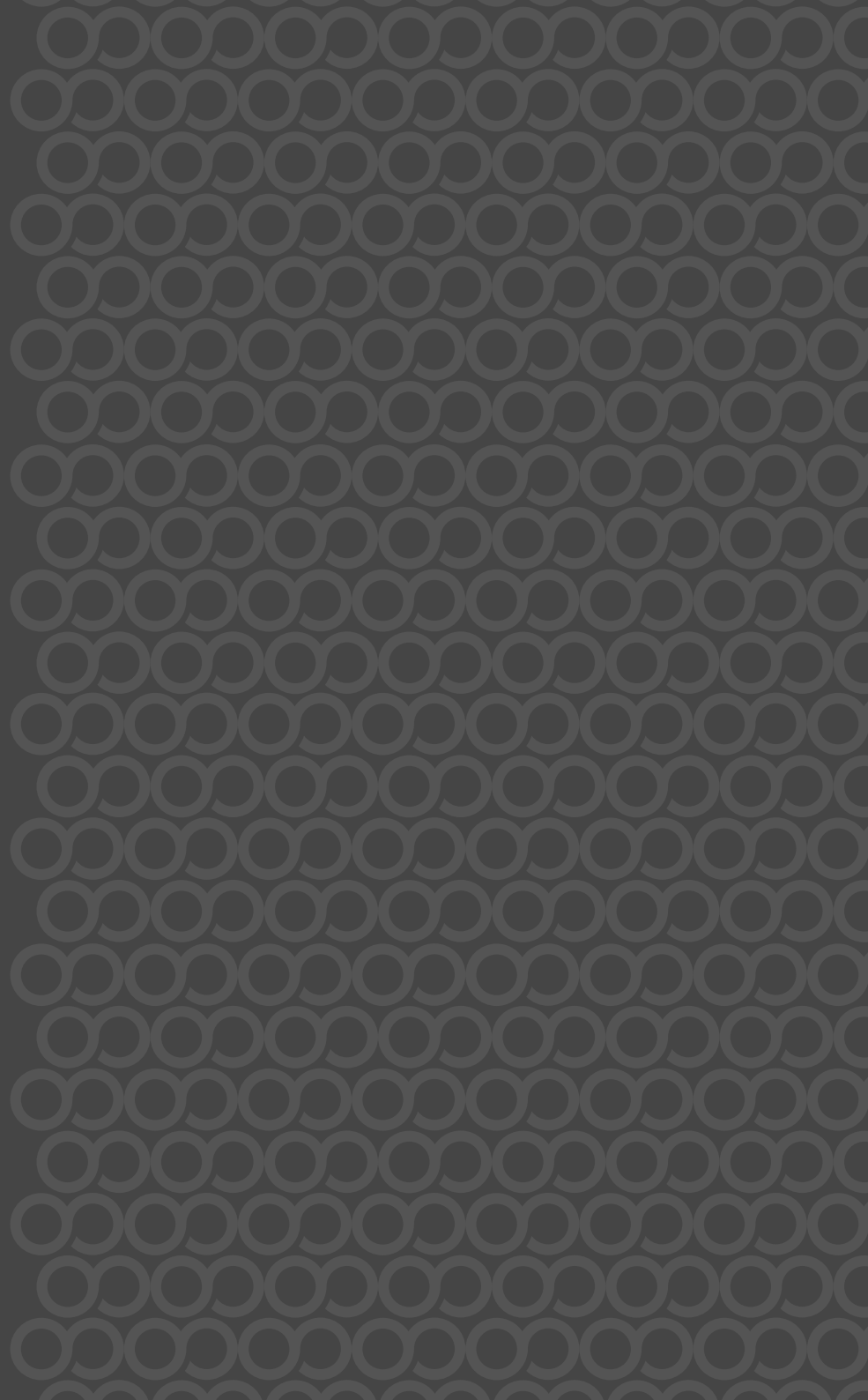




Selling a property with Godfrey Living

Godfrey Living is an independent estate agency with extensive local knowledge of Brighton and the surrounding areas. We offer a bespoke selling service that allows to deliver consistently excellent results for vendors.

godfreyliving.com



Selling property is as much about relationships and intuition as it is about bricks and mortar.

