

# Sellers Guide

AT HOME  
IN EDINBURGH





allAgents is an independent review site. Our rating is 5/5 as of Nov 2023.



Our rating is 4.9/5 as of Nov 2023 from 136 reviews.



**A**t Home in Edinburgh is a family-run sales and letting company with a heart for Edinburgh, its property and its people.

To us, you're not just a client, you're part of our community, and we genuinely care about helping you feel valued and supported.

Marchmont tenement or Murrayfield mansion; we'll make sure your property's natural appeal shines through and reaches the right people.



Vicky McCann



Rick McCann

**New Town newcomers and Morningside movers, fond farewells and new beginnings. Your sales journey is as unique as your property. That's why we take time to understand your needs—so you get the best possible result.**

# Your steps to the best possible sales result



1

## Define what success looks like

Success looks different for everyone. We encourage our sellers to take a little time to think about what matters most to them. (See p7)

Key Steps:

- Define your objectives
- Book a free property valuation
- Receive your property assessment report

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## Choose your agent

A great agent will give you oversight of the process, and support you with expert advice throughout the journey.

Getting Onboard

- Fill in the paperwork
- Carry out ID checks
- Appoint a solicitor
- Home Report, formal valuation & property questionnaire

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## Prepare your property for sale

Getting your property ready for sale takes a careful eye. We have years of experience dealing with everything from staging to those pesky storage headaches.

Key Steps:

- Dressing, repairs & decoration guides
- Oversee upgrades
- Use of our trusted contractors
- Photos, 3D viewing, 360° tour, and more



Use the QR Code to see an example

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## Find the right buyer

Your property deserves attention! We're here to make sure it gets noticed by all the right people.

Key Steps:

- Our marketing plan (See p8)
- Share property details with database of buyers
- Handle enquiries & conduct viewings
- Follow up with viewers



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## Clinch the deal

We gather information from potential buyers, give you advice on interest levels, offers, and closing dates so you have the information needed to make great decisions.

Key Steps:

- Notes of interest
- Offers
- Closing date

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## Finalising the sale

Once an offer has been accepted, we hand things over to a solicitor. We have weekly meetings with our recommended solicitors to ensure you stay updated on progress.

Key Steps:

- Handover to solicitors
- Conveyancing
- Weekly progress updates
- Completion



Learn about the conveyancing process here

# How we personalise your process

We believe three key aspects truly make a difference to your selling journey and the outcome.



## 1 Effective Communication

The most overlooked element of the selling process is good communication. You want to know what is happening and when. We are committed to keeping you informed, and our friendly team is always on hand to respond to your questions.

Our Google and allAgents reviews are testament to our approach.

## 2 Meticulous Attention to Detail

It pains us to see properties enter the market before they're ready to shine! From property staging to our marketing plan and collaborating with trusted solicitors, we meticulously attend to every detail in the sales process.

## 3 Bespoke Results

No two selling journeys are the same. Perhaps you need the right buyer, or the least amount of time between homes? Perhaps its all about the final price? We believe that you should have an agent who cares about getting the result that will work for you.



## What does success look like for you?

Your individual preferences will be at the front and centre of our approach. Are you aiming to maximise your return? Or, perhaps, minimise delays?

Use the questions below to help you define your objectives:

### 1. What's most important to you?

	Not Important	Very Important
Right buyer (i.e. cash or subject to sale)	<input type="radio"/>	<input type="radio"/>
Right timing (i.e. need to sell before buy)	<input type="radio"/>	<input type="radio"/>
Best price (i.e. hold out for highest bid)	<input type="radio"/>	<input type="radio"/>

### 2. What are you most concerned about during the selling process?



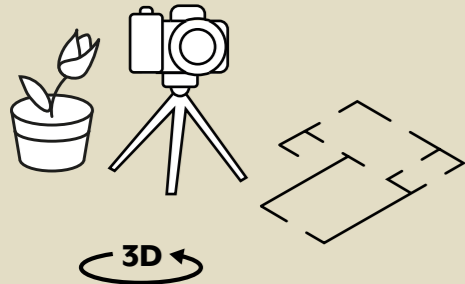
# Our Marketing Plan

To find the right buyer, we put together a complete marketing package designed to maximise your property's exposure. Our fixed marketing fee includes *all* of the following:



## 1 Style Your Property

With our wealth of experience preparing properties for rental, what sets us apart is our keen eye and dependable contractors who can showcase your property in the best light possible.



## 2 Capture The Moment

- Professional photography
- Floor plan
- 360° tour
- Drone photography

## 3 Broadcast to Buyers

- For sale board
- Window cards in our prime office location
- Established social media channels
- Internationally renowned advertising portals
- Matching your property with our database of potential buyers
- Sharing your property with our letting database (See p10)
- Sharing your property with our rental portfolio investors (See p10)

# Simple Pricing

We want to remove the industries smoke and mirrors around fees and costs. You can be confident that our transparent fee structure includes everything needed to optimise your property's appeal without hidden surprises.

