

leapfrog
lettings & sales

sellers home moving guide



Welcome



Moving is a busy and exciting time and we're here to make sure the experience goes as smoothly as possible by giving you all the help you need under one roof...

Leapfrog Lettings & Sales has become a well-respected and established, independent company since opening our office in Skelton back in 2009. Since this time we have grown and expanded, with an enviable and well-deserved reputation, specialising in Residential Property Sales, Property Management and Lettings within the East Cleveland and North Yorkshire area, stretching from Stokesley, Great Ayton and Guisborough, over towards Redcar, Marske, Saltburn and the smaller villages surrounding Skelton.

With over 28 years local market experience, we are committed to delivering the highest possible standards of service to vendors, purchasers, landlords and tenants and pride ourselves on a modern, proactive approach. We are ideally placed to offer customers a local service backed up by the expertise and resources of modern, proactive company and our team is on hand to support you through every stage of the Sales, Purchase and Lettings journey.

At Leapfrog, we are very proud of our local roots, which is why our branch is staffed

by local experts who can provide useful insight into the market in a particular area. They will be able to tell you exactly what your property could be worth on the sales or lettings market. As well as in-house advice and assistance, we offer a comprehensive marketing service, meaning if you instruct us to sell or let a property, you can be sure we will work hard to bring it to the attention of the largest possible audience.

We strive to be that agent, working tirelessly to get you the best price for your property and making your priorities, our priorities. We offer a very competitive fee structure and our comprehensive, knowledgeable service, is being appreciated by vendors, landlords and tenants throughout the area.

Here at Leapfrog, we have always used computer and internet technology, but the company's biggest strength is the genuinely warm, friendly and professional approach that we offer all of our clients. For advice you can trust on all aspects of selling, buying, letting or renting a home, please contact **Leapfrog Lettings and Sales** today.

residential sales

Our commitment to you...

There is so much you need to know before deciding to sell your home, which is why Leapfrog Lettings and Sales are professionally trained to give you all the information and costings you need when they visit your home. An important part of the sales appraisal of course, is advice on the marketing price of your home and the maximum price you are likely to achieve.

Leapfrog prides itself on the prices and sales achieved, by assessing the property's features and saleability accurately and by thoroughly aggressively the market to ensure a maximum figure is achieved. This skill has been acquired throughout our years of experience with local knowledge gained from selling vast numbers of properties throughout the East Cleveland and surrounding areas.

We have always offered our clients exceptional service and have consistently improved our reputation year on year maintaining the integrity and customer value of our work. Our highly trained and knowledgeable staff will provide you with expert guidance at every stage of the process; whether you are a first time buyer or an experienced seller, as well as making sure that we find the right property for you or market your property for sale effectively.

Because we are specialists in our field, we can devote more time to finding you a suitable Buyer for your home quickly and efficiently by offering a fully comprehensive and pro-active marketing campaign.

You can rest assured that instructing Leapfrog to sell your home, will give your property the individual attention it so deserves and our service as standard includes;

- **Accurate valuations and best price marketing advice**
- **Comprehensive impactful Internet marketing**
- **Individually tailored sales plans**
- **Digitally printed eye catching 'For Sale' boards**
- **First class customer service**
- **A nationwide of national buyers**
- **SMS and email alerts to hot buyers**
- **Enhanced sale listings on Rightmove**
- **An independent firm with local knowledge**
- **Professional, regulated and reputable**
- **The agent of choice for many buyers**

preparing to sell your property

Sales Valuation We now have many responsible and financially secure people wishing to buy a comfortable home. Our experienced Sales Manager will visit your property without charge or obligation, to assess what rental figure could be realistically achieved by drawing comparisons with similar property we have sold in the area and to discuss the service options available.

A first class, pro-active service with a personal touch and proactive Our office is located in Skelton. Internally, our office is comfortable and cheerful - creating an environment where buyers and sellers are made to feel welcome and advice on all aspects of buying and selling is freely available.

Competitive Fees As an independent firm, Leapfrog are able to offer a competitive rate of commission that we will only charge once your sale has "completed" - therefore paying only for our success.

Full colour Sales Particulars We know that quality sales particulars create more interest and lead to more viewings. Our sales particulars combine comprehensive digital colour photography of your house and garden, highlighting key information of importance to any potential purchaser. Once created, your sales particulars will not be distributed to registered applicants until you have approved and are absolutely happy with your individual details.

