

Seller Guide

Selling Your Property in the UK



Introduction

Selling a property is one of the most significant financial decisions most people will make. Whether you are selling your main residence, a second home, or an investment property, the process involves careful planning, legal obligations, financial considerations, and an awareness of potential risks.

This Seller Guide has been created as a neutral, independent and up-to-date resource for UK property sellers. It explains each stage of the selling journey clearly and practically, highlights common pitfalls, and outlines how to protect yourself from fraud. The guidance reflects current UK regulations, industry best practice, and consumer protection standards.



1. Understanding the Selling Process

Before placing your property on the market, it is important to understand the typical stages involved:

1. Preparing the property for sale
2. Valuing and pricing the property
3. Appointing an estate agent (or selling privately)
4. Marketing and viewings
5. Receiving and negotiating offers
6. Instructing solicitors and conveyancing
7. Exchange of contracts
8. Completion and moving out
9. Post-sale obligations

Each stage plays a crucial role in achieving a smooth sale, avoiding delays, and maximising your final sale price.



2. Preparing Your Property for Sale

Decluttering and Depersonalising

A well-presented home attracts more buyers and stronger offers.

- Remove excess furniture to create a sense of space
- Clear worktops, shelves and storage areas
- Pack away personal items such as family photos, trophies and highly distinctive décor
- Aim for a neutral, clean look that allows buyers to imagine themselves living in the property

Repairs and Maintenance

Addressing issues before marketing can prevent price reductions later.

Minor repairs

Fix leaking taps, squeaky doors and loose handles

Replace broken tiles, cracked sockets or damaged light fittings Touch up peeling paint

Major repairs

Roof leaks, damp, structural movement or unsafe electrics should be assessed early

Buyers may negotiate heavily if these issues arise during surveys



Enhancing Kerb Appeal

First impressions matter.

- Tidy gardens, trim hedges and mow lawns
- Clean pathways, driveways and entrances
- Repair fences, gates and external paintwork
- A freshly painted front door and subtle outdoor lighting can make a significant difference

Energy Efficiency

Energy efficiency is increasingly important to buyers.

- Improve insulation where possible
- Consider double or triple glazing upgrades
- Replace inefficient boilers or appliances
- Ensure your Energy Performance Certificate (EPC) is valid and up to date





3. Valuing Your Property Correctly

Obtaining Valuations

- Invite multiple estate agents to provide market appraisals
- Compare valuations and marketing strategies, not just the price
- Consider an independent RICS valuation for an unbiased assessment

Market Research

- Review recent sold prices of similar properties. Consider size, condition, tenure and location
- Analyse how long comparable properties stayed on the market

Setting the Right Asking Price

- Overpricing can reduce interest and prolong the sale
- Competitive pricing can generate multiple offers
- Leave room for negotiation, but avoid unrealistic figures

4. Choosing How to Sell Your Property

Selling with an Estate Agent

Estate agents provide marketing, viewings, negotiation and sales progression support.

- High-street agents offer local expertise
- Online or hybrid agents combine digital platforms with agent support

Selling Privately

Selling privately can save fees but requires more involvement.

- You will handle enquiries, viewings and negotiations yourself
- Legal obligations still apply
- Be cautious of fraud and unverified buyers





Checking Credentials

- Confirm membership of recognised bodies such as:
 - National Association of Estate Agents (NAEA)
 - The Property Ombudsman (TPO)
- Check reviews and local track record

Fees and Contracts

- Understand fee structures clearly
- Watch for long tie-in periods
- Confirm whether fees apply if you find a buyer independently

5. Marketing Your Property Effectively

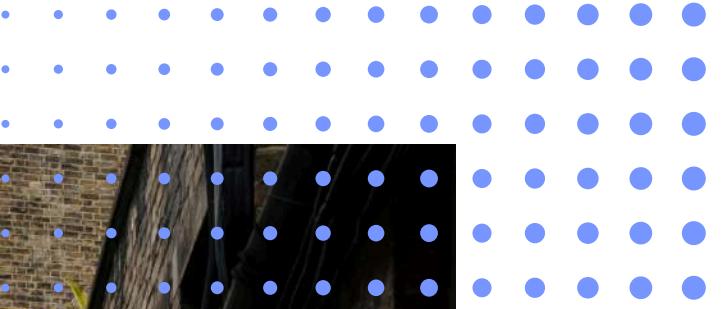
Professional Photography

- High-quality images increase online engagement
- Ensure the property is clean, well-lit and staged
- Exterior shots are as important as interior images
- Virtual Tours and Floor Plans
- 3D virtual tours attract remote and international buyers
- Accurate floor plans help buyers assess suitability

