

Before You Go Live — *Seller Checklist*

Eight decisions that shape your sale. Work through this before the first agent visits.

This checklist covers the decisions most sellers overlook — the ones that determine whether your sale delivers the result it should. **Work through every section before you go live.**

01 Before You Invite Agents Out

- Know your preferred timescale — and how flexible you can be on completion dates
- Decide what matters most: **price, speed, certainty** or a clean chain
- Research recent sold prices on your street — not Zoopla estimates, Land Registry data
- Prepare questions for agents: ask how they'd create the result, not just their valuation figure
- Be honest about any issues — a surveyor will find them; better to plan around them early

03 Valuation — What to Watch For

- Get three valuations — the spread tells you who is advising and who is buying your instruction
- Ask each agent to show **comparable sold data** — not estimates, actual completed sales
- Understand the difference: valuation is an opinion, asking price is a **launch strategy**
- The highest figure is not always the best advice — ask what happens if that price isn't achieved

ASIF'S ADVICE

Overpricing feels like ambition. In the Birmingham market, it kills momentum. Price right from day one and the market works for you.

05 Launch Day Readiness

- All photos, floorplan, video and copy approved **before** the property goes live
- Rightmove and Zoopla live simultaneously — not staggered, not one without the other
- Database buyers contacted before public launch — your agent should have a list
- Social content ready for launch day — not queued for next week
- Launch on a **Friday** — buyers browse heavily at weekends; midweek misses the cycle
- Viewing slots available immediately — buyers who can't book promptly look elsewhere

07 Assessing Offers — Beyond the Headline Figure

A STRONG OFFER HAS

- Chain-free or minimal onward chain
- Mortgage agreed in principle, confirmed in writing
- Deposit funds available and verified
- Solicitor already instructed and ready
- Flexible or motivated on completion timescale

02 Documents to Gather Now

- Title deeds
- Energy Performance Certificate
- Planning permissions (extensions)
- Building regs certificates
- FENSA certificates (windows)
- Gas safety certificate
- Electrical safety report
- Boiler service records
- Guarantees & warranties
- Leasehold documents (if applicable)

04 Preparing Your Home

- Declutter every room — buyers need to see the space, not your belongings
- Replace every blown bulb — dark rooms photograph small and feel neglected
- Repair obvious defects before photography — a cracked tile creates doubt about bigger issues
- Clean windows inside and out — light is one of the most powerful assets in photography
- Tidy front and rear gardens — kerb appeal is set in the lead listing photograph
- Clear kitchen surfaces, hallways and bathroom countertops completely

06 Viewings & Feedback

- Leave the property during viewings — buyers are more honest when the owner isn't present
- Ask your agent to **interpret** feedback, not just repeat it — patterns are the data
- High viewings with no offers = price or presentation issue. Address it quickly
- Low viewing requests = online listing not performing. Check photos, copy and portal placement

08 Conveyancing — Stay Ahead of Delays

- Instruct your solicitor before you accept an offer** — not after. Saves 2–3 weeks minimum
- All documents from Section 02 ready and with your solicitor from day one
- Chase your solicitor regularly — do not assume progress is being made
- Ask your agent to monitor the buyer's chain — not just your side of the transaction
- Keep communication open — buyer confidence drops when updates stop
- Remember: a sale is only a result when it **completes** — not when the offer is agreed