



The Essential Guide to Selling or Letting Your home privately



"The smart way to sell your home"

www.usforhomes.com

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*Please email this guide to any of your friends or colleagues
who are selling or letting their property.*

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A) Introduction - Why should I sell privately?

To save money £££ USFORHOMES offers you an alternative way to sell or let your house with a click of a mouse. You have 100% control, 24/7 access and by not using an estate agent pay 0% commission, saving you £000's when you sell. All for a simple one off low cost advertising payment of £89 until Sold or Let.

Follow the growing trend and sell privately.

Use this guide in conjunction with the simple steps outlined on our home page.

B) What are my selling / letting options?

1. Estate agent - the traditional and expensive way
2. Advertise via USFORHOMES on the internet, privately - the modern/cost effective way
3. Use USFORHOMES and an estate agent to maximise your selling / letting opportunities?

1. Estate Agent

A common myth is if you are already with an estate agent you are not able to sell the property yourself, but the truth is, this depends on the contract you sign with your estate agent. If you have a sole or multi agency contract and you find a buyer yourself, you won't have to pay the estate agent commission, but do check the terms of your contract to make sure.

In addition, some estate agents may often opt for a quick, commissionable sale, instead of achieving maximum selling price on behalf of the vendor. Estate agents are also often viewed as giving a poor, shoddy service and lack of value for money – "What did the estate agent do for my money?"

What are the different types of estate agency agreements?

I have a Sole Agency agreement

This is an agreement with one estate agent. If you find a buyer yourself you should not have to pay the agent's commission. As USFORHOMES is not an estate agent, but a publisher, there should be no conflict with sole agency agreements. Think of it as the same as you placing a private advert in your local paper. As you are not an agent, if you find a buyer yourself who is not already registered with the agent you shouldn't have to pay the agent's commission, but you may have to pay an administration fee.

I have a Sole Selling Agency agreement

With this agreement the agent is the only person who can sell. The agent still has to be paid even if you find a buyer yourself. So clarify your agency agreement and amend if necessary.

There are other types of less common Agency Agreements. If you have already engaged an estate agent to sell your property you are advised to check the terms of your agreement.

2. Using USFORHOMES

USFORHOMES operates as a publisher and not an estate agent, thus by advertising on USFORHOMES website, buyers contact you directly. No agent = no commission.

Thousands of home owners already advertise successfully on the internet and it has proved to be as viable as selling through a traditional agent at a fraction of the cost.

How much does it cost to advertise my property and what do I get for my money?

USFORHOMES current prices are displayed on our home page and entitles you to advertise your property for sale or to let on-line on the USFORHOMES Website. Any additional services, relating to the sale, e.g. EPC, Home Reports, Conveyancing etc, are subject to separate charges direct from our service link providers.

The current offer allows up to 6 display photos and your property is listed until sold. No commission relating to your house sale is payable by you to USFORHOMES.

How do I advertise on the USFORHOME web site? The 3 steps:

To advertise the sale of your property on the USFORHOME website, USFORHOMES have designed a very simple on-line form for you to submit your property details. Any submitted photos and text must be free of any copyright infringement. You simply follow step by step guide on the screen or as listed below. You may find it useful to print this section out for guidance.

* **Step 1** After registering.

* **Step 2** Add your property details and edit if required.

* **Step 3** Submit and pay for your advert to make it live.

3. Use USFORHOMES and/or an agent

As neither you nor USFORHOMES are an estate agent, if you find a buyer, privately, yourself, who is not already registered with your sole agency, you shouldn't have to pay your agent commission, but you may have to pay your agent an administration fee.

USFORHOMES operates as a publisher and not an estate agent. Thus by advertising on our site, buyers contact you directly. Ensure your estate agent hasn't specified a clause stating "Sole Selling Rights" instead of "Sole Agency Rights" because your agent would then still claim commission and/or an admin fee from you even if you sold privately.

The Office of Fair Trading state in their guide: "Using an estate agent to sell your home" (<http://www.offt.gov.uk/news/press/2005/228-05>). Sole agency, the estate agent you appoint is the only agent with the right to sell your property. As you are not an agent, if you find a buyer yourself, who is not already registered with the agent, you don't have to pay the agents commission, but you may have to pay an administration fee.

