

The **Nine** key reasons why people change estate agents



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Hello

If you are reading this, then chances are you are thinking about changing estate agents.

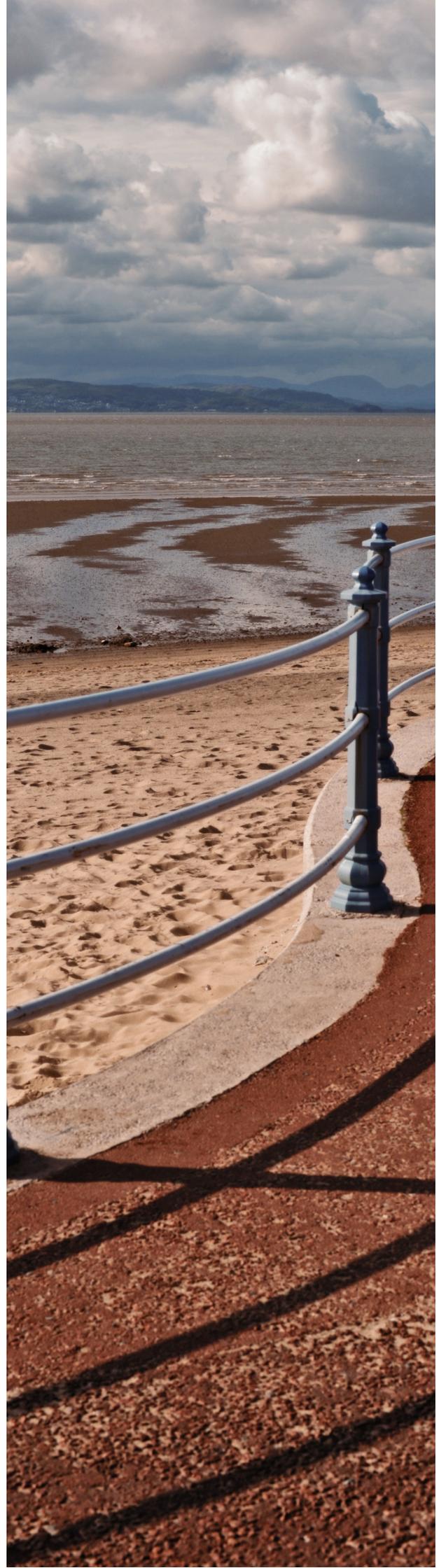
My name is Michelle Gallagher. Alongside my team, I have been helping people in Lancaster and Morecambe move home for 21 years. My husband has been helping people for 33 years! Together we have helped over 8500 families sell their homes.

For the past 2 years, the housing market has moved at a fast pace. Houses were almost selling themselves.

Now it is changing. The cost of living crisis is deepening, interest rates are going up and fuel costs are rising.

As the housing market begins to change, it is important that you are working with an estate agent that understands what this means for you and knows how to get your sale through to completion.

Did you know? Across Lancaster and Morecambe, over 40% of all homes for sale are struggling to sell. The question has to be why?



9 Reasons why people CHANGE AGENTS

Rightmove recently conducted a survey to find out the key reasons why people decide to switch estate agents. It makes for interesting reading.

1. They were not doing enough to promote the property (43%)

Did your estate agent promise you the earth?

Have you since discovered that apart from being listed on Rightmove, nothing else is happening? Selling a home is a skill. Homes need marketing, promoting and also communicating about.

Did your estate agent discuss with you their marketing plan? Every home needs one.

2. The agent wasn't responsive enough (42%)

Can you get hold of your estate agent easily? Do they call you or are you always chasing them? Do they respond quickly to your emails?

Communication is a key part of our job. Would it shock you that approximately 40% of all emails sent via Rightmove go unanswered by estate agents? It shocked us.

3. They were not arranging enough viewings (39%)

Are you one of the many people that was promised lots of viewings by your estate agent?

Sadly it is a common tactic used by some agents. They make you believe they have buyers and then let you know that those people have already found somewhere else. Ask for evidence.

4. They were not doing a good job of selling the property during viewings (34%)

Who is carrying out viewings? Are they trained sales professionals or just someone that unlocks the door?

A great viewer can make a huge difference to the success of your sale. They can point out key features that might go unnoticed. They can make suggestions to your viewers as to how the home can work for them. Never underestimate the importance of a great viewer

5. The agent wanted to reduce the asking price (25%)

Were you given an over-inflated price and now you are being asked to reduce your price? For 1 in 4 people this was part of the reason why they swapped. Always ask your chosen estate agent to justify their asking price.