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Property Descriptions

- Highlight key features and improvements
- Mention transport links, schools and amenities
- Avoid misleading statements

Material Information

- Sellers must ensure all material information is disclosed, including:
- Tenure and lease details
- Service charges and ground rent
- Known flood risks or restrictions
- Parking arrangements

Failure to disclose can lead to delays or legal disputes.



6. Managing Viewings Safely and Effectively



Viewing Arrangements

- Be flexible with evenings and weekends
- Open houses can create competition

Presentation for Viewings

- Clean thoroughly before each viewing
- Use natural light where possible
- Ensure a pleasant temperature and neutral scent

Security and Privacy

- Secure valuables and personal documents
- Avoid leaving sensitive information visible
- Consider having viewings conducted by an agent

7. Receiving and Negotiating Offers

Evaluating Offers

Look beyond the headline price.

- Buyer's financial position
- Chain status
- Mortgage agreement in principle
- Proposed timescales

Negotiation Strategy

- Decide your minimum acceptable price in advance
- Be prepared to counteroffer
- Clarify fixtures, fittings and inclusions

Accepting an Offer

- Acceptance is not legally binding until exchange
- Confirm agreed terms in writing



8. Legal Responsibilities and Compliance

Energy Performance Certificate (EPC)

- Mandatory before marketing
- Must be provided to buyers

Property Information Forms

- TA6 (Property Information Form)
- TA10 (Fixtures and Fittings Form)
- TA7 (Leasehold Information, if applicable)

Accuracy is essential to avoid future claims.

Mandatory Disclosures

You must disclose:

- Structural defects
- Boundary disputes
- Flooding history
- Planning or building regulation issues



9. Conveyancing and the Legal Process

Choosing a Solicitor or Conveyancer

- Ensure they are regulated:
 - Solicitors Regulation Authority (SRA)
 - Council for Licensed Conveyancers (CLC)
- Ask for clear fee breakdowns

Managing the Timeline

- Respond promptly to enquiries
- Provide documents quickly
- Delays can cause renegotiation or collapse

Exchange and Completion

- Exchange makes the sale legally binding
- Completion transfers ownership and funds



10. Moving Out and Completion Day

Preparing to Move

- Book removals early
- Pack systematically
- Label boxes clearly

Utilities and Services

- Take final meter readings
- Inform utility providers
- Redirect mail

Final Checks

- Leave the property clean
- Hand over keys and documents



11. Post-Sale Considerations



Capital Gains Tax (CGT)

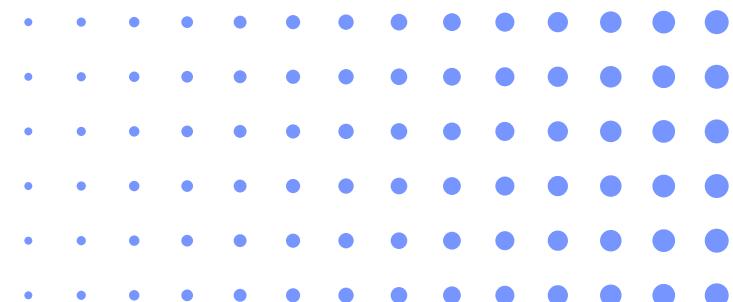
- Primary residences are usually exempt
- CGT may apply to second homes or investments
- Seek professional tax advice

