



with you every move

SELLER'S HANDBOOK



"Thank you so much for all your help selling our home. You went above and beyond and bent over backwards to help us out."
H and B Pennington, Hexham

Welcome

Thank you for contacting Rook Matthews Sayer. We would love to help sell your property and perhaps find your next dream home.

We hope you'll like the way we do things. Our approach is both personal and professional. We'll be with you every step of the way as we endeavour to sell your home for the best possible price and within your desired time frame. And we'll aim to make the process smooth and stress-free.

Here's a little help from us to get you started. This Handbook will guide you through our sales process. You'll find a useful checklist of things to do and an introduction to the Team who'll be working with you.

Why not use this folder to store all your house move information in one place?

You're very welcome to ask any further questions. We treat every customer as an individual, which is probably why we sell more homes in the Region than anyone else.

Please give us a call. We'll be happy to help.

Sales or lettings, moving
and mortgage advice. We'll
be with you every move.





Let's start by telling you a little about ourselves...

Rook Matthews Sayer is the Region's leading estate agent. We're an independent Company established in 1990 by Messrs Rook, Matthews and Sayer who are working as hard as ever to provide the most friendly and professional customer service. We now have 17 offices and over 130 team members working for our customers, which is why **we sell more homes than any other agent in the region** of Newcastle to Northumberland.

Our services include residential sales and lettings, property management and auction sales. We also have a specialist Fine Living brand which sells some of the finest premium properties in the North East. We have an experienced team of chartered surveyors and a dedicated department dealing with commercial property and business sales. Our outstanding Financial Services Team is qualified to offer knowledgeable advice and independent mortgage and insurance broking services.

You will receive a **complete** service from our highly skilled Teams. We're working hard for you online, in branch and of course in person.

We continue to invest for the future. We are a full member of property website OnTheMarket.com which has a huge selection of properties for sale.

Rook Matthews Sayer is regulated by the Royal Institution of Chartered Surveyors (RICS) the world's leading professional real estate body: proof of our commitment to provide high standards of professionalism and service.

"Thank you for all the help you gave us and for the wonderful calm and friendly manner always. You're all simply the best."
Mr and Mrs Athey, Alnwick



Why choose Rook Matthews Sayer?

A record of success. We sell more homes in the region than any other agent.

Proven by Independent market research.

More selling and buying opportunities.

We are the Region's Leading estate agent with 17 strategically located branches in Newcastle and Northumberland.

400 new buyers join us each week.

We match your property to all the relevant house hunters registered on our huge database.

New technology brings instant action.

We continuously invest in the latest and proven technology to make it easy for buyers and sellers. For example Your 'For Sale' board will incorporate a code which prospective buyers can text from their mobile phone; this will instantly download your property's details and photos to their phone. Your home particulars are instantly delivered to their fingertips. Simultaneously we receive the mobile number and a viewing can be arranged. Quick and easy for everyone!

Fully responsive website, online, mobile, on whichever screen you like.

91% of people own a mobile phone and over 51% access websites primarily via their mobile. So it's very important that we give all searchers the information they want, the way they want it. Our new responsive website allows access from mobile, tablet, desktop, whichever device you choose.

We make it quick and easy through 'Quick Response' codes.

We use Quick Response codes on our marketing materials. A QR code is a type of barcode that once scanned by your mobile phone can instantly deliver information and photos to your fingertips. Potential buyers can scan the code on our press adverts to look at full property details instantly.

Our people skills make it personal.

Our highly skilled and friendly Team has the drive, expertise and commitment to find the buyer for your home. Based in your busy local branch they are with you every step of the way. Unlike some agents, we offer our customers a complete service including expert advice, free home valuations, free accompanied viewings and face to face meetings.

Property Particulars that sell.

We produce carefully written sales sheets that present your home to best advantage. These particulars include a personalised full property description and high quality photographs.

Quick Viewings mean faster sales.

As soon we put your home on the market our Text Alert system will inform all the potential buyers on our database that match your property's profile. We will arrange as many viewings as possible as quickly as possible for you.

OnTheMarket.com and Rightmove reach the biggest market for your home.

We advertise your property on the most powerful websites OnTheMarket.com and Rightmove. We choose our online portals on results and effectiveness. At OnTheMarket.com buyers find thousands of available properties from the Region's leading estate agents.

We'd love to help you
sell your home. We're
with you every move



What happens next?

"Thank you so much for all your help. You have provided a fabulous service and been a pleasure to deal with"
Fiona, John and Freya, Blyth

- 1 Choose Rook Matthews Sayer to successfully sell your home
- 2 We'll help you with the paperwork: confirming instructions, compliance with Money Laundering requirements and an Energy Performance Certificate
- 3 Let us know if we can help with your new home search. We'll register you on our database and instantly find properties that interest you
- 4 We create sales particulars (details and photos) for your approval
- 5 Your 'For Sale' board goes up
- 6 Your property appears on internet sites and is matched to potential buyers
- 7 Press adverts and other marketing materials are arranged
- 8 Should you require a mortgage on your new home, book an appointment with one of our Financial Advisors. We'll help you find the right product with deals not available to other high street providers
- 9 Viewing appointments made and followed up
- 10 Offers put forward for consideration and negotiated to your instructions
- 11 Purchasers finance qualified, assistance given with appointment of solicitors and surveyors if required
- 12 Sale agreed, solicitors informed, surveys arranged
- 13 Any further negotiations following survey and valuation
- 14 Sales progression – on average this takes 12-14 weeks
- 15 Exchange and completion dates agreed by your solicitors
- 16 Start packing, book your removal van, let friends and family know of your new address. Be sure to let Rook Matthews Sayer know in case we need to contact you
- 17 The Keys are released when the funds are cleared into the seller's solicitors account. You can either arrange to hand the keys over directly to your buyer – we will assist with this – or you can bring the keys into our office for us to hand over once completion has taken place. Completion doesn't usually take place until around lunchtime or early afternoon





with you every move

17 branches Regionwide

