SALES GUIDE

MALMESBURY



Director's Welcome

Hello,

I'm David, the proud Owner and Director of Lockstones. We've created this comprehensive guide to introduce you to the services we offer and to share invaluable insights gleaned from our extensive experience.

Our primary goal is to be your guiding partner throughout your journey. Whether you're just exploring the contents of this guide or seeking additional assistance and advice, please don't hesitate to give us a call.

Thank you for choosing Lockstones, and we sincerely hope you find this guide enlightening!

TOP PICKS...

















elling your property is undoubtedly one of the most significant financial events in your life, and it deserves the attention of an Estate Agent that genuinely prioritises your interests.

At Lockstones, we wholeheartedly invest ourselves in the sale of your home. Our primary focus is on achieving the best possible outcome for you. Taking a personalised approach, we deeply care about understanding your objectives and ensuring a seamless process that aligns perfectly with your needs.

Our friendly, local and highly professional team will be by your side from the very beginning to the successful conclusion of the sale.

We hope you will explore this brochure further to discover more abouth the range of services we offer and the ways we work to bring a sucessful conclusion to your property transaction. Choosing Lockstones means choosing a partner who is committed to your success and satisfaction.

MEDIA NETWORK

At Lockstones, we believe in maximising the visibility of your property to attract the right buyers. As part of our comprehensive service, we will showcase your property on our newly developed website, designed for easy access and seamless viewing on both PCs and mobile devices. This ensures that potential buyers can explore your property effortlessly from any platform. In addition to our own website, we understand the significance of listing your property on the most popular and widely used property portals. That's why we will also advertise your property on well-known platforms such as Rightmove and On The Market. These portals have a vast audience of property seekers, enhancing the exposure of your property to potential buyers from diverse backgrounds.

By leveraging both our cutting-edge website and established property portals, we guarantee that your property will receive extensive online visibility, reaching a wide audience of potential buyers. This multi-channel approach aims to increase interest and ultimately achieve the best possible outcome for your property sale.

PROFESSIONAL PHOTOGRAPHY

Using high-quality photos is of utmost importance to maximise the appeal to a wide audience and distinguish your property from others on the market. Potential buyers frequently revisit online listings after viewing a property, making it crucial to create positive first and last impressions through clear, well-lit images that showcase each room's potential. As estate agents, we consistently invest in the latest equipment and software to ensure optimal marketing of the properties we represent.

ONLINE VIRTUAL TOURS

Ensuring that potential buyers can easily and effortlessly experience your property at its finest is paramount. With our interactive virtual tours, prospective buyers can explore every corner of your property without the need to physically move. This convenient feature enables buyers to view and revisit rooms at their own pace, making the process more engaging and informative.

EXPERIENCE

Lockstones staff have a diverse range of experience as well as our Director David actually being born in Malmesbury and the Lockstones brand in Malmesbury dating back to the 1800's. Having this longstanding history has enabled us to provide unparalled advice and direction to our clients.



Sarah, David and Russell were very professional on all aspects with handling the sale of our house, from first putting it on the market until our moving date . It was through very difficult times with the pandemic but we got there in the end. Always contactable either by phone or emails.

Mr and Mrs Lancaster

The team at Lockstones were extremely personable yet extremely professional. I compared a few agents in the local area but Lockstones stood out and I followed my gut. The service was great, from the quality photos, to the frequent informative updates with the sale. I had a difficult situation when selling my property that the whole team managed brilliantly and I felt supported and reassured throughout the whole process. Trustworthy and definitely recommend to others. Thank you again Lockstones

Miss S Bell



WHAT PEOPLE SAID **ABOUT US!**

Ms English

Bought and sold property through Lockstones. Kept me very well informed. Their offline viewing platform is second to none. Very friendly team.

Did a great job of selling our house. Helped find a really good buyer and did lots of

chasing of all the things that can slow a sale down. Much better service than you get from online only estate agents!