For Sale Boards Leapfrog without doubt, have the most attractive and professional eye catching digitally printed "for sale" boards which act as our "24 hour salesperson". Despite modern technology, many customers still drive around their favoured areas looking for suitable properties, or someone in your neighbourhood may know of someone looking to buy in your area. Subject to your approval, our board will be positioned in the most convenient location in order to gain maximum visual impact and reach the maximum number of potential buyers.

Energy Performance Certificates From April 2012 all sales and rental properties in England and Wales require an Energy Performance Certificate in place prior to marketing We can arrange this on your behalf at a cost of £70 (inclusive of any VAT charged).



we'll put your property in front of **millions...**

Marketing is a vital element in the selling process. At Leapfrog we take great care in presenting your property in the most appealing way. Thorough, comprehensive marketing ensures that your home reaches the maximum number of potential buyers, ultimately achieving the best possible price from a purchaser happy to move to your timescales.

Prominent website marketing With greater numbers of sales being generated via the internet, Leapfrog ensure that within hours of instruction, key information about your property is added to our comprehensive website. Full sales particulars of your home can be both accessed and downloaded from www.leapfroglettingsandsales.co.uk.

We also are affiliated to major property portals to give your property maximum exposure locally, nationally and worldwide including Rightmove.co.uk.

Database of buyers We have a vast database of fully qualified purchasers who have registered their requirements with us and are actively looking for a home.

Pro-active marketing We believe in selling properties and not waiting for them to sell themselves. We take a pro-active approach from the onset and telephone registered applicants, encouraging them to arrange an internal viewing as soon as possible. These applicants are carefully selected and we contact only those that meet the criteria of your property in order to make the best use of your time and to avoid disappointment.

Accompanied viewings and quality feedback We provide accompanied viewings on all our properties in order to receive immediate and honest feedback from potential buyers which allows us to overcome any potential objections they may have. We then endeavour to provide constructive feedback within 24 hours of the appointment in order to adapt our marketing strategy to aid a speedier house sale. If you have provided us with a key to your home, you can be assured it will be left secure and exactly as we found it.



much of our **success** has been built upon **repeat business & recommendations.**

there is no **substitute** for local knowledge

Your ongoing property search Should you be wishing to purchase a property in our area, we have an attractive and varied selection of properties on our register. Should you like any particular roads, with your permission, we will canvass them on your behalf in order to generate a suitable property for you to view. We always prioritise our vendors, giving you the first opportunity to view new properties joining the market.

Regular sales chasing and updates Once an applicant has made an offer, we will thoroughly check your purchaser's ability to proceed, obtaining full details of any "chain" involved and providing an "offer check" service whereby our in-house mortgage advisor ensures their financial ability to proceed with the purchase.

Our quality service does not stop with the sale We pro-actively pursue the sale, providing regular vendor updates. Our close relationships with Solicitors, Surveyors and Financial Consultants allow us to liaise with all parties involved in the transaction to ensure that, whatever information is required, it can be obtained at the right time. Where possible, we are able to hand deliver to local clients urgent correspondence to aid a speedier and less stressful sale.

sellers home moving guide

Moving home is a busy and exciting time and at Leapfrog, we're here to make sure the experience goes as smoothly as possible by giving you all the help you need, under one roof.

As well as in house advice and assistance, we offer a comprehensive marketing service, meaning we will work hard to sell your property. We aim to give your 'pad' maximum market exposure and get potential buyers viewing your home from the start.

This brochure is designed to offer you help in making sure your home meets buyers expectations and could result in a quicker sale.

When selling your property, making your home as appealing as possible is vital to achieving a sale. To help as much as possible, we've put this guide together to give you some pointers on what can be done and although you may need to spend time and money in raising the presentation of your home, a little effort will lead to a more attractive property to sell, possibly achieve a better price and quicker sale.

In a market with more properties available than buyers, it's important that the potential for a sale from any viewing, is maximised.

First Impressions

A potential buyer will immediately form an opinion on the property as a whole simply from first appearances. This could even be an initial drive-by before even deciding on whether to view or not. It therefore, important to

make sure your front of house is in order. Compare your house to those of your neighbours and best kept homes, in the nearby vicinity. Make a list of points where you feel other properties set a high standard, this will help improve your own home's "kerb appeal".

Property **Exterior**

Roof Ensure there are no loose or missing tile, and make sure all lead work is in good order and tidy.