This is why we provide all our vendors with an individual, tailored service aimed at delivering the best possible outcome for them. We draw on our local knowledge and extensive professional experience to get the right buyers through the door of your property, to facilitate a smooth and stress-free sales journey with the greatest chance of completion.

With an established reputation in the Brighton and Hove area, we are able to utilise our strong relationships with property professionals in associated and complementary sectors to add value, problem-solve, and cater to any circumstance.





We operate based on transparency, trust, and integrity

Working on your behalf, we will ensure you are fully legally protected in any transaction of which we are a part. We uphold our core values of honesty and integrity in all our relationships and engagements with clients, defying the traditional estate agent stereotype to become your trusted partner. Our contracts are clear and transparent, with fair and realistic timeframes, and no hidden costs or clauses.

Godfrey Living are regulated by the Property Ombudsman, a Member of the Approved Code of Trading Standards, and Gold Award winners in the UK Considerate Construction Programme.



Our 5-step process for selling a property

We know that the sales process can seem lengthy, complex and overwhelming. We take a fresh and consultative approach to every property and vendor, acting as your guide and advisor throughout the sales journey, and always aiming to deliver an optimal result. To make the process easier to digest, we've broken it down into five steps, showing how we can add value and support you at each stage; we hope this will help you to see what your sales journey with Godfrey Living might look like, and get you excited to work with us to get your property sold.





Property Valuation

Getting the initial valuation right is essential to a successful sales journey. In this highly competitive market, a lot of high street agents will over-value your property in order to win your business, or under-value it to get a quick sale. This does a huge disservice to you and to your property: too high a valuation will set unrealistic expectations and put off buyers, and before long, you will likely find yourself pressured to reduce the asking price; too low, and you won't receive what your property is truly worth.

At Godfrey Living, we use a local market-led and market-aware approach to provide with the most accurate, up to date, and appropriate valuation figure that will get your property sold. We know that Brighton and Hove buyers are savvy; we base our valuations on data, research, and our expert knowledge of the local market to deliver the best result for our vendors.



Preparation to Sell

Careful preparation will make the sales process run smoother. Preparation covers everything from ensuring you have all relevant documentation ready and financial arrangements in place, to staging your property for sale. There are a few things you can do at this point to make viewings and offers more likely, and put us in the best possible position to sell.

Being ready to move, and having any information that is likely to be requested (for example building regulations and planning permission approvals, work certificates, any relevant warranties) to hand will enable us to quickly answer questions from potential buyers. Staging involves making sure the property is tidy and well-presented, so that buyers are enticed through the door and impressed when they arrive. Setting the scene helps them imagine what it would be like to live in your property.

Prepare your property for market like a pro – our top tips

Selling a home can be an exciting but daunting process; you want to get moving, but also get the best price for your property. Planning and preparation are key to realising maximum value, and tackling the following areas can make everything a little more manageable.





Declutter and deep clean

It's a mistake to hope that buyers will be able to see past clutter — they won't. Mess will make rooms feel smaller than they are, creating doubt in the minds of buyers about how much space your property offers. When you've decluttered, the next task is to deep clean — a home that appears well-cared for is a much easier sell than one that seems neglected and unloved.

Make repairs

Now is the time to tick off all the odd jobs that you've been neglecting, no matter how small. You may no longer notice the broken door handle or peeling paint, but buyers will. Little faults like this are distracting — buyers will be looking for problems, and these things might cause them to worry if there are more significant issues that they can't see. Make all necessary repairs so that prospective buyers will focus on your property's benefits and not its faults.

Refresh

It's amazing what a lick of paint can do. If parts of your property are looking a little tired or dark, a freshen up of the décor can work wonders to add light and life. As well as walls and ceilings, make sure you touch up the woodwork and any fitted cupboards or storage, and don't neglect the exterior of your property.