Mr and Mrs Yorkmoore

Mr Dawson

I have had a great experience dealing with Lockstones both for purchasing and letting the property. Russell in particular has been extremely helpful and very professional, he found a superb tenant for us who treated the property like their own , were great at reporting maintenance issues . Russell followed up on all requests from the tenant and ourselves ensuring that any issues were dealt with in a timely manner. It is easy to see the great relationship that Lockstones have built up in the community built on trust , honesty and professionalism I would definitely recommend



PREPARING YOUR DECLUTTER. Buyers can see HOME FOR SALE

C254

Creating the right first impression is vital. A fresh coat of paint on the walls can instantly brighten up your rooms and make a significant difference in leaving a positive first impression.

Don't overlook small outstanding repairs. While you may have grown accustomed to them, buyers may overestimate the cost of repairs potentially affecting their willingness to make a good offer. Take a thorough look around every room, make a list of quick fixes, and address them promptly.

When attracting potential buyers searching for a new home, it's crucial to showcase your property's full potential. By helping buyers envision themselves living in your home, not only can you receive better offers but also expedite the selling process.

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Buyers can see beyond furniture and personal items, but clutter can make rooms appear smaller. Consider renting external storage to present your home in its best light.

LICK OF PAINT.

FIX FIX FIX.



MOVING CHECKLIST

Moving your life into a new home can be stressful making it hard to remember all of the important things that need to happen befor the big day. Our moving check list will hopefully with that.

2-3 Months before your move

1 Month before your move

- Book time off work for before and after you move.
- Look for a new school and transfer your childrens records.
- Conduct research on removal companies. Get quotes from atleast three companies.
- Start decluttering, go through each room one by one and identify items to sell, donate or throw away.
- Create a folder with important documents

 company quotations, contact information, contacts and any significant dates.
- Check your life and home insurance policies to make sure you are covered.

5 - 6 Weeks before your move

- Decide on a removal company.
- Arrange for a home moving survey with them.
- Gather packing materials from the removal company or alternative sources.
- Make an inventory of your belongings.
- Begin packing working room by room start with items that are not immediately necessary.
- Check for parking restrictions that may apply in the area you're moving to and apply for any necessary permits.

- If you are renting, inform your landlord of
- your moving date.Make arrangements for childcare and pet care during your moving day.
- Start to run down your fridge freezer and pantry strategically - create a meal plan.
- Confirm the moving day with your removal company.
- Inform people such as utility companies, banks, friends and family of your move.
- Register to vote and pay council tax in your new area.
- Start to clean your home or book professional cleaners.

2 Weeks before your move

- Cut off certain services such as television, telephone and internet to avoid extra charges.
- Look at new utility providers.
- Pay any outstanding bills and cancel or relocate your subscriptions.
- Redirect your post.
- Continue to pack as much as possible.

1 Week before your move

- Confirm the final details of the moving day with your movers.
- Create a list of boxes corresponding with rooms match via colour labelling your boxes.
- Clean and defrost your fridge freezer.
- Do as much laundry as possible.
- Arrange times to collect the keys to your new home with the estate agent.
- Pack the most important documents in a safe accessible place - this should include passports, driving licences, birth certifacates and insurance papers.
- Pack an essentials box for your first few days at your new home.

1 Day before your move

- Pack a few lunch boxes for when you get hungry during the moving day.
- Pack a box with tools you need, such as box cutters, scissors and pens.
- Make sure you phone is fully charged.
- Create a information pack for the new owners, include instructions for appliances, contact information for utility companies and rubbish collection schedules.

On your moving day

- Strip your beds and pack your linen in clearly marked boxes.
- Take your meter readings to ensure you are not charged for usage that is not yours.
- Be present when the movers arrive.
- Take one last look around your house for forgotten items and turn off all appliances.
- Lock up and leave all the keys in an obvious place.

When you are are in your new home

- When the movers unload your valuables check for any damage.
- Take note of the utility meter readings.
- Check that the hot water and heating is working.
- Reference your inventory list to access any damaged and missing items.
- Make sure all the keys to your property work properly.



