroom semi detached house...".

Buyers want to hear about the lifestyle and benefits that come with the property. They just want to know whether or not it could be their next potential home.

**A good photograph**



**Quality is crucial, especially when you consider that virtually ALL buyers now search online for properties in the initial stages.**

**Ensure that the lighting is correct and the camera is placed in the correct position in the room to achieve the greatest angle and present your home at it's very best.**

**A bad photograph**



# Step 3 *The launch*

## How your property is launched to the market is incredibly important.

Interest can peak within the first few weeks of your property being launched – in fact research tells us that 64% of interest in a property comes within the first two weeks of marketing. So, it's essential that everything is in place to secure the very best outcome – ensuring you reach the widest number of buyers and achieve the best price for your property.

### Here are our tips for a successful launch:

#### 1. Presentation

We suggest professional photography to create the very best first impression of your property online, in your property brochure and in the window of your chosen estate agent.

#### 2. Portal Reach

Choose an agent that uploads their properties to the major property portals – Rightmove, Zoopla and OnTheMarket – to maximise interest in your property online.

#### 3. Social engagement

Ensure your property details are shared on your chosen agent's social media platforms – facebook and Instagram are particularly important. Share the agent's link to your property on your facebook/Instagram pages too. Social media is a great way of attracting interest in your property from passive buyers – opportunist buyers who aren't actively looking.

#### 4. Viewings

It's always advisable to let your agent show your home as they are the experts – they will know what to say and what to highlight to elicit the most interest in your property.

Consider an Open House event to launch your property – your agent will block viewings together on one specific day (Saturdays work best) to create a sense of urgency and competition between buyers. This is the best way to achieve the best price.



Ideally we launch at least a week ahead of an open house event to build interest. Thursdays are the busiest day of the week for property searches.



# Step 4 Portal Promotion



In order to attract the best buyer, you need to ensure that your property is being seen on the major property portals. Benefit from promotion across the three main property portals – **Rightmove**, **Zoopla** and **OnTheMarket.com** – when you choose to sell with Perry Bishop and Chambers. Your property will also feature on the following sites PrimeLocation, The Telegraph online and the MailOnline, maximising the number of buyers who will see your property online. Your property will also feature on our own responsive website – **perrybishop.co.uk** – which attracts over a thousand daily visits from home hunters across the UK.

**Zoopla**

**rightmove** 

 **nTheMarket.com**

# Step 5 *Passive buyer marketing*

All 'active' buyers will be regularly searching for a property online (we've already seen in step 2 the amount of demand there could be for your property) so it's very important that you have a significant online presence. But what about the 'passive buyer'? Ask any estate agent and they will tell you that they have, at some point, sold a property to a buyer who wasn't actively looking. They are more of an opportunist buyer. You know the type, the one who saw the board on the school run, the ones who would 'love to buy that house if it ever came on the market' or perhaps who would 'buy a property in that road if one ever came up for sale'. You also need to market to these buyers.

A For Sale board is a great way to do this locally, but what about the opportunist buyers who aren't local?

A great way to attract these potential buyers is to place an advert on Facebook, targeting your demographic of likely buyer and often we produce a short 60-90 second video about the property and the main benefits to share on social media.

The aim here is to reach as many passive buyers as possible.

We can also erect a **FOR SALE** or **OPEN VIEWING SOON** board to attract any local passive buyers.



