



Nicol Estate Agents

A Guide to Selling Your Property

[nicolestateagents.co.uk](http://nicolestateagents.co.uk)



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Mon - Sat  
8 am - 6 pm  
90 mins  
No returns  
within 90 mins  
→



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## N Welcome

At Nicol Estate Agents we believe that our people and our experience sells homes and that our personal approach achieves results.

Moving home is not complicated but it can be daunting, as your home is one of the largest investments you will ever make. Although the Internet has changed the world, buying and selling property is a very people oriented business and good communication is essential for a successful move.

With over 170 years' combined experience, an extensive qualified database of home buyers, prominent high street presence, proactive marketing and a proven track record of success, our knowledgeable and experienced sales team live locally and are available for help and advice.

All our staff are dedicated to providing the highest level of service and attention throughout the entire moving and selling process. We offer a bespoke, personal and transparent approach, providing a clear commission structure with no hidden charges and we will always endeavour to achieve the best price for your property.

At Nicol Estate Agents we value quality over quantity and there is no one-size fits all policy. We consider every home and every seller individually. Nicol Estate Agents focus solely on residential sales and are members of the National Association of Estate Agents and The Property Ombudsman.

Simply put, we love what we do. We value the great relationships we have built with our clients over the years and the reputation we have gained for great customer service.

So if you want an Estate Agent that puts you at the heart of their business, contact our Newton Mearns and Clarkston teams today.



“ At Nicol Estate Agents we value quality over quantity and there is no one-size fits all policy



## **N** Market appraisal

Once you have decided to sell your property, your primary aim should be to sell your home at the best possible price, and within a time-frame that suits you. Our Managing Director, Douglas Nicol and our Area Manager, Harvey Rosenthal carry out hundreds of market appraisals every year, giving them an intimate and unparalleled knowledge of the property market in Glasgow from city centre apartments to family homes and building plots.

When we visit your property to carry out an accurate appraisal, we will talk to you about the property market in your area, compare sales evidence, local demand for similar properties, outline our tailored marketing plan and provide details of our sales support strategy right through to completion.

The appointment is complimentary, confidential and will typically last around 30 minutes to an hour, depending on the size of your home, outbuildings and grounds.

Here at Nicol Estate Agents we offer a transparent approach keeping our clients informed at every stage of the selling process and providing a clear commission structure with no hidden charges.

We want our clients to be delighted with the service we provide. Listening to your needs and understanding your requirements is our starting point.



## **N** Setting the asking price

There are many factors that determine the marketing price of your home. It's imperative that you choose an agent that has strong local knowledge as well as whole-of-market experience.

At Nicol Estate Agents, we are solely focused on selling property and this coupled with our knowledge of the Scottish property market enables us to be able to set a price that will not only attract interest from buyers, but also meet your expectations.

Naturally, the asking price will be set in conjunction with the formal valuation contained within the Home Report, but we will also consider the location, market conditions, competition for similar properties, improvements to your home and the general condition and presentation.

“ Our knowledge of the local property market helps us develop a marketing plan that's right for you and your property.

# N Home Report

A Home Report offers potential buyers an upfront source of information on the condition and market value of a property which means buyers are able to make informed decisions as to whether the property is right for them. Each Home Report consists of:

## Survey

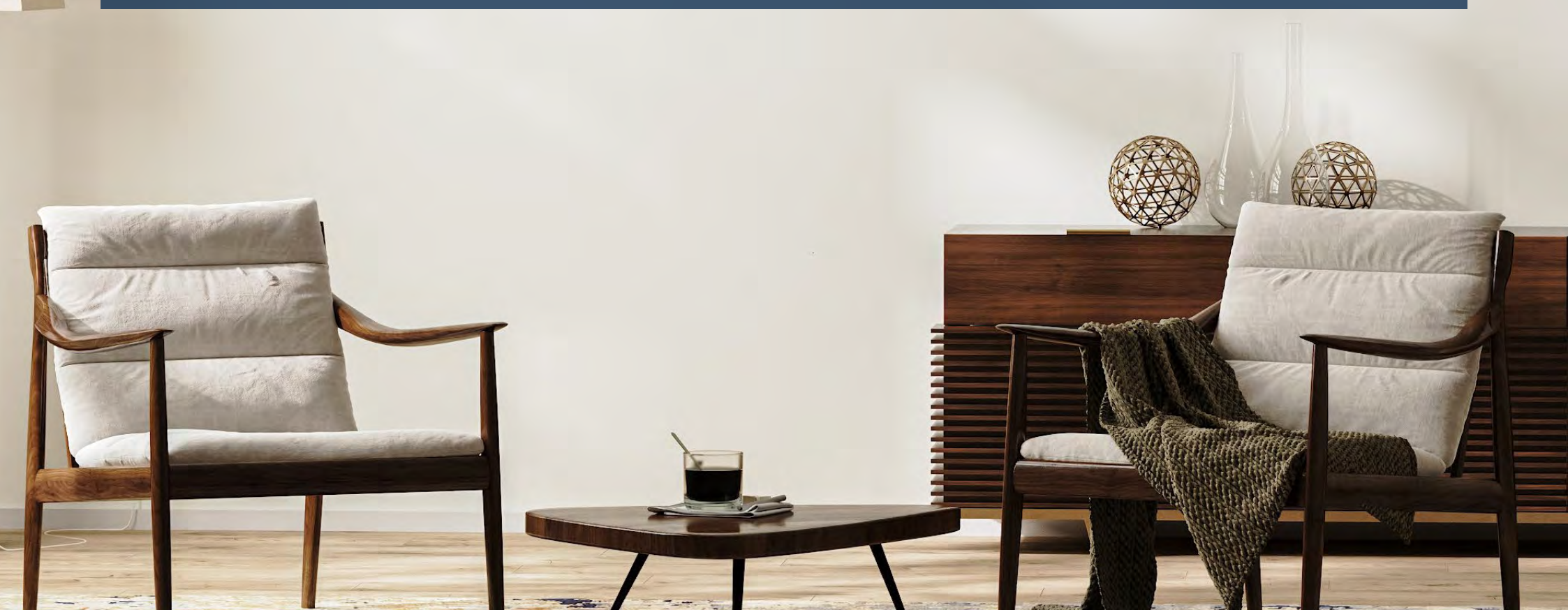
A chartered surveyor will visit you and examine the property and report on the structural condition of the house, disability access and the current value.