OUR GUIDE TO SELLING **YOUR PROPERTY**

ur extensive local knowledge and exceptional customer relationships, we leave no detail unattended. Our proactive approach spans the entire sales process, collaborating closely with our clientsto achieve their goals and surpass their expectations. From the beginning to the end, we work tirelessly to ensure a seamless and successful experience for our valued clients.

THE VALUATION

Your home is important to us. We visit your property and carry out a market apprasial to formulate a realistic valuation and marketing plan.

FLOOR PLANS

FIRST IMPRESSIONS

Creating the right first impression is very important when selling your property. We can give you advice and guidance on how to create the best ambience within your home.

PHOTOGRAPHY

The best agents will only use the highest quality images (such as the photo on the previous page) to present your home.

MARKETING YOUR HOME

Marketing your home well is essential to us. A variey of brochure styles are available and details will always be displayed in our large office windows.

for each property to allow buyers to visualise the layout of your home and envisage how they would live there.

SALE BOARDS

We understand that the 'For Sale' board still proves itself as a strategic way of advertising your home. It generates interest through word of mouth and is a helpful tool for buyers to locate harder to find properties.

E-MAIL MARKETING

We have a large database of clients and are able to match potential buyers with your home. This proactive approach ensures each prospective buyer is contacted by a personal call or email to let them know your property is on the market.

We create individual floor plans

ACCOMPANIED VIEWINGS

We believe that accompanied viewings are the best way to sell your home. Our experienced team understand the skills involved in showing your property with maximum effect to a potential buyer.

OFFERS

Whether the sale of your property is negotiated with a single buyer or it sells at a closing date, we will guide you through every step of the process. When we receive an offer from a potential buyer, we will let you know immediately and will negotiate on your behalf to reach a price that is acceptable to you. We will always give you our honest recommendations on every offer made.

ACCEPTING AN OFFER

When an offer is accepted, respective solictors are then notified and the conveyancing process will begin. If you do not have a solicitor, ask us for recomendations.



WHY DO WE NEED **FLOOR PLANS ?**

Floor plans are equally, if not more, important than images, as they provide potential buyers with reliable facts. Images of rooms can be manipulated to appear more appealing or spacious, But floor plans offer a clear representation of the property's layout and dimensions. This transparency is preferred when marketing a property.

By including a floor plan, you provide potential buyers or tenants with valuable and relevant information they seek when looking for a property. Precise room measurements, window, and door placements enable them to visualise how they would utilise the space and arrange their furniture.

This visualisation fosters an emotional attachment to the property, bringing them one step closer to making a decision.

Moreover, floor plans with dimensions prove useful beyond the viewing stage. Once the property is purchased or rented, they aid in planning and arranging furnishings effectively.

Having this essential information readily available ensures a smoother transition to life in their new home.

First Impressions Count

may indicate that the interior decoration, such as The front of your home plays a crucial role as it is paint, is also showing signs of wear and tear, the first thing that greets potential buyers upon possibly with cracking or other issues. Buyers arrival. Buyers will immediately begin assessing the often use the exterior appearance as an initial property, starting with its kerb appeal. This indicator of the property's overall condition and encompasses everything from your front door, front how it has been treated over time. A tidy and garden, to the condition of gutters and well-kept exterior can create a favorable exterior pointing. The initial reaction is paramount, impression, encouraging buyers to believe that the as it sets the tone for the entire viewing and interior is likely to be in good shape as well. significantly influences how buyers perceive the rest of the property. If the first impression is negative, it can cast a shadow over the entire home. **Increased Value** On the other hand, a positive and appealing front Never underestimate the significance of small view can create a favourable impression, making details in shaping the perceived value of a buyers more receptive to exploring the rest of the property. Therefore, paying attention to seemingly property with enthusiasm. minor aspects like weeding the garden or adding

Mirror Image

Indeed, the condition of the exterior often reflects the state of the interior. An unmaintained garden with overgrown grass and weeds

an extra hanging basket can make a significant difference to the appeal of your property and leave a positive and lasting impression on potential buyers. Thus resulting in more robust offers.



Drone PHOTOGRAPHY.