Kerb appeal

First impressions count, so ensure all external areas, gardens, garages and driveways are clean and tidy so that prospective buyers aren't put off before they walk through the door. Set yourself up for a perfect viewing by impressing from the outset: freshen up exterior woodwork, move bins to a discrete location, and think about attractive seasonal plants you could put in pots outside the front door.





Marketing your property

Our premium marketing materials are impactful and catch the eyes of the right buyers, and come at no additional cost to you. In addition to free professional photography and floorplans, and accompanied viewings, we also have a strong online presence — on property portals, our own website, and social media platforms. This enables us to reach a wide and engaged audience.

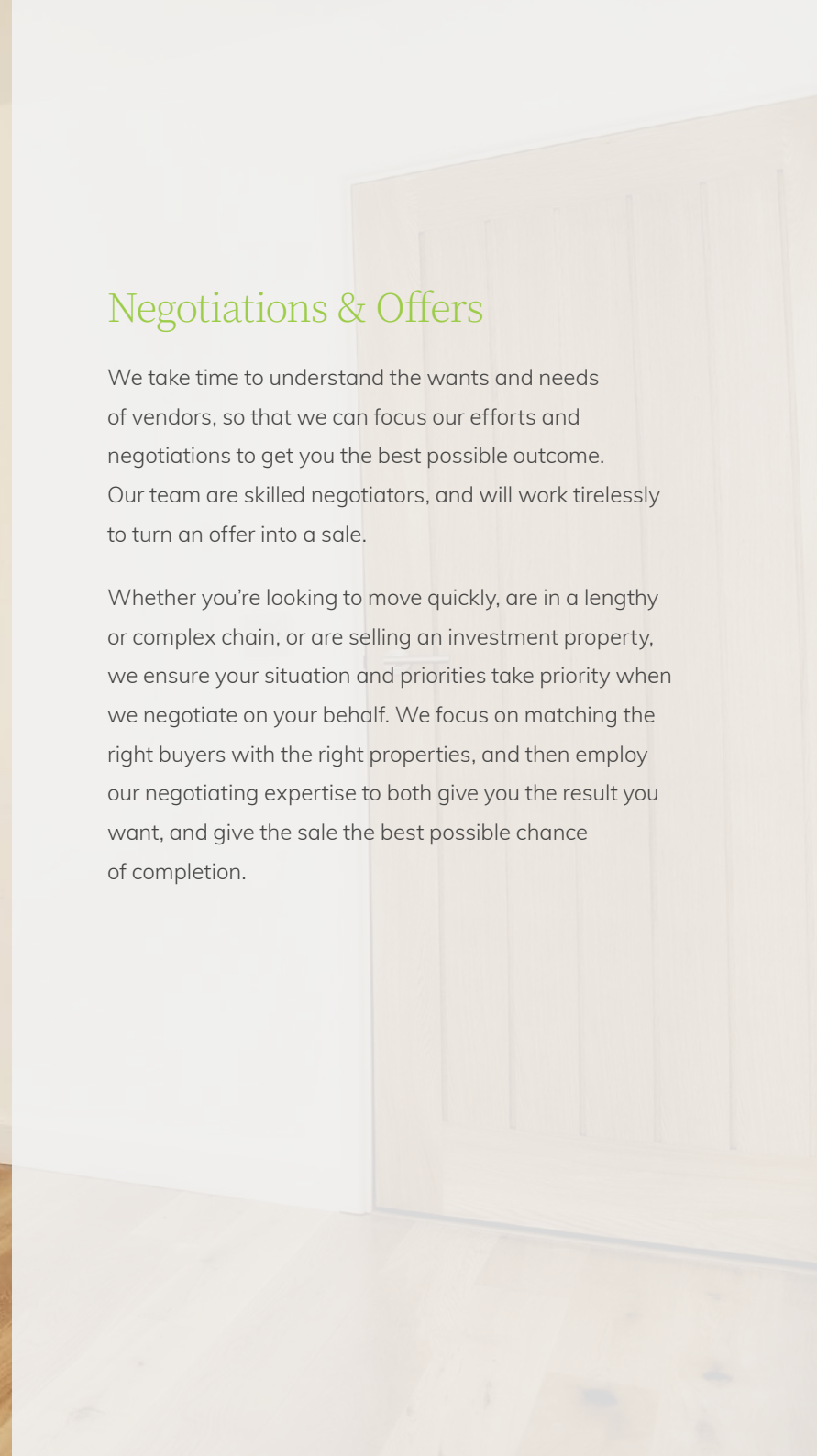
Marketing materials are prospective buyers' first introduction to your property, so it's essential that they are high-quality and stand out from the crowd to do your home justice. We are at the forefront of creative and design-led marketing materials that capture buyers' attention in the busy Brighton and Hove market, to get your property seen and sold.