Guttering & Fascias Make sure all guttering is clear of debris and any damage repaired. Ensure fascias are cleaned.

External doors and windows Clean all windows and sills, repair any broken glass, frames or fittings. Make sure the front door is in working order and is secure. Make sure any signs of wear are repaired (paint, stain or varnish if necessary). Keep the front doorway clean and free of clutter or belongings.

Garage Make sure the garage door opens and closes easily. All paintwork or finishes look tidy, repaint, stain or varnish worn areas. Ensure the entrance is free of litter and clutter.

Wall or Fence Remove moss/weeds that grow on or around walls/fences. Repair any damage and touch up areas of wear and tear for a better appearance.

Paths and Driveways Make sure the areas are clean and swept, especially during autumn and remove any weeds or moss. Using a power washer creates a cleaner, brighter looking area.

Lawns, Gardens and Hedges If you have a front, side or rear garden, it's worthwhile spending time keeping on top of your garden chores. Keep all lawns regularly mowed, remove weeds and litter from any borders, trim overgrown trees, bushes and hedges. (If your property is surrounded by a lot of trees, consider cutting them back to allow more light into your garden and property). Make sure any outdoor lighting functions correctly. Outdoor furniture increases the usability of the garden and should be added if space allows. Make sure any existing furniture is clean and in good working order and if not, consider replacing any old or worn looking items.

Gravelled or Pebbled areas Rake over the gravelled areas for an even, tidy finish, removing all weeds, litter, rubble. If you have a "For Sale" board, make sure it's clearly visible, trim any foliage that may obscure it from being viewed.

Through the **door**

Hopefully you've found some of the above points useful and have taken steps to improve your property's "kerb appeal". So now you've got some potential buyers coming through the door, we need to try and seal the deal and make sure the property looks as good inside, as it does on the outside.



Interior Concepts

De-clutter When a prospective buyer visits your home they'll be trying to imagine it as their home and how they might put their own stamp on it. This is where 'less is more'. The less clutter there is in your house, the easier it is for any potential buyer to imagine their own furniture and possessions in place. Remove any unwanted items (as you're potentially moving in the near future it's a good time to have a clear out) and put any items which may be distracting, into storage.

Colour Schemes Your home's existing colour scheme is a reflection of your personal tastes, something prospective buyers may not share. The best approach will be to create a blank canvas, by using more neutral colours. Creams, white, magnolia and beiges will not only neutralise a room's colour scheme but also help open up a room by adding a more spacious feel. Take time to touch up and freshen any old paint work, redecorating if needed.

Lights Ensure that all light fittings are working correctly, replace any bulbs that are blown. It may be advantageous to keep all lights switched on when showing a potential buyer around to further the "light spacious" feel, especially on dull days. Use a higher wattage bulb to maximise the effect.

Smells It's important your home doesn't have any lingering odours from food, pets or smoking. Your home should smell clean and fresh. In fact, using its proven that the 'pot of coffee' trick actually works!

Room by room

Entrance Hallway Usually the first part of your property a prospective buyer will see, so first impressions count. Make your home feel welcoming by removing any clutter, loose footwear, coats and clear any letters. A new welcome mat will help reduce dirt being walked through the house and make the property look appealing from the onset.

Living Dining Rooms If possible, remove large and striking items, photos and ornaments which may strongly reflect your own personal tastes or lifestyle. Arrange furniture to make the room feel more open and spacious if possible. Remove any obstructions that could get in the way of a viewing, even consider putting any unnecessary furniture into storage.

Kitchen It's important to get this room right, as it's one of the key rooms to a successful property sale. Replace or repair broken worktop, doors to wall and base units with a more modern style if they're looking a little dated. Make sure all appliances are spotless. Clean all tiled areas making sure all grouting is dirt free. Keep the sink clean, disinfected and tidy, clean and put away any dirty dishes.

Bathrooms Keep all personal toiletries and cleaning materials out of view. Ensure all the surfaces are sanitised especially the taps, toilet, sink and bath. Replace the shower curtain if necessary and adorn the room with fresh towels.

Bedrooms It is important that bedrooms reflect a place to unwind and relax, so wherever possible store or put away TVs, entertainment systems, computers etc, keeping the room tidy and free of clutter. It is very important the bedroom feels spacious and would recommend clothing to be put away and not left out on view. If bedding looks worn, replace with new.

