

JACOBS

PROPERTIES

Our guide to selling your property



Choosing the right agent

Choosing the right estate agent to sell your home can make or break your property sale.

Jacobs Properties is a family-run estate agent in Basingstoke, delivering exceptional results for sellers since 1999. We're proud of our reputation for excellence, known as the professional, experienced and friendly estate agent who achieve outstanding results selling all types of properties.

As the business owner, you have my personal guarantee that we'll stay focused on delivering a quality service throughout the whole sales process, committed to getting your property sold quickly, efficiently and for the best price.

Jon Coombs, Director



Our story

We are a local estate agent covering Basingstoke and surrounding villages helping property owners, landlords, buyers and tenants with their property needs. And we do it with a smile.

Founding Director Jon Coombs entered the property business in the early 90's and formally established Jacobs Properties in 1999.

The business expanded further in 2018 after the acquisition of another local agency and has since then grown to become a leading Basingstoke estate agent renowned for successfully selling properties and delivering exceptional customer service.

With Jon at the helm, we have always been about building trust and helping people at every stage of their property journey. Jacobs Properties has a warm and friendly approach yet always stays focused on delivering results that matter to our sellers.



Why choose Jacobs Properties?

Proudly independent

Forget everything you think you know about estate agents. Being a local, independent and family-run business, we believe we're best-placed to give you the friendly and personable service you deserve. No corporate sales targets in sight! What really matters to us is the results we deliver for you, not ticking boxes for area managers.

Outstanding marketing

We'll use professional photographs, floor plans, video tours and even drone footage to make sure your property stands out across the property websites and on social media channels. You have approximately 3 seconds to make an impression to buyers who are browsing the property listings online - let's make them count.

Guided sales progression

We allocate a dedicated team member throughout the sales progression who will liaise with buyers and solicitors on your behalf, ensuring all paperwork is completed promptly to keep everything on track.

End-to-end services

From the first valuation appointment to the moment keys land in your buyer's hand, we're with you all the way. Not only that, we can also help with onward purchase and finding you a new home.

People and properties

For us, it's all about people, and of course properties. We don't treat our customers as a number but as real people. And no, this is not just some marketing spiel; we mean it. Read our reviews to see what our customers say.



**We market and sell
all types of properties**

not only in Basingstoke but also the surrounding villages such as Oakley, Overton, Bramley, Cliddesden, Sherbourne St John and Sherfield on Loddon.

Our step by step selling process

Selling a home can be stressful.

We have helped thousands of people to successfully sell properties in and around Basingstoke since 1999. We know every twist and turn and how to overcome potential hurdles. Our job is to be with you every step of the way and get your home sold with the least amount of stress.

01

Property valuation

It is useful to invite a couple of estate agents out to value your home. Ask yourself, what matters to me? How well did they listen to your needs? Did they demonstrate HOW they will achieve the best results for you? We will give you an accurate and up-to-date valuation of your property, based on data including current market values and recent sales in your area. We don't over-value to get the instruction, we don't undervalue to sell it quickly. We listen to your circumstances and form a plan around that.

02

Instruct an estate agent & get ready to sell

Make your choice and instruct an agent to sell your home. Make sure you are clear on any contract arrangements and fees. It's then time to prepare your home for sale, before any photographs are taken. See our helpful checklist!

03

Preparing your property listing

It is a legal requirement that all properties in England and Wales are marketed with an Energy Performance Certificate (EPC). If you do not have one, Jacobs Properties can arrange one for you. We will arrange professional photos of your property, create floor plans, video tours and even capture drone footage if appropriate, to give your property the best chance of standing out in the market.

04

Marketing your property

We do so much more than just publish your property on Rightmove. We'll work with you to create a tailor-made marketing plan for you and your property. Whilst your full property listing is being finalised, we'll prepare a sneak preview of your property that will be shared with our registered buyers. This can help generate early interest and drive more offers. We will then advertise your property on leading property websites including Rightmove, Zoopla and Prime Location, our social media channels and our website. Don't forget to share your property listing from your own Facebook and Twitter profiles. We'll send you a link to share.

05

Arrange viewings

One of our team members will carry out accompanied viewings at a time and day that works for you and prospective buyers. Potential buyers will want to see every part of your property, so be sure to tidy storage areas, cupboards and outdoor spaces. Whilst it is ultimately your decision, in our experience the viewings can be more effective if home-owners are not at home. This allows buyers to ask more questions about the property and be honest with their feedback. These are things that can help us in our negotiations and increase the chances of an offer. We aim to give feedback within 24 hours

06

Accept an offer

We will notify you of any offers, by telephone and in writing. Due diligence at this stage is imperative to avoid potential pitfalls further down the line. Matters to consider include the amount offered, the financial position of the buyer, timescales and the complexity of the chain, if there is one. We'll inform, guide and advise you at this stage and negotiate the best price possible for your property on your behalf, but the final decision is yours to make.