Lockstones are pleased to now be able to offer our clients the incredible advantage of drone phtography for their properties. Drones are able to capture images that normal photography could never dream of allowing. Our properties will be presented at their fullest potential.

Your Property APP.

Selling a property is a big deal. Naturally, you want to know everything that goes on. Now you can with Lockstones' new Vendor App!

You can receive push notifications for viewing requests and any offers the property receives - we believe this results in a far more connected moving experience.

The app also allows us to directly comunicate whilst on the viewing instead of us saying: "I'll find that out and get back to you"... we can change that response to: "I'll ask the vendor right now".

We've connected the Agent App and the Vendor App, so we can type a viewer's question and ping it straight to you so you can reply directly from your mobile, allowing for an instant response.

Our app has also been designed to make the compliance process easier than ever, you no longer have to make a trip to your office for identity confirmation. It's now all conveniently submitted through the app then automatically checked and verified by Landmark.





WHATS AN **EP** AND WHY DO I NEED ONE?

An Energy Performance Certificate (EPC) is utilised to assess the energy efficiency of properties. It was introduced in England and Wales in 2007 and is now a legal necessity for any building to be sold, rented, or constructed.

Once obtained, the EPC remains valid for 10 years. Homes with the highest energy efficiency and the lowest fuel bills fall under band A. The EPC also rates homes on a scale of A-G regarding their environmental impact, with better-rated homes having a lesser impact through Carbon Dioxide (CO2) emissions.

On average, properties in the UK are in bands D-E for both efficiency ratings. The EPC provides recommendations to enhance the home's energy efficiency, saving money and benefiting the environment.

CONSIDERING & ACCEPTING AN OFFER

CONSIDERING THE OFFER

It is normal practise for buyers to offer 5-10% less than the advertised asking price so don't be surprised if initial offers are a little low.

There is no need to accept or reject an offer straightaway, it is perfectly normal to think things over for a day or two. It's a good idea to to find out from the estate agent the buyers position before making any decisions. Important factors to keep in mind are:

What is the buyers financial position?

- Do they have to sell a home in order to move?
- Are they a cash buyer?
- Do they have a mortgage appropved?

What are your buyers timescales for moving?

- Do they need to move quickly?
- Are they part of a chain?
- Are they flexible on moving date?

Also consider your own position, do you have to move quickly to secure your next house?

KEY TO REMEMBER

"The accepted offer is not legally binding until contracts are exchanged."

SELLING COST

SALE PRICE £

Solicitor Fees

Estate Agents Fees

Marketing Fees

Pre-marketing work / storage / cleaning requ

Home Report Survey Cost

TOTAL SELLING COSTS



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Buyers Conveyancers

Instruct solictors to act on your behalf make payment on account. Provide ID and proof of address

Negotiate Purchase

Solicitor requests local authority and other searches

Contract package approved and any enquires raised. Receive initial report, including fixtures and fittings and contents list to check.

Replies to additional enquiries and search results received and checked. If all okay title is approved. If not, further enquires by solicitor

Mortgage offer received and special condtions dealt with

Contract, mortgage deed and other paper work prepared. Meeting with solictor to discuss and sign. Deposit funds requested

Signed paperwork and deposit provided

Completion date negotiated. Checked everyone in chain is ready to exchange. Transfer deed is sent to seller's lawyer for sigining.

EXCHANGED

Mortgage funds and balance of monies requested

Mortgage advance and balance received. All final searches clear

COMPLETION

The CONVEYANCING process.

If you're planning to buy a new home whilst selling your current one, the key to a smooth process is to have all your professionals ready and prepared in advance.

Ensure you have a solicitor or conveyancer lined up, ready to spring into action as soon as you receive an offer on your property. Having all the relevant documents and paperwork ready beforehand will be beneficial for your solicitor.

Delays in the conveyancing process can be major obstacles when buying and selling a home. To avoid such delays, it's crucial to have an efficient and proactive professional on your side. Promptly responding to any queries from your buyer's solicitor will also help keep the process moving forward seamlessly. By being well-prepared and responsive, you can navigate the buying and selling journey with greater ease.