Negotiations & Offers

We take time to understand the wants and needs of vendors, so that we can focus our efforts and negotiations to get you the best possible outcome. Our team are skilled negotiators, and will work tirelessly to turn an offer into a sale.

Whether you're looking to move quickly, are in a lengthy or complex chain, or are selling an investment property, we ensure your situation and priorities take priority when we negotiate on your behalf. We focus on matching the right buyers with the right properties, and then employ our negotiating expertise to both give you the result you want, and give the sale the best possible chance of completion.





Completion of the sale

When negotiations are complete and the sale is agreed, we hand over to solicitors, who will take care of contracts, searches and queries, and liaise with surveyors and lenders. There are a lot of boxes to tick here, and a communicative and thorough solicitor will be excellent ally — we are always able to provide a trusted and vetted referral, if you don't already have a preferred individual.

This is not a time for us to take a backseat – we oversee this stage and act as the liaison between the solicitors of both parties to keep the process moving swiftly towards completion. We ensure queries and issues are swiftly resolved, worries are eased, documentation is provided in a timely manner, and keep you informed of progress at all times.



Why Godfrey Living

We have unrivalled understanding of and access to the Brighton and Hove market, a wealth of local contacts, and decades of experience at our disposal. Unlike most estate agents, we not only sell existing residential and commercial units, we also build and refurbish properties for the market. This gives us a full spectrum of experience and expertise across the whole property landscape, which we can deploy to your benefit, helping to sell your Brighton property. We are proud to provide the highest level of tailored, individual-level service and achieve excellent results for all our vendors.

Our expert team

The team at Godfrey Living comprises professionals from diverse property backgrounds, who contribute comprehensive property expertise and a vast body of collective knowledge. Our team's repeatedly proven success in selling properties in Brighton and Hove makes for an impressive portfolio and an invaluable bank of professional experience.

Our property network

Our property industry network is one of our greatest assets. As an award-winning Brighton company, we have forged strong relationships across the broad landscape of property services, from solicitors to architects, with providers who share our focus on quality, security and trust. If you're looking to sell a property in Brighton and Hove or the surrounding areas, we can connect you with the best in the business, the people who, like us, make things happen.

Our ethos

The Godfrey Living ethos is built on clarity, focus and objectivity, all of which are key to our engagement with vendors and our approach to selling property. We believe in full transparency, always so you won't find any small print or hidden clauses. Property is personal, and our intuitive approach places relationships at the heart of what we do, building partnerships and connecting with clients at an individual level to understand their plans and aspirations.



“I found Godfrey Living to be extremely helpful and polite. My queries were always resolved quickly, in a professional manner, and I felt informed and supported throughout — something I’ve found to be rare for an estate agent. I would absolutely recommend Godfrey

Living to anyone looking to sell their home.”

Lucy P





Sales made simple.
Let us show you how...

7 St Georges Road
Kemp Town
Brighton BN2 1EB

01273 623003
info@godfreyliving.com

godfreyliving.com