# Step 6 *Monitor and improve*

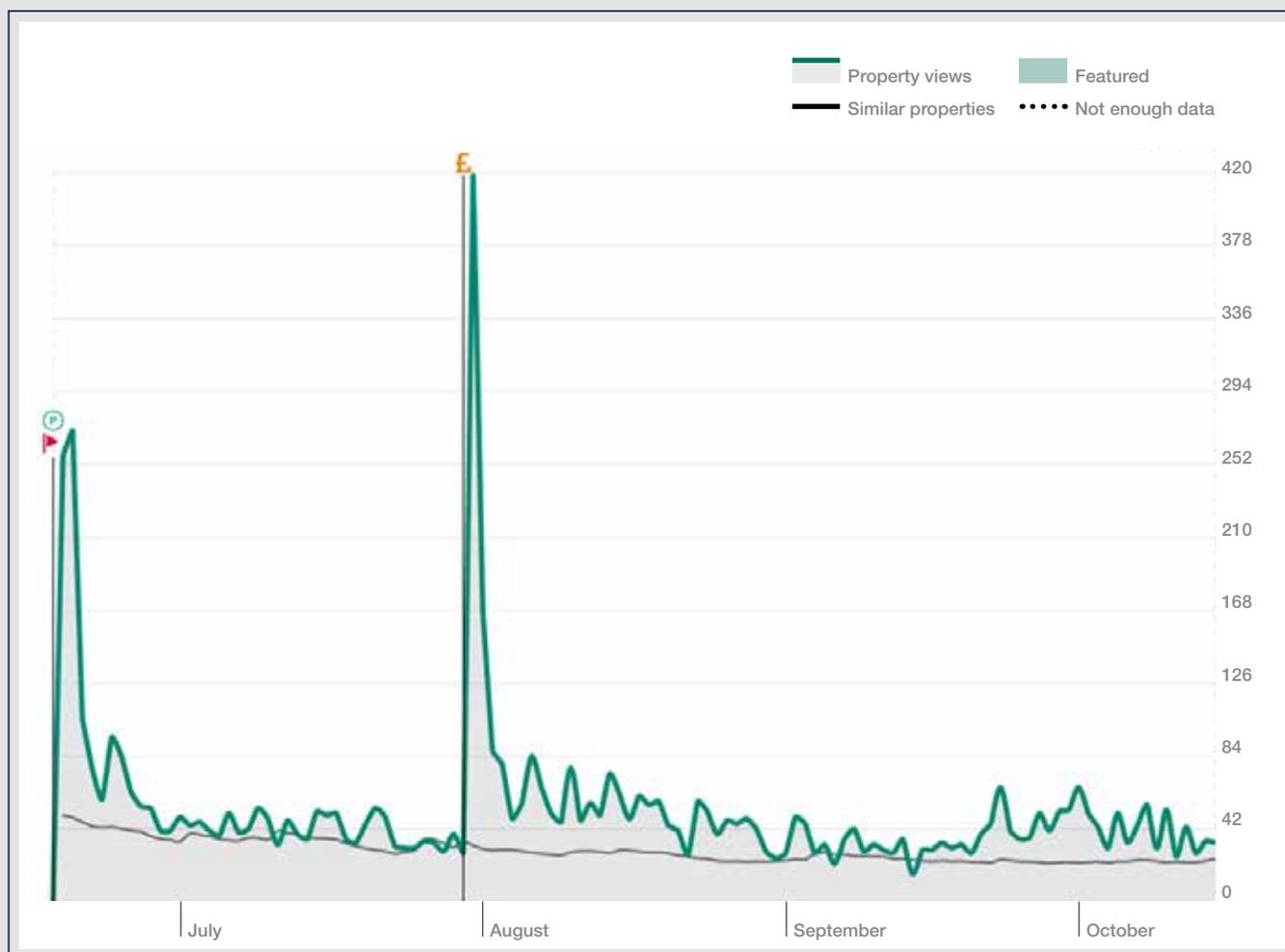
During the marketing of your home, we ensure that we are monitoring the effectiveness of the marketing and analysing the online Click Through Rate (CTR); making improvements or changes where necessary.

The CTR needs to be between **6 and 10%**. Why? Because buyer

interest drops by 50% after two weeks and your property can begin to stagnate on the market.

Usually, there will be around 8-12 images of your property featured online. We regularly change and rotate photographs to maximise 'click through'.

It may be the kitchen shot rather than the exterior shot, for example, that creates that 'click through', prompting an enquiry, leading to a viewing, and helping develop a potential buyer's emotional attachment.



Screen shot showing CTR information.