## Energy Certificate

An energy performance certificate to rate the energy efficiency of the property will be produced by the surveyor on their visit.

## Property Questionnaire

The seller will complete a property questionnaire outlining the council tax band, any building work undertaken, planning permissions sought and certificates of guarantee. A conveyancing solicitor can help you with this.





## **N** Pre-sales prep

At Nicol Estate Agents we take the time to get to know our clients, and find out what they feel are the key selling points of their home – after all, it's the person living in a property that truly knows its merits.

We also make sure that every member of our team visits your property so they can discuss the key characteristics of your home with any potential buyers that call or visit our office.

Once you have instructed us to sell your property, the next step is to prepare the material that we will use to market your property. We will give you honest, well-informed advice on the best way to sell your property, and we will create a bespoke marketing strategy that's tailored to you.

We use only specialised high-quality photographs of your home, along with floor plans and well-written copy to outline the key selling points of your home. We have a range of high quality bespoke brochures and have the ability to create high definition video brochures.

You will approve all marketing materials before launching to the market.

# **N** Launching your home to the market

Nowadays, the internet is at the heart of how we market a property attracting local, national and often international buyers. We make it a priority to stay-up-to-date on all available sales channels when marketing your property.

Our local knowledge paired with our professionalism and proactive approach is what helps people like you find their dream home.

At Nicol Estate Agents, we ensure that all sales opportunities are utilised and we use all major successful property websites to advertise our properties, including Rightmove, S1 Homes and Onthemarket.com as well as our own website, [www.nicolestateagents.co.uk](http://www.nicolestateagents.co.uk), which attracts thousands of visitors every month. We will also utilise our Property PR contacts for opportunities in local and national press, as well as email and social media alerts to our database of registered buyers.

Aside from the online marketing channels, we still use the 'traditional' ways of selling property as we have over the years. We have an extensive database of people looking

to buy a property in the area. This allows us to match and discuss your property to these people as soon as it comes to market. Nothing beats talking to a buyer highlighting the key characteristics of your home.

In addition, we make sure that we have a strong social media presence and regularly engage with potential buyers over social media, highlighting properties that we know they are searching for. We also have extensive contacts with many of Glasgow's major solicitors and private client departments to circulate the particulars for sale.

**BESPOKE MARKETING WITH LOCAL KNOWLEDGE**





- ✦ Free, no obligation market appraisal and pre sales advice.
- ✦ Proven track record of success.
- ✦ Tailor made marketing plan.
- ✦ Full, unwavering sales support from the initial meeting right through to sale completion and entry date.
- ✦ Highly skilled team of professionals with in-depth local market knowledge.
- ✦ Dedicated sales Negotiator.
- ✦ Prominent High Street presence.
- ✦ Accompanied viewing service.
- ✦ Comprehensive database of applicants matching to qualified buyers.
- ✦ Professional photography to help your property stand out. Drone and aerial photography. High-quality bespoke printed and online brochures. HD property movies and 360 degree tours.
- ✦ Optional newspaper and magazine advertising.
- ✦ Local, national and international reach - Strong online presence and mobile optimised website. Global exposure of properties through our own website and major national portals including Rightmove, Onthemarket and S1 Homes. Email and social media alerts to our database of registered buyers.
- ✦ Private Sale option.
- ✦ Feedback and communication throughout the sale, purchase and completion.
- ✦ No Sale No Fee.

Our approach to selling means we are open to new ideas and not afraid to adapt. Our technology is being continually updated to enhance the service we can provide you and the buyer.

Investment in our staff training and development are ongoing.