07

Appoint a solicitor

As soon as you receive an offer, it's time to instruct a reputable solicitor to carry out the conveyancing part of your sale - the legal transfer of your property to the next owner. We can recommend tried and tested solicitors who we have worked with for many years. When an offer has been accepted by you, the solicitors for both parties (seller and buyer) will confirm that the sale is agreed, subject to contract. You will receive a Memorandum of Sale, but at this stage either party can still withdraw without penalty.

08

Property survey

If there is a mortgage involved, the lender will want to carry out a survey of the property. Your buyer may wish to instruct an additional survey themselves. There are different types and levels of such surveys including a Home-Buyers Report or Full Structural Survey.



Our recipe to a better sale

We're on a mission to sell your home. Our focus is to get broader exposure for your property, negotiate a better deal and make sure the process is smooth and stress-free all the way. Here's some of the ingredients that help us achieve the best results for sellers.

09

Paperwork and searches

You will need to pass the title deeds for the property to your solicitor, along with a Property Information Form. Your solicitor will then draw up a contract. This will be sent to the buyer's solicitor. The buyer's solicitor will be asking, via your solicitor, about things such as the property boundaries, any disputes and any alterations that have been made. They will also perform searches of Land Registry and Local Authority information when they check for things such as planning history and any potential developments near the property. Rest assured, Jacobs Properties will be with you at every stage of this process to guide you through it.

11

Signing contracts

Your solicitor will advise you when it's time to sign on the dotted line. Your solicitor and the buyer's solicitor will agree on a date for the exchange of contracts and for completion, i.e. move out day. If you have not already, now is a good time to firm up quotes with removal firms as you can advise of a provisional moving day.

12

Completion day

Once the property sales contracts are signed and exchanged via your solicitor, the final funds are transferred between each party's solicitor. It's then time to hand over the keys. Congratulations, you've just sold your property!

10

Progress your sale

This is one of the most important stages of your property sales and it's crucial that your estate agent stays focused and supportive to move your sale along to avoid delays and, worse case scenario, the sale falling through. With Jacobs Properties, a dedicated team member will guide you through the sales progression and do their best to reduce delays and avoid problems where possible. They will liaise with all parties including solicitors and your buyer's estate agent.

- Independently run agency
- 100% motivated teams
- Powerful marketing
- Local knowledge and experience
- Greatest reach to buyers
- Excellent communication
- Full sales progression support

A very useful sellers checklist



Prepare for selling

- ✓ Begin budgeting for moving costs.
- ✓ Research the current property market.
- ✓ Contact your mortgage lender, if you have a mortgage, to determine outstanding mortgage payments and potential early redemption penalties.
- ✓ Find and appoint a reputable and reliable, local estate agent.
- ✓ Agree with your chosen estate agent the realistic asking price for your property.
- ✓ Review any contracts and – if happy – fill in the necessary paperwork.

Prepare your home for viewings

- ✓ Declutter! Donate, box up items and tidy all areas.
- ✓ Remove or repair any broken furniture, skirting boards, outside fences or gates.
- ✓ If needed, give your rooms a fresh lick of paint.
- ✓ Consider adding welcoming scents and get the lighting right in your home to create a welcoming feel.
- ✓ Add some potted plants or flowers to the exterior and interior of your property.

Paperwork & legals

- ✓ Once an offer has been agreed and accepted, appoint your solicitor to carry the conveyancing of your sale. Your agent can recommend and provide quotes from trusted and reputable solicitors.
- ✓ Receive and carefully check the memorandum of sale.
- ✓ Work closely with your solicitor and agent, responding quickly to any requests for information. There will be forms such as TA6 (general questionnaire) TA10 (fixtures and fittings) and TA13 (completion).
- ✓ Nearing exchange ensure that you have signed your contract which your solicitor will send you.
- ✓ Agree with your agent and solicitor a date to exchange contracts and complete the sale.

Prepare for moving day

- ✓ If you work, be sure to book a few days off in advance!
- ✓ Book a removal company or arrange alternative moving help.
- ✓ Contact your removal company 24-48 hours before moving day to confirm timings
- ✓ Contact your banks and credit card
- ✓ Contact utility companies.
- ✓ Ensure all keys are present, labelled, and ready for the new owners.
- ✓ Arrange the redirection of post.
- ✓ Arrange for cleaners if required.
- ✓ Leave key to the front door with your agent, ready for buyer to collect on completion.



Hear from our clients

I can't recommend Jacobs highly enough. They're very friendly and professional. The sale was extremely quick thanks to the knowledge and hard work put in by all involved. If you want to sell your property, contact Jacobs.

Rachel Roberts

Fantastic experience from start to finish. Professional and friendly service always keeping us up to date with the process. Highly recommend.

Lee Truscott

I would highly recommend Jacobs Properties for their professional service. Communication was excellent and I was fully informed on the progress of the sale.

Sharon





Worting House, Church Lane,
Basingstoke, RG23 8PY

Sales: **01256 781 300**
Lettings: **01256 465 300**

[jacobs.properties](https://www.jacobs.properties)