# Step 7 *The enquiries*

Having implemented all the above steps, it's imperative that we as your agent do not miss any resulting enquiries.

At Perry Bishop and Chambers we ensure all enquiries are dealt with promptly and in full. We continue to keep in contact with potential buyers to cultivate their interest and provide all of the relevant information.

Our database of buyers is well over 10,000 at any one time and wherever possible we match a buyer that suits your circumstances.

Our clients have access to their own dashboard tailored for the marketing of their property, showing key information including recent website traffic and interest for the property, viewings pending and a summary of viewing feedback.

We will also, of course, be regularly updating you on all of the above, but clients find that also being able to access this info 24/7 is very helpful and transparent.

**24/7**



# Step 8 *The viewing strategy*

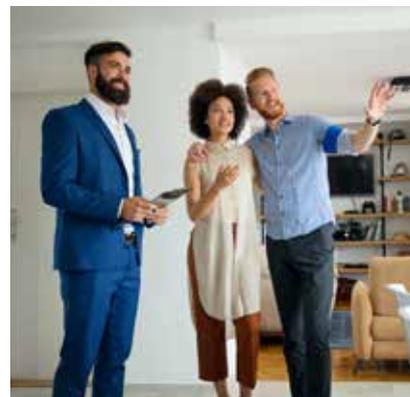
It's clearly **CRUCIAL** that viewings are carried out correctly otherwise steps 1 to 7 would have been pointless if you fall at the viewings hurdle. Here are a few top tips and golden rules:

- We aim to show all buyers around. Buyers feel more comfortable and will be more honest. If it's not for them, we can discuss objections.
- If possible, we always block the bulk of the viewings together.
- The aim of a viewing is to 'show' the buyer the house not 'sell' the buyer the house.
- First viewings are emotional, second viewings are logical.
- It is often useful if the owner can be in the property during a 2nd viewing to answer any questions the agent cannot. This helps speed up the decision-making process, but also most parties like to meet each other.

**MISCONCEPTION:** Some people (and online agents) think it's best that the property owner shows buyers around because no-one knows the property like them. It isn't! Here's the thing..

## **'IT ISN'T ABOUT THE PROPERTY, IT'S ABOUT THE BUYER'**

Owners tend to talk (alot) about all the things **THEY** love about the house and on a first viewing, it's not always relevant. Initially it works far better to be a step removed.



## *Step 9 The feedback*

Honest, unfiltered feedback from every single viewing is crucial to your sale success as it will help with step 10.

On average, it will probably take at least 10 viewings to secure a buyer and as a property can only have one buyer, feedback from the other nine people can help you to secure that offer.



