

RADNOR MARTIN

SELLING GUIDE

SELLING YOUR HOME WITH RADNOR MARTIN

Selling a property can be both exciting and emotional, so choosing the right agent is essential. At Radnor Martin we combine deep local knowledge, tailored marketing and a highly personal approach to ensure a smooth and successful sale.

Led by Emma, our team takes pride in providing clear communication, professional presentation and trusted advice at every stage of the process.

Your first step is a complimentary, no-obligation market appraisal.

To arrange yours, simply get in touch with our team.

MARKET APPRAISAL

We begin with an accurate, honest and up-to-date valuation of your property, informed by Emma's in-depth understanding of the local market and recent comparable sales.

This allows us to advise not only on price but also on positioning, presentation and timing, ensuring your property enters the market to maximum effect.

INSTRUCTION, PREPARATION & MARKETING

Once instructed, we coordinate all aspects of property presentation.
This includes professional photography, detailed floorplans and, where appropriate, virtual tours or drone imagery to capture your home at its best.
We also provide styling and presentation guidance, ensuring your property appeals to the widest possible audience from day one.

Once you've approved the final details we launch your property to market.
Your listing will appear on our website within 24 hours, as well as across all major property portals. In addition, we contact registered active buyers directly, often before your property is publicly visible online, ensuring immediate and targeted exposure.

VIEWINGS, FEEDBACK & UPDATES

All viewings are personally accompanied by a member of our team, so you don't need to be present.
For later-stage, or second viewings, we may invite you to attend, allowing potential buyers the opportunity to discuss specific questions about the property.

Following every viewing we provide prompt feedback within 24 hours, along with regular progress updates on enquiries, interest levels and overall marketing performance.
We believe in open, transparent communication throughout the entire process.

OFFERS, NEGOTIATIONS & SOLICITORS

All offers are communicated promptly, both verbally and in writing. Emma personally oversees each negotiation to achieve not only the best price but also the strongest buyer position in terms of readiness and reliability. We verify all buyer finances and coordinate timelines to align with your preferences. At this stage we'll also confirm which fixtures and fittings are included in the sale.

Once an offer is accepted you will need to instruct a solicitor to handle the conveyancing process - we are happy to recommend trusted local firms if required. Your buyer will arrange a survey and the legal process will begin, including:

- Draft contract preparation.
- Title deed and property form submission.
- Enquiries and local authority searches.





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EXCHANGE OF CONTRACTS & COMPLETION

After all legal checks are complete and (if applicable) the buyer's mortgage offer is confirmed, both parties sign the contracts and the buyer pays a deposit (typically 10%).
A completion date is agreed and the sale becomes legally binding.

Completion usually takes place 7–28 days after exchange.
On the day of completion, once funds have cleared, we release the keys to the new owner and confirm the successful conclusion of your sale.
Throughout this stage we liaise with all parties (solicitors, buyers and lenders) to ensure a smooth transition from start to finish.

OUR FEES & CONTACT

Our sales fee is 1.25% + VAT, payable only upon completion. This includes:

- Professional photography.
- EPC (if required).
- Brochures and all online advertising.

There are no upfront costs or lengthy tie-ins - you can cancel at any time with 48 hours written notice.

If you're considering selling your home we would be delighted to provide a free, no-obligation market appraisal.

Contact us today to arrange an appointment with Emma and the team.

01993 765115

office@radnormartin.com