Certificates & Receipts

If major improvements have been made to the property, make sure you have any certificates and receipts available to show prospective buyers and surveyors. Buyers who may wish to purchase your property for rental purposes, will often ask for NICEIC certificates for electrical installations.



Preparing for the move ahead

Careful organisation and forward planning can minimise the stress of moving house. It feels like there are a million and one things to do when arranging a house move, but with a bit of organisation you can reduce the job into manageable chunks. This information is intended to give a guide to timescales.

EIGHT WEEKS TO GO...

Even though a sale might not be set in stone, it's still worth getting prepared well in advance.

- Firstly make sure your new accommodation is sorted, ensure you have a mortgage in principle and solicitor lined up.
- Check out removal firms, get quotes and check what their insurance covers. They may not cover what you have packed yourself.
- If you're not using professional removals, now will be the time to start notifying friends and family you might need their help, especially if you have children and pets. Start emptying your existing property of clutter, don't take what's not needed or has little emotional value, don't forget your attic / loft which may contain more than you think. Consider hiring a skip.
- Collect appropriate material for packing, boxes, newspaper, bags etc.

SIX WEEKS TO GO...

The sale should be more certain, and you should have a good idea when the move will take place.

- If you have finished decluttering, now you'll have an idea if you need any additional storage space. Your chosen removal firm will probably be able to help, but it could be cheaper to source your own storage space.
- If you're renting you'll need to notify your landlord of your moving date.
- Order essential items for your new home, such as carpets or new furniture.
- Check your home insurance covers you from the moment you enter your new home.
- With a firm date in mind, confirm which friends and family will be able to help.

FOUR WEEKS TO GO...

If contracts have now been exchanged, the move is definitely going ahead.

- Double check moving date, as everything needs to be coordinated.
- Get all items to be moved organised. Draw up a floor plan and label or colour code every room. All boxes can then be labelled or coded appropriately, so the removals company or helping friends know which room to put the box in.
- Ensure all insurance policies you may have (life, medical, motor, pets) have been notified of the new address and move date.
- Notify all service providers - electricity, gas, water, phone, internet, satellite TV
- Notify relevant government agencies - Council Tax, Benefits, TV License, Schools / Colleges
- Notify your place of work of your new address.
- If required, you may wish to book a locksmith to change the locks on your new home.

TWO WEEKS TO GO...

Actually disassembling your home now begins.

- You should have received your moving date from your solicitors, if not check and find out when.
- If you're packing yourself, start now with all non-essential items - books, ornaments, clothes, toys. Remember to mark the boxes according to your labelled / colour coded plan.
- Notify all friends and family of your new address, either by mail or online.
- Arrange the time to collect the keys to your new home from the estate agents (completion usually does not happen until late morning/early afternoon by solicitors), then double check your booking details with your removals company.
- Notify all appropriate financial bodies, banks and credit card companies.
- Stop all regular deliveries, such as milk or newspapers. Ensure all postal deliveries are received by putting a redirect in place with the post office at least 5 days before the move.
- Notify other organisations such as Doctors and Dentists, also non-essential organisations such as internet mail order companies etc.,

THE BIG ONE ONE DAY TO GO

The big day has almost arrived, besides last minute packing there's a few other things you can do that will make the day go smoother

- Pack a box with kitchen essentials; kettle, cups, cutlery, tea, coffee and milk. Don't forget a few glasses and a bottle opener in case you want to celebrate.
- A bag of essentials for each member of the family, change of clothes, toiletries, towels, bedding and any medication.
- If friends or family are looking after children or pets during the move, confirm times when they will be collected or dropped off.
- Assemble a box of cleaning products and a vacuum cleaner. You may have time to give the house a clean before all the boxes and furniture arrive and fill up your new home.
- Make a list of all import numbers on paper or on a mobile phone. If you're using your mobile make sure it's fully charged. Consider having a tradesmen directory to hand (such as the Yellow Pages), you never know if you might need a plumber or electrician.
- Decide what tools you may need for the task of unpacking and re-assembling furniture (screwdrivers, allen keys, stanley knives, tape etc.)
- Empty your fridge and defrost the freezer.
- Put all valuable items and documents in a safe place.
- Call the Estate Agents you are buying from to double check the arrangements and the time to collect the keys to your new home.
- Double check the removal company know the full addresses for the forthcoming move.
- Most of all Enjoy your new pad !**



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