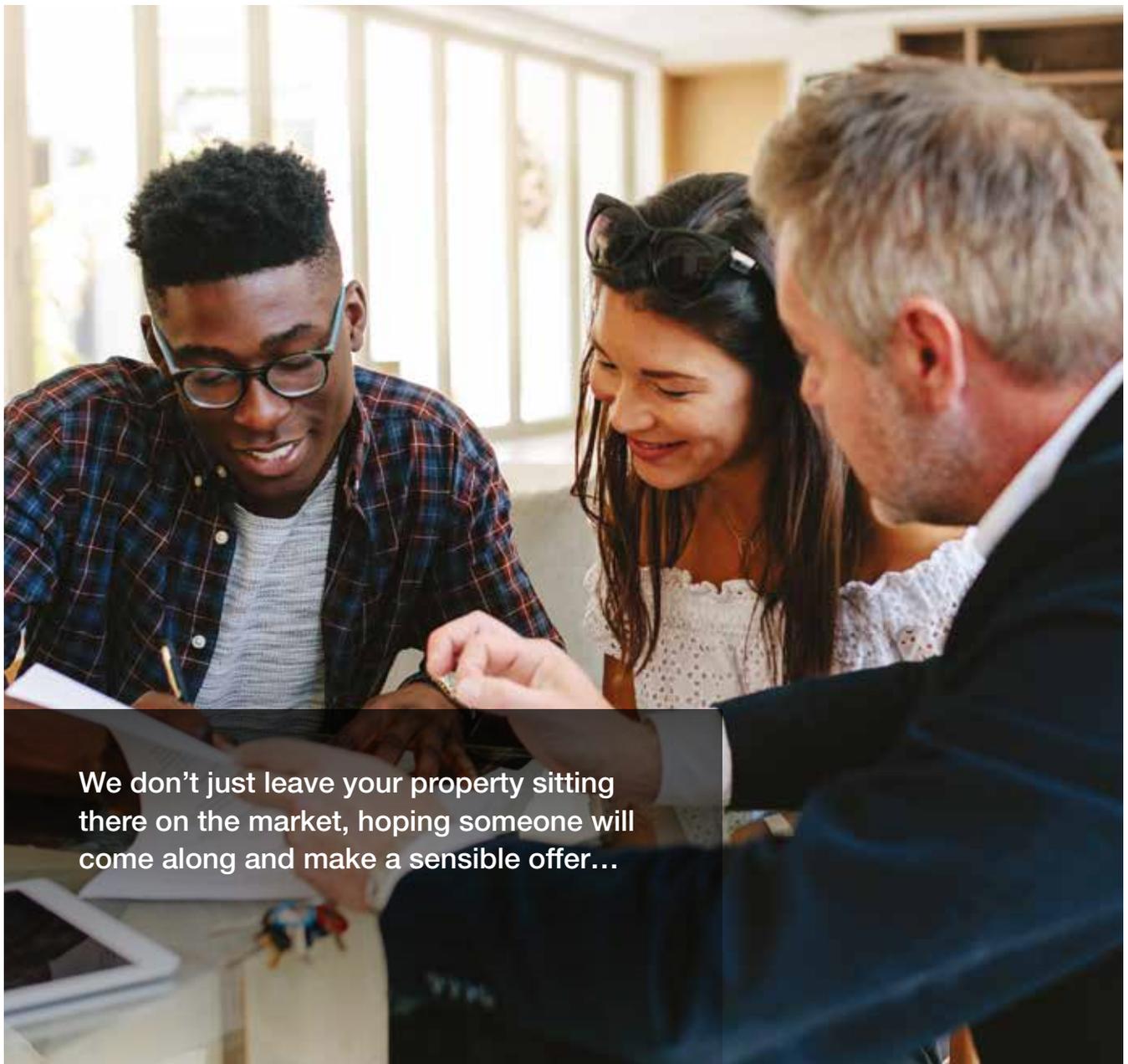
# Step 10 *The review*

After three to four weeks, if your property is still for sale, then we need to have a review of the marketing and interest to date. We look at marketing reports and Click Through Rate reports, examine feedback reports and market comparable reports

(which show any similar properties that have been sold or brought to the market whilst yours has been for sale).

During the review, we need to discuss activity, review interest and plan the next phase of marketing.

We wouldn't just leave your property sitting there on the market, hoping someone will come along and make a sensible offer at some point. We monitor and control the process to improve your chances.



We don't just leave your property sitting there on the market, hoping someone will come along and make a sensible offer...

# Step 11 *The offers and negotiation*

**THE MOST** crucial part. In fact, Steps 1–10 will all have been followed in vain if this process is not followed correctly. By this stage, you would have hopefully received a number of offers from competing buyers, so it's important that this part of the plan is handled with care.

1. Remember that most buyers will have made an offer on the basis of at least some degree of emotional attachment to your property and although we don't want to manipulate that, we do want to use it to your advantage.
2. Sometimes we are offended by really low offers, but any offer is a good offer. It means someone wants to buy your property. It's down to us to negotiate correctly and achieve the highest price possible.
3. If we receive one or more reasonable offers early on in the marketing process, we are often cautious in trying to beat the market and holding out for more. Research shows that the best offers usually come in during the first stages of marketing a property.
4. We make sure **EVERY** offer is correctly qualified, identifying both the potential buyers' chain and financial position before entering into negotiations with them. As an industry between 30-40% of property sales fall through before exchange of contracts, one of the principle reasons being that the correct due diligence wasn't carried out by the estate agent at the point of negotiation.