(All prices below subject to VAT)

## Our Fees

- Estate agent fee (1 % of sales price)
- Marketing & Home Report, £900
- Solicitors conveyancing fee, £995\*

## Optional Extras

- Agent assisted viewings, £25 p/hr \*\*
- Virtual staging, price on request\*\*\*

## And that's it!

\* Conveyancing fee based on you using our recommended solicitors. You may have your own preferred solicitor.

\*\* We recommend owners carry out their own viewings where possible. See our FAQs on p11

\*\*\* Virtual staging is used when a property is unfurnished and you want the buyer to envisage what the room could look like with furniture. It is charged on a per photo basis and is around £30-£40 per photo.

## Your Calculator

	£ Amount
Your Valuation	<input type="text"/>
x 0.01 (1%)	<input type="text"/>
+ fixed fees	<input type="text"/>
+ Optional	<input type="text"/>
= Sub-total	<input type="text"/>
+ VAT	<input type="text"/>

# Our letting team means an extra win for you!

At Home In Edinburgh are two-time winners of Scotland's Residential Letting Team of the Year. Tapping into our letting database puts us ahead of the game when it comes to the sale of your property as we pro-actively match properties to potential buyers.

We have existing relationships with both UK based and overseas investors who wish to expand their portfolios and are looking for their next investment.

Many of our tenants are potential buyers; people looking to take their first step onto the property ladder, relocating, or between homes.



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## FAQs

### What is a Home Report?

A Home Report provides potential buyers with information about a property's condition, value, and energy efficiency. It will be carried out by a Chartered Surveyor who will need to visit your property.

### How will my property be valued?

We will visit your property and provide an indicative property valuation based on our insight and analysis of similar properties that have sold in the area. A Chartered Surveyor will then provide a Home Report valuation, which will be the guide price for potential purchasers.

### Do I need to carry out viewings?

Wherever possible we advise property owners to carry out viewings (we will send you our viewing guide). As owners you can provide the best possible viewing experience to potential buyers.

### When should I do viewings?

Viewings are either done by appointment at a mutually convenient time or by open viewing, usually on a Sunday between 2.00pm-4.00pm. We can advise what will work best for you and your property.

### What is a closing date?

A closing date is a specified deadline by which interested buyers must submit their best and final offers to purchase the property.

### Do I need a solicitor?

Yes, once you have accepted an offer you need to appoint a solicitor to start the conveyancing process. We can introduce you to our partner solicitor or you can choose your own.

### Should I choose an ESPC agent?

Historically, using a solicitor firm was the only option available when selling property. Today, across the UK, there is a move to specialised estate agents and conveyancers who are delivering higher levels of customer service and better standards in preparing, marketing, and selling property.

Edinburgh is unusual in its continued emphasis on solicitor-agents, and to advertise on ESPC you must be a solicitor firm. ESPC would love to maintain that status quo. However, the truth is that property buyers don't limit themselves to one platform when hunting for their potential dream home, and ESPC isn't as widely recognised outside of Edinburgh or internationally as other property portals such as Rightmove.

We believe that a specialised team means sellers get the best of both worlds: they can work with someone who cares about their property, and are specialists in preparing, marketing, and negotiating, while still having access to well-known, high-traffic advertising portals.

### Should I choose an agent with an in-house solicitor?

The most important thing at the legal end of the selling journey is good communication. While some agents claim to have an in-house solicitor team, they often operate as separate entities with limited communication between them. Our commitment to better customer service means we ensure we get regular updates from our recommended solicitors to keep your mind at ease. And if you have a solicitor that you already trust, we'd be happy to work with them.

### What is the conveyancing process?

Conveyancing is the legal process of transferring ownership of a property from one person to another. It includes preparing and reviewing legal documents, conducting property searches, and facilitating the financial transaction.

### What are conveyance searches?

During the conveyancing process, a solicitor will perform searches of Land Registry and Local Authority information in relation to your property. They will be checking for planning history, any potential developments and other environmental concerns.



We would love the opportunity to meet you and discuss things further. If you have any questions, please get in touch.

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### **Our credentials**

At Home In Edinburgh is registered with HMRC for anti-money laundering supervision and is part of the government approved Property Redress Scheme. We have Client Money Protection (CMP) insurance in place which provides financial protection to our clients.

We are approved and registered on the Scottish Letting Agent Register. As such, we must comply with a statutory Letting Agent Code of Practice and our staff must hold the relevant qualifications. Our LARN number is LARNI902079.