



star

**INVESTMENT
PROPERTIES**

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 Investment Properties

 star_investmentproperties

www.starinvestmentproperties.co.uk

Sellers Guide

Welcome to Star Investment Properties

About Us

With over 20 years' experience of selling and management of student investment HMO's, residential HMO's and Buy to Lets, there is a wealth of experience and knowledge within our business.

We offer a wide range of property selling services together with being specialists in property investment.

Our deep proficient knowledge of the market place we operate, complimented by our valuable property expert's consistent results, reliable service, strong links with local communities and exemplary attention to detail, makes us well known and trusted within the market we operate within.

PROPERTY VALUE

Next steps

Once you have accepted an offer, you'll want to move forward quickly. Our experts will immediately draw up a memorandum of sale and confirm the price with all parties, as well as provide relevant information to the solicitors.

We'll also be happy to advise you on searches and enquiries, including preliminary deeds, title deeds and fixtures and fittings confirmation.

As soon as all the legal work has been completed, the buyer's mortgage offer finalised, searches and surveys carried out and all enquiries agreed, both parties will be ready to exchange contracts and agree on a completion date. We'll work to move this along for you. At this point, we can also help with the recommendation of a removals company.

This completes the process of selling your home. Time to celebrate and enjoy the next chapter in your life!



At Star Investment Properties every team member has vast experience in selling homes over several decades. With our reliable service, unrivalled brand reputation and deep knowledge of the local property market, you can have confidence in our ability to achieve the best results.

Viewings & Offers

Once your property is on the market, we'll start conducting viewings and monitoring interest levels. We'll always provide you with feedback and honest opinions from the people who view your investment property.

Any offers you receive on your property should always be communicated by your agent both verbally and in writing. Star Investment Properties never deviate from this.

Take your time to consider any offers and whether they work for you, both in terms of your sale property and your next home. Star Investment Property team is always on hand, as your agent, to listen and answer any questions or concerns you may have.

We also make sure we establish a buyer's ability to proceed and will pass on your feedback directly to the buyer, whether the offer is acceptable or not.



Why Choose Star Investments?

Investment Property experts with deep knowledge of the market place complimented with an unrivalled attention to detail in selling your investment property.

Our winning expertise supports every aspect of investment properties, we strongly believe in the traditional values of achieving results through knowledge and exemplary customer service, paired with cutting edge modern technology.

We will help you maximise the sales potential of your investment property, keep in touch with you through every stage of the sales process, with feedback, honest opinions and regular support.

Our team is always on hand to help you find the perfect buyer and achieve a quick hassle-free sale. We are able to access a large number of potential buyers at the click of a button, taking advantage of our ever growing national buyer database.

With our property knowledge, technologically advanced marketing solutions, over 50 years of combined experience inspires confidence and trust among the communities we serve.

Find a Solicitor

Once you have made the decision to sell and have chosen an agent, finding the right conveyancing solicitor would be the next step. Your local Rosewood Property office can recommend the most suitable solicitor for your sale, opening up those key lines of communication and ensuring a smooth sales process.

Although a conveyancing solicitor might not officially come on board until you have accepted an offer on your property, it can save you a lot of time if you have them at the ready when you accept an offer.

Making sure your VALUE is accurate can be a complex procedure, simply using any estate agent who doesn't just specialise in the Investment property marketplace can cost you GREATLY.

Arrange a Valuation

It's important to understand what people are likely to pay for your investment property, which might be less or more than you had hoped.

Star Investment property experts have access to the latest property data in your area, and are able to advise on how your local property investment market is performing. We will gladly visit your property to carry out a free, no-obligation appraisal.

Star Investments thoroughly understand the process from start to finish, our team members have decades of extensive experience, knowledge and conclusively are local property experts that become involved as much as you would like them to be.

Deciding on an accurate asking price is a very important first step as this could affect the amount of interest you receive from potential buyers.



Marketing your Investment

Buyers use many sources to search for property, it's very important to maximise interest from them across all marketing media channels.

Research suggests that 90% of buyers start their property search online, that's why Star Investments Invested heavily in online technology for promoting and selling your investment.

Our website is optimised to present properties exceptionally well on mobile, tablet and desktop devices. So, no matter when or how people are looking, we are working to sell your home.

With links to the UK's largest property portals, our website offers sophisticated but simple-to-use for buyers to access the details of your property.

Star Investment Properties also communicates with potential buyers across social media platforms, including Facebook, Instagram, Twitter, to ensure your property gets maximum exposure.