9 Reasons why people CHANGE AGENTS

Are any of these reasons striking a chord with you yet.....

6. The type of buyers attending viewings were not suitable (25%)

Has your estate agent been bringing around the wrong type of buyer? You know the type, they are viewing your two-storey home but state they don't want stairs or they really want a garden but you have a yard?

Make sure your estate agent qualifies your buyer. We often find simple solution such as 360 tours of your home combined with floorplans, help avoid this annoying issue.

7. The quality of the listing was poor i.e photos, property description (23%)

Please never accept a brochure you are not happy with or photos which are badly taken. A photo really does speak a thousand words and how a home is described along with key information about the area is critical.

Check to make your estate agent includes floorplans and 360 tours or videos. Check the quality of the home. Compare them to other estate agents brochures.

8. The buyer found by the estate agent pulled out (20%)

20% of people questioned changed estate agents because their buyer pulled out.

The key question has to be why did the buyer pull out? Where they financially checked beforehand?

Has your estate agent kept in touch since the sale has been agreed upon? If the answer is no, changing estate agents is definitely the correct thing to do.

9. The agent who valued my home was not the day-day contact

Estate Agents work differently. Some work solo, and some work as part of a team. At JDG I am personally on hand all the way through the sale, however, I have the great benefit of a superb and highly skilled team. We work together as one. At all times, you'll know who 's looking after you!



Question Time!

Moving home can be daunting. People always have questions. Here are some of the more common ones we get asked

Can you guarantee me a buyer?

No estate agent can guarantee you a buyer. However, we can guarantee you that we will try our very hardest to find you one.

At JDG we have one of the highest success rates in the industry and we achieve great prices too. It is one of the reasons why we are ranked as the No.1 Estate Agent in the UK.

What happens if I can't find a house to move to?

A genuine concern for many home sellers is that they won't be able to find a suitable home to move to.

We will always promise you will never be homeless and we will always try our best to help you find your next ideal home. We also only charge upon success.

Can you help me get home ready for sale?

From decorators, gardeners, and useful handypeople, we know lots of people who can help you get your home sale-ready. These are people who have worked with for years.

If your home has been struggling to sell, simple tweaks might just be the solution!

I would like a quick sale

It's not unusual for someone who has made the decision to move to want a quick sale. It is a question we get asked quickly. We would never accept an offer from somebody who couldn't proceed and we would always check the chain fully. We also ranked as one the fastest selling agents in the area.

Do I have to have a for sale board?

The simple answer is no you don't, however, it can help achieve a quicker sale. Many clients are concerned about upsetting their neighbours, however they'll soon get wind as they see unusual activity at your home. We always suggest that you let close neighbours know first.



YOUR MOVING CHECKLIST

Below is a useful checklist to help you prepare for a sale.

- 1 We recommend that you invite 3 estate agents to value your home. This should give you a good feel for the property market.
2. A good estate agent will be able to explain their prices reasons and show you comparable evidence. Don't be swayed by the highest price or the lowest fee.
3. Speak with a conveyancing solicitor about your move. They can help you get sale ready with all the legalities. Your chosen agent should be able to help with this if you don't already have one.
4. Start preparing your home ready for photos. This may mean doing some odd jobs in your home or some de-cluttering. Your chosen estate agent should be able to advise you on this.
5. Register with estate agents in the area you are looking to move to. This way you will always know what is coming up for sale.
6. Get ahead with any packing. If you start boxing up items now, it will make moving day easier
7. Get quotes from removal companies. This will help you budget so there are no unexpected costs.
8. Once your home is under offer, start thinking about ways to make the move easier. Start eating up your freezer contents. Trust me, frozen food doesn't travel long distances well!
9. Make a list of all the people you need to know that you are moving such as the neighbours, the doctor's surgery, utility companies, etc. By having a checklist it will make it easier.
10. Make sure you have an overnight bag packed separately that contains any essentials. This could be your ID, medicine, tablets, keys, and glasses. I'd also recommend that you keep tea, coffee, sugar, and a kettle close by as well.

If you have any questions about how we can help you please get in touch!

AT JDG WE ARE HERE TO HELP YOU GET MOVED IN A TIME FRAME THAT SUITS YOU

