



*a guide to  
selecting an estate agent*

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# *choosing the right estate agent is important*

Just as important as selecting the right property. You have a very wide choice of agencies to choose from and on the surface they may all appear to do the same thing. However they will all have their own way of working; you must make sure this aligns with your overall goals.

A good starting point is to choose an agent that clearly understands your requirements for moving and accepts that you are likely to want to sell your home with minimal stress and hassle.

Here are some guidelines which we hope will help you choose the right agent.

## Local Expertise

It may seem obvious, but make sure you work with an agency who are experts in your local area. If an agency has a local presence, and is well established, they are more likely to have the best chance of promoting your home.

## Credibility

Make sure you choose a professionally qualified agent who is licensed by the Association of Residential Letting Agents (ARLA) and the National Association of Estate Agents (NAEA).

## Valuation

It is well-known that some agents deliberately over-value in order to impress you and secure your instruction. Don't fall into the trap of simply choosing the agent with the highest valuation. The most interest you will attract for your property is when it first comes onto the market so the pricing has to be right in order to avoid it 'going stale' too quickly.

## Commission

Most agents will be around the same figure in terms of their fee, but not all of them will provide you with the same level of service. Some estate agents simply cannot afford to provide a level of service that your property requires. This could result in missed offers, slower sales progression and lack of post-sale support. Cut price agents, or online only agents, often require a higher turnover of stock in order to survive and they are therefore likely to be less concerned about securing the best price for their clients.

## Communication

Too many agents only communicate the good news, because that's easy. Ensure you select an agent who will keep in regular contact with you, and advise you if anything needs to be done to increase your chances of securing a sale.

## The Owners

Choose an agent that is owned and run by property professionals who are interested in your sale, rather than by people who are simply employed to build an empire. Can't get hold of a Director if you need to? Matthew's is personally run by owners Rebecca and Kevin, whose telephone number is 01244 346226.

## Staff

Make sure you choose an agent where the staff are NAEA qualified, and have a wealth of knowledge and experience. Most agents will more than likely claim this, but take the time to actually ask the question. It's your home that you're trusting them with.

Does the agent offer accompanied viewings? What about evenings and

# *we can help sell your home with minimal stress & hassle*

## Viewings

weekends? It stands to reason that most buyers want to view your property after work, so why instruct an agent who can't have someone available at this time? You may choose to do your own viewings, but having an agent that offers you extra guidance can really add value to the viewing. A professional property expert analyses the purchasers buying signals and provides you with constructive feedback.

## Sole Agency

Beware of agents who lock you into lengthy sole agency agreements. You may get stuck with an agent who has lost interest in the sale of your home.

## Advertising

Ensure you choose an agent that advertise using a variety of different avenues. Check they are in the local press, have a good on-line presence, a city centre office and a good database of prospective purchasers to contact.

## Lettings

Make sure you choose an agent who also handles lettings. Lettings agents have long-term buy-to-let property investors permanently on their books who buy regularly. They know the agent and can make quick decisions and prove to be a reliable sale. Good letting agents also build strong relationships with their tenants and are in a good position to help them buy a home of their own should they wish. It also means that if we decide to let your property instead of selling, we can handle both – whichever comes first!

## After-sales Liaison

Some agents think that once a sale is agreed their work is done. Often, sales negotiators are only incentivised by selling, and so seeing your property through to completion doesn't feel so appealing to them. Ensure you choose an agent where you will receive a personalised service. This will make it easier for you to communicate with the agent, and work towards a successful outcome for both parties.

## Financial Services

Make sure you appoint an agency that has close ties with a stable and efficient financial services provider who can help buyers with their funding. This can be pivotal in clinching a sale and making sure that it sticks!

## Contract

Check the length of the contract the agent wants to tie you in to, and how easy it would be for you to change agents if it was necessary.

Ultimately you are best served by an estate agent who holds very familiar values to your own. One who has time to listen, who understands your concerns and who can offer real straight talking advice, combined with a passion for results.

Needless to say, Matthew's not only fulfils but goes beyond many of the recommendations outlined here. You owe it to yourself to make the right choice. So when the times come to sell, choose wisely.

**Choose Matthew's.**