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Instruct solictors to act on your behalf make payment on account. Provide ID and proof of address

Negotiate Sale

Property questionnaire and fixtures and fittings list received, completed and returned to the solicitor

Copy of original deeds downloaded from land registry

Contact package prepared and sent to the buyers solictor

Enquires dealt with and replied to.

You receive the contract in the post to sign or arrange to meet the solictor to discuss and sign.

Buyers soilcitor chased for progress update

Signed Contract provied to solictor in readiness to exchange.

EXCHANGED

Agents account and final statements of account required to pay off mortage requested

Transfer deed to be signed in front of a witness and returned before completion

Transfer deed to be signed and witnessed

COMPLETION

Moving house can be considerd one of the most stressful life events, one of the reasons being the packing stage. However this doesn't have to be the case, there are steps that you can take to make moving day that little bit smoother and less frantic.

Take a look at our hints and tips across this page to help you on your way to a less stressful move.

WHAT DO I NEED?

- Small / medium / large packing
- boxes Heavy duty boxes
- Packing tape
- Bubble wrap

HOW TO PACK....

Pack Early: Take into consideration the size of your property when thinking of starting to pack. For example, for a large house, two months should be enough if you pack one box per day. For smaller properties, one month should do the trick.

Start with rooms you least need: It makes sense to pack the items that you need the least on a daily basis. For example the Christmas decorations.

Pack one room at a time: This is important when it comes to packing and is something that people don't often abide by. By packing one room at a time it will help you stay organised and will make unpacking a lot easier.

Do not exceed the limit of 30 pounds per box: If you pack the boxes too heavy then they may not be able to withstand the weight and could break.

Fill empty gaps: Using packing paper, old newspapers or even tea towels to fill any gaps in the boxes. This will make you items more secure when being moved.

Label your boxes: Write the contents of each box on the side of the boxes: try to avoid writing on the top as this will be difficult to see if the boxes are stacked. Try using different colours for different rooms.

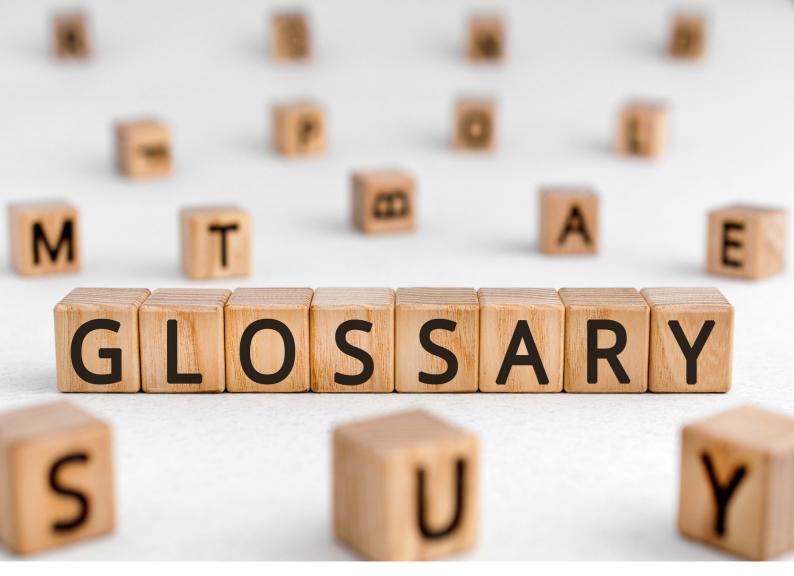
REMOVAL CHECKLIST

FRAGILE

SEDROOM



- Old newspapers
- Stretch wrap for furniture
- Marker
- Labels



Completion – When your legal representative transfers the remaining funds to the seller's legal representative, and you take ownership of the property

Conveyancer – Legal executive, licensed conveyancer or conveyancing solicitor who does the legal work to do with transferring the ownership of land or buildings from one person to another. They will generally owe a duty to their client to take reasonable care when carrying out that legal work.

