



— SELLING YOUR HOME —





# JOHN SPARKS

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## About Me

Welcome- My name is John Sparks and here is a little bit about me. I would like to highlight my first 5\* review from a customer within first week of working in the Edenbridge office and look forward to receiving many more...

I believe myself to be likeable, dynamic, hungry and determined individual, looking to provide a first class service for all. Aiming to become the agent of choice locally.

## WORK HISTORY

Having grown a passion for property and now having been fortunate to have been given the chance to run my own office in 'Edenbridge' Kent to further develop my sales skills as a Regional Sales Manager.

My dynamic, can-do approach helps my customers move as stress free as possible

You will spot me in the office most days, except for Wednesday and Sunday's whereby I will be online...

COVID allowing - Please come in for a chat, very happy to meet up with you and discuss anything property related.

# THE SELLING ROADMAP



After we accept an offer, your home will be sold subject to contract



# About Your Home

1

What drew you in when you bought your home?

2

What is your favorite feature of your home?

3

What do you like the most about your neighborhood?

4

What do you dislike about your home?



# About You

As your agent, you and your home are my priority. Knowing about you, why you're selling will help me provide the best service possible.



Why do you want to sell? How soon do you need to sell? Do you need to sell in order to buy?



When would you take your home off the market if it didn't sell? Do you foresee any issues in selling?



What does your diary look like for showings and open houses? How much notice do you require?

# PRICING *and everything at play*

- 1 Why pricing it right is important**  
Buyers will be more interested and serious when the house is priced correctly and in their price range and it will likely sell faster
- 2 Current Market Conditions**  
The current market conditions can really affect how we price your home. We have to play by the market in order to attract buyers.
- 3 Comparable Sales**  
Using recent listings and sales on nearby properties and similar properties will give us an ideal sale price. This is similar to what an appraiser will use.
- 4 Things that are factors**  
All of the above factor into the price of your home along with its condition, location, its features, and the terms of the sale
- 5 Things that are not factors**  
How much you paid for the house, the cost of renovations, and how much you want to make off the house



# Recent Sales in Edenbridge



More properties required

## Sales



# MARKETING PLAN

We will establish a marketing plan together specific to your home to ensure that it has maximum exposure.

## **Video Tours**

Video Tours will provide the opportunity for buyers online to see your property so only serious buyers will view your property

## **Websites**

Using keywords in your listing, well-written descriptions, and professional photography will attract buyers.

## **Printed Materials**

Printed flyer, features booklets, and postcards will be used to market and attract potential buyers

## **Word of Mouth**

Information and the listing will be shared with those in each of our buyer lists

## **Viewing**

We will accompany every viewing and give you feedback ASAP

## **Social Media**

Photos, videos, and home information will be shared across multiple social media platforms as both posts, stories, and advertisements

## **Widest coverage**

Your property will be featured on our website, Rightmove, Boomin, Facebook Market Place and many more websites



# Important Information

## Viewings

How soon do you need to know about it?

What times are not allowed?

What door are they entering in?

What are you doing with pets during showings?

Do you want shoes off?

Do you have security systems or smart devices?

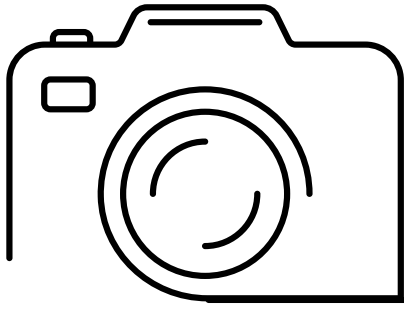
## Open Houses when allowed

What is your preferred date and time?

How many would you like the first weekend?

## Photographs

What is your preferred date and time?



# Photo Prep Checklist

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- ☐ Wipe all countertops, windows, mirrors
- ☐ Vacuum, sweep, and mop flooring
- ☐ Declutter rooms, shelves, and worksurfaces
- ☐ Spray down outside of windows and doors
- ☐ Sweep, rake, weed paths to front door
- ☐ Replace all burnt out lightbulbs
- ☐ Depersonalize
- ☐ Remove and store away any pet toys and supplies
- ☐ Clean and declutter toilets, showers, bathroom sinks
- ☐ Wipe down appliances

# Notes



A series of 20 horizontal lines for writing, evenly spaced and spanning the width of the page.



Thank You

Thank you for your time and for considering me to sell your home . Home selling can be a stressful time in your life and it's my goal to take the stress away so you can enjoy your new adventure. I look forward to helping and fulfilling all your selling and buying needs.

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Covering Kent, Surrey and Sussex