C) My selling costs?

A few minutes work could save you £000's. Compare our costs to the commission rates quoted by estate agents remembering to add 17.5% VAT to their fees! Some agents will also charge you extra costs for advertising your home in newspapers, sales particulars and even a set up fee of between £125 and £195.

Example House price £225,000 @ agency
commission rate of 1.5% = £3,375
plus VAT @ 17.5% = £3,966
- add setup fees and your total
agency cost could easily exceed £4,000!

Compare this with our cost £89!

D) Valuing your property?

USFORHOMES suggest you start with your realistic and preferred price. Review local property papers for a rough guide and compare this with values listed by the Land Registry and our service link site www.houseprices.co.uk for Scotland <http://www.ros.gov.uk> Also, research recent local house sales whilst remembering the value of your property is simply the price a buyer is willing to pay. Do not be tempted to price your property too high or you simply will not receive any viewings.

Official valuations are actually made by qualified surveyors not estate agents and ultimately, you make the final decision on price.

E) Legal matters

Do I need an estate agent for the "paperwork"?

No. Apart from arranging viewings, most estate agents do not get involved in the legal process and paper work in relation to your house sale. For example you will still need to use a conveyancer or a solicitor. USFORHOMES service link providers offer all aspects of the legal process at very competitive prices, often much cheaper than the traditional "high street".

F) More questions

How does it work when someone wants to view my home?

All enquiries come direct to you: you agree a mutually convenient viewing time, establishing a relationship with the buyer and sensibly this also allows you to qualify the buyer's situation e.g. in a chain, mortgage arranged - *before* they visit your property.

What happens after the viewing has taken place?

After 48 hours if the potential buyer has not contacted you, USFORHOMES suggest you contact them to clarify their interest and gain feedback.

What about offers?

Offers will be made direct to you. Talking directly with the buyer is a huge advantage; it really speeds up the process. You discuss issues directly on the phone with a buyer saving all the time lost and inaccuracies communicating through agents and third parties.

What happens if I accept an Offer?

You must now instruct a solicitor. Any property transaction will require a conveyancing service (the legal process of selling and buying a house). USFORHOMES service link providers is able to provide you with access to a range of local law firms at very competitive prices in England, Wales and Scotland. The Conveyancer will also draw up a contract for the sale, communicate with the buyer's solicitor and give you a written statement of property identity, searches, interest to be sold, sale price etc.

You should change the property status on your advert from "For Sale" to "Sold Subject to Contract" and once contracts are exchanged etc and the property is sold or let, delete the property from the website.

Contact the sign board provider directly - Signup on 07747 656816 (www.signupmidlands.co.uk), as displayed on your for sale board and get the board changed to SOLD SUBJECT TO CONTRACT at no additional cost to you. Once the property is sold you have the choice of retaining the for sale board or notifying Signup who will collect without charge.

Remember you can always refer to our FAQ's on the web site.

For Sale Boards

Combining the USFORHOMES "For Sale" sign board with internet marketing can help increase the changes of selling your property. Research has shown that properties with a For Sale sign sell more speedily when combined with the internet. These professional quality For Sale signs are available at an extra cost of £29.95 direct from our service provider.

Arrange direct with Signup

Tel: 07747 656 816

For more details:

<http://www.drwsystems.net/vendoraccess>

USFORHOMES ADVERTISING PACKAGE

	STANDARD Advert	Comments
Price	£89	One off fee, No commission or hidden costs
Listing time	Until sold/let	
Property Advert - inc. photos	6	
Online advert manager	Yes	Allows you to edit your advert 24/7
Uploaded to Google, Fish4homes, Properties direct & Home.co.uk	Yes	Massive exposure across estate agent web sites
Free online valuation	Yes	ENGLAND & WALES: http://www.houseprices.co.uk/ SCOTLAND: http://www.ros.gov.uk/
Free upload of your Floor Plan	Yes	
Free upload of your Video	Yes	
Google mapping	Yes	
Hits counter	Yes	Number of times your property is viewed
Search Engine Optimisation	Yes	Massive Internet search engine
Helpline	Yes	
Tell a friend	Yes	
Secure contact	Yes	
Simple step by instructions	Yes	
24 hr money back guarantee	Yes	
Advert appears on web site	Instant	