Decision in principle – A written statement from a lender to say that 'in principle' they would lend a certain amount to a particular prospective borrower.

Deposit – A payment passed on to your legal representative upon exchange of contracts, which represents a percentage of the purchase price.

Energy Performance Certificate – An Energy Label with a ranking between A and G that also indicates running costs and suggests suitable improvements which can be made to a property to make it more energy efficient. An EPC must be provided to any potential buyer unless the property is exempt from EPC requirements.

Estate agent – A person/business who markets and negotiates on the sale of property; facilitating the introduction of buyers and sellers. Estate agents must make reasonable enquiries about a property and disclose any important information they become aware of to potential buyers.

Exchange of contracts – When contracts are exchanged between buyers and sellers. Legally binding and commits the parties to the property sale/purchase.

Equity – The difference between the property's value and the outstanding debts you owe on it.

FENSA – A certification scheme for replacement window installers. FENSA members are certified as competent persons and can self-certify that replacement windows comply with building regulations, meaning you don't need a separate assessment from a local authority building control inspector.

Fittings – Items in your property that are not fixed down e.g. carpets, curtain rails, free-standing ovens, fridges, freezers and washing machines.

Fixtures – Items in your property that are fixed to the floor or wall, e.g. light fittings, built-in wardrobes, boiler, radiators, plug sockets.

Freehold – Where you own the land and the buildings on it outright.

Ground rent – A payment generally made annually by the leaseholder to the freeholder under the terms of a lease.

HM Land Registry – The organisation which registers the ownership of land and property in England and Wales.

Indemnity insurance – Insurance that can be used during conveyancing transactions to cover a legal defect with the property that can't be quickly resolved, or at all.

Lease – A document which sets out the rights and duties of landlord, leaseholder and any other party, such as a management company, who has rights and obligations in the lease.

Leasehold – Where you own the right to occupy a property for a fixed number of years, typically 99 years or more.

Listed status – Listing marks a building's special architectural and historic interest, and brings it under the protection of the planning system.

Local authority searches – A set of information about a property and/or land and the local area provided by the relevant authority.

Mortgage valuation – An assessment made by your mortgage provider as to whether they are willing to lend you money against a property. This is not the same thing as a survey.

Negative equity – When your home is worth less than the amount you owe a financial provider or other organisation for your mortgage.

Probate – The process through which someone is given permission to deal with the estate (belongings and debts) of someone who has died.

Property chain – Linked property transactions, where a seller of one property is a buyer of another.

Property searches – A legal professional will conduct legal searches when you are buying a property to ensure there are no other factors you should be aware of. Some searches will be recommended by your legal representative for all purchases and others will be required by the mortgage lender to protect them from any liabilities that the property may have.

Redemption figure – The amount it will cost to pay back your mortgage early, which consists of the remaining unpaid mortgage, any early payback charges and a certain amount of interest.

Service charge – A contribution payable by a leaseholder typically to a freeholder or managing agent, for a share of the cost of insuring, maintaining, repairing, and cleaning the building.

Sold subject to contract (SSTC) – An offer has been made on the property and the seller has accepted it, but they have yet to exchange contracts, so it is not legally binding.

Stamp duty/Land Transaction Tax – A tax paid upon purchase of any homes costing more than £125,000, unless you are a first time buyer.

(Home) survey – An agreed level of service to advise clients on the condition and matters relating to a property. The homebuyer's survey should not be confused with a mortgage valuation.

(Home) surveyor – It is advisable to employ the services of a qualified surveyor to conduct a homebuyer's survey before purchasing a property.

TA6 form (or TA7 form for leasehold properties) – Property Information Form which sets out information relating to a property for sale; e.g boundaries and disputes.

TA10 form – Known as the Fittings and Content Form or the Fixtures and Fitting Form. Sets out what fixtures and fittings are included in the sale of the property and which are excluded.

Title – Legal ownership of a property.

Under offer – The same as 'sold subject to contract' – an offer has been made on the property and the seller has accepted it, but they have yet to exchange contracts, so it is not legallybinding.