**Here are our golden rules of negotiation:**

- **RARELY** accept the first offer
- **NEVER** give the buyer hope on their first offer (use words like 'that's a fair **starting** offer' **NOT** 'that's a good offer')
- Price **ISN'T** the only thing that can be negotiated on. We also use timescales and fixtures and fittings.
- We will identify the reason for a particular offer and it will only be down to one of the following: **Fairness, Affordability** or **Trying it on!**

## **Save money on your next purchase**

Ensure you end up in the best possible financial position with our Onward Negotiation service. Negotiation is a skill and unless you do it every day, you are unlikely to be very good at it. Fear not, if you are looking to buy somewhere else after your sale has completed, you can take advantage of our Onward Negotiation Service – designed to save you money when negotiating on your next purchase, wherever you are buying in the UK.

## **4 STAGES OF NEGOTIATION THAT WE CONSIDER**

<b>PREPARE</b>	<b>DISCUSS</b>	<b>PROPOSE</b>	<b>BARGAIN</b>
<ul style="list-style-type: none"><li>• Assess objectives – yours and theirs</li><li>• Decide on areas of possible flexibility</li><li>• Plan approach and sequence of events</li></ul>	<ul style="list-style-type: none"><li>• Exchange positions and issues</li><li>• Create a positive working climate</li><li>• Listen carefully and question thoroughly</li></ul>	<ul style="list-style-type: none"><li>• Specify what you want</li><li>• Seek compromise – get a win/win if possible</li><li>• Remember optimum and fallback positions</li></ul>	<ul style="list-style-type: none"><li>• Ask for what you want – modify if you need</li><li>• Don't concede without exchanging</li><li>• Reiterate the value of your solution</li></ul>

# The summary

The aim when marketing a property for sale is to quickly attract as many potential buyers as possible. If this goes well we may create multiple offers from buyers, securing the best price for your property.

By implementing this systemised plan to achieve a premium price, you are likely to achieve **c.2% more** for your property than the national average sale price vs asking price. It's in your interest to create demand as quickly as possible, as a drop in interest can mean a drop in price, too.

## Things to bear in mind:

- It's important that one expert estate agent is handling your sale from start to finish. They will be the one who is most knowledgeable about you, your property and its marketing history.
- The cheapest agent is the one who extracts the best price from the marketplace, not the one who charges the lowest fee... and that takes effort.

- Step 3 will likely generate some early viewings. It helps for us to try and persuade potential buyers to attend the open viewing or block viewing. If there's a valid reason as to why they can't attend, we will find an alternative on the understanding that you are unlikely to accept an offer until you have at least held the first open house viewings.
- This plan will work in any market, whether rising or falling. The plan is the consistent factor, the marketing price is the variable.
- Many property owners think it prudent to market their property with multiple estate agents – it isn't. What you really need is the best estate agent with a strong marketing plan. Signing up with multiple estate agents can adversely affect the price that the buyer will offer, as you appear

to be flooding the market and will look desperate, which in turn will likely attract lower offers. When a house is on the market with two or more agents, it gives out the impression that the owner is 'desperate to sell' (and so you lose your position of strength when negotiating) and also gives out the impression that it's a hard sell... not a good look.

Although it has been described as one of the most stressful activities, moving house should actually be an exciting time.

With this plan, you'll find that each stage of the process becomes more structured and organised, rather than chaotic, meaning you can relax, safe in the knowledge that the process, the plan and your agent are doing all the hard work.



# Perry Bishop and Chambers

the agent who keeps you informed



## Helping people on the move in Gloucestershire, Oxfordshire and Wiltshire

Having read all 11 steps, you should now understand the importance of a well planned and executed marketing plan.

If you would like to talk to a member of our team about implementing our tried and tested plan for your property, simply contact your nearest Perry Bishop Branch.



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