Notifications

- Update banks, insurers and DVLA
- Inform local council for council tax

Goodwill Gesture

- Leave helpful notes for new owners
- Small gestures can ease transition



12. Fraud Awareness and Scam Prevention

Common Property Selling Scams

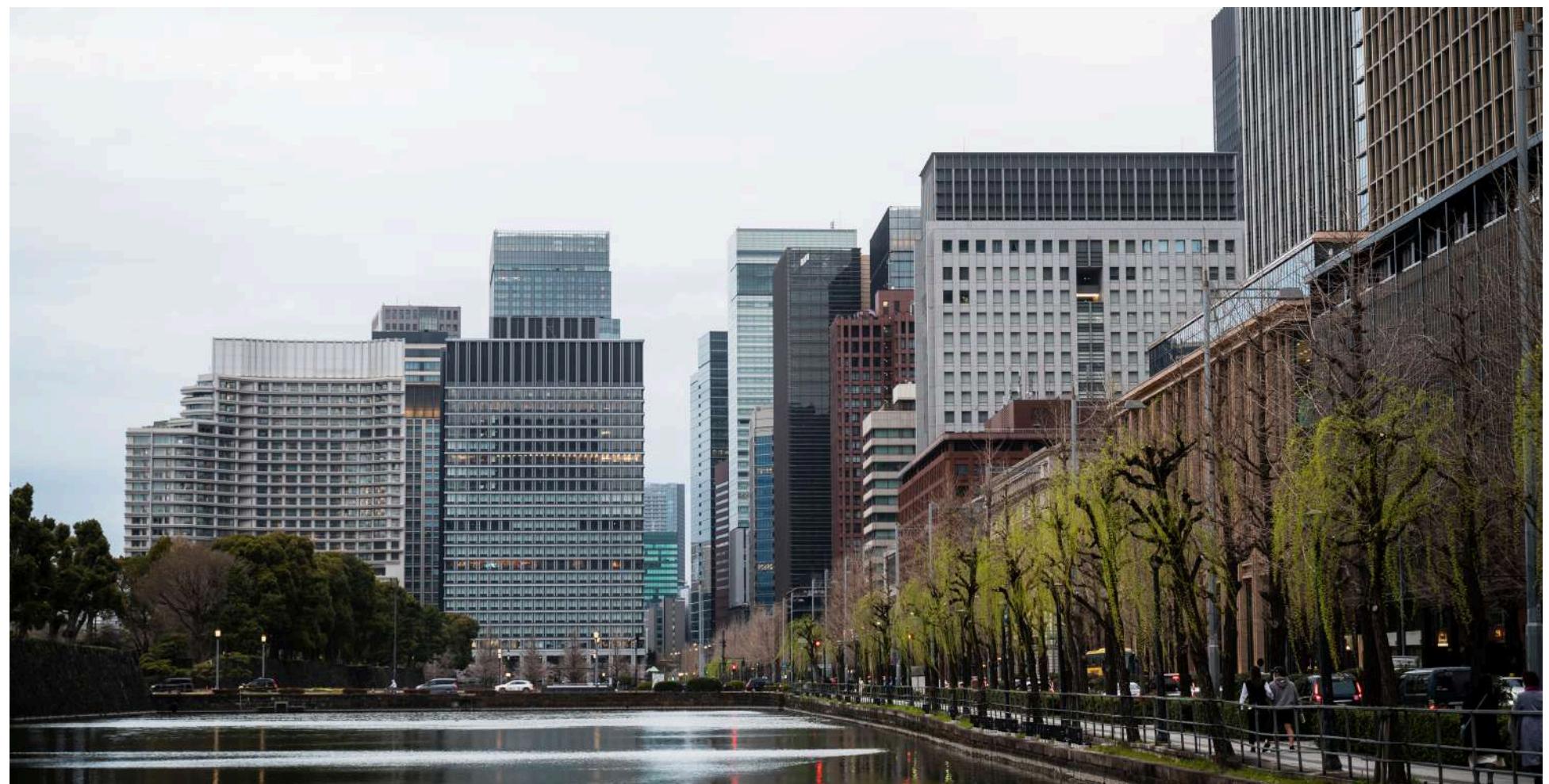
- Title fraud
- Email and payment diversion scams
- Fake buyers or surveyors
- Overpayment scams
- Phishing emails
- Fake solicitors

How to Protect Yourself

- Verify identities independently
- Never rely on emailed payment changes
- Confirm bank details verbally using trusted numbers
- Use regulated professionals only

If You Suspect Fraud

- Contact your solicitor immediately
- Inform your bank
- Report to Action Fraud
- Contact the police if necessary



Conclusion

Selling a property requires preparation, vigilance and informed decision-making. By understanding the process, complying with legal obligations, pricing correctly and remaining alert to fraud, sellers can achieve a successful and stress-free sale.

This guide is intended as a practical reference throughout your selling journey. Professional advice from regulated estate agents, solicitors, surveyors and tax advisers should always be sought where appropriate.