A man in a dark suit and blue tie is gesturing while talking to a man and a woman. The man is wearing a light blue button-down shirt and dark trousers, and the woman is wearing a grey dress. They are standing in a modern house with large windows and a wooden beam ceiling. The background shows lush green trees.

## **N** Accompanied Viewings

At Nicol Estate Agents we understand that people today have busy family and working lives, and that's why we offer an accompanied viewing service allowing us to show your home on your behalf. Our longer opening hours are essential to maximise viewing opportunities for your home, and accompanied viewings allows us to use our local market and area knowledge to sell your home.

If you are happy to show your own home, at times that suit you, we would talk you through our suggestions for showing your home to prospective buyers, covering aspects, handling questions, sequence and presentation of rooms.



## **N** Private Sales

As a more discreet alternative, we offer the facility to approach our database of buyers on a private, off market basis. Such sales can often provide a quick and stress-free solution as it provides buyers with the opportunity to purchase a property without competing against others and can be carried out without fully launching your property to the open market. So if you are looking for a special home which you can't see on the market, tell us what you are looking for and we will let you know if anything becomes privately available.

## **N** Feedback & Communication

At every stage of the selling process, from the initial meeting right through to moving day and even beyond, we will keep in touch with you to make sure you are aware of what's happening with your house sale. After all, it's one of the most stressful and life-changing things you can do.

We will provide you with information on everything we are doing to market your home, and will give you feedback following every viewing. This is vital as it can give us guidance on how people are receiving your property.

Members of our friendly team will be familiar with your property. We are always on hand to offer help and advice and to ensure that you are comfortable throughout the selling process.



## **N** Handling Offers & Negotiations

One of our main roles as your estate agent is to take care of offers and negotiations on your behalf. Our experienced team will conduct the negotiations on your behalf and our key aim is to negotiate the best price from the right buyer, and to achieve a moving date that works for you.

As soon as an offer is received, we will notify you both verbally and in writing. We will also inform you of any special conditions of the offer, qualification of client funding and will check the buyer's ability to proceed, before you decide whether to accept the offer.

We like to keep in mind your original expectations in terms of the price you would like for your property, and we refer back to this throughout the process.

## **N** Offer Agreed

Before an offer is made, the buyer's solicitor will contact us to notify their interest in the property. At this point we will ensure that the buyer is in a position to proceed should you accept the offer.

When there is more than one note of interest, the seller will usually set a closing date - a date by which interested parties must submit an offer in Scottish legal form to the seller's agent. The seller then decides which offer to accept but is under no obligation to accept any offers. All aspects will be discussed with the seller.


Once you have accepted an offer for your property and agree to any conditions attached to this offer, we will prepare a memorandum of sale, write to both parties with the agreed price confirmed, and ask you to provide details of your solicitor, if we do not already have their details and must follow the correct Scottish legal form.

Your solicitor will need to send a draft contract to the buyer's solicitor so that they can start the purchasing and conveyancing process. You will need to agree dates for the exchange of contracts and completion.

## **N** Conveyancing

Conveyancing is one of the final stages of the selling process. We will maintain constant contact with your conveyancing solicitor and will be onhand to help you if you have any queries with the conveyancing process.

Our aim is to help you to conclude the sale, and that you are happy with the process from start to finish. We will be actively involved right up to the point of completion, helping to make the handover as smooth as possible.



“ From start to finish the level of service from Nicol exceeded all our expectations and we couldn’t recommend them highly enough.

We were kept fully informed throughout the process, and felt Nicol made every possible effort to secure a sale for us and we are delighted with the outcome.”

Mr & Mrs Anderson

## **N** Missives & Completion

At all times we maintain regular contact with your solicitor and the purchaser’s solicitor in pursuing the conclusion of the sale. Missives are concluded when the following has been carried out:

- Preliminary enquiries are carried out following the draft contract
- A good title has been produced
- Local searches been carried out
- Details of the fixtures and fittings have been confirmed
- The buyer has received a mortgage offer, if applicable.

Your solicitor will sign the contract on your behalf once it has been approved by you and a completion date agreed between you and the buyer. At this point in time there is a binding contract on both parties to complete.

Completion means that the purchase price is transferred from the buyer’s solicitor to your solicitor’s account. Once your solicitor has advised this money has cleared into their account, we will then release the keys and your property is sold.

Our key aim is to negotiate the best price from the right buyer, and to achieve a moving date that works for you.



## **N** Buying with Nicol

Our aim is to make buying a property an exciting and enjoyable experience. Whether you are a first time buyer, looking for the next step up on the property ladder or want to find the ideal investment property, Nicol Estate Agents can help.

We have in-depth local knowledge of school catchment areas, council tax bands, public transport and motorway links and local amenities to help you decide on a suitable location, and to help potential buyers who are new to the area become familiar with everything the area has to offer.

KEEP UP TO DATE  
REGISTER FOR PROPERTY ALERTS

## Nicol Estate Agents - Redefining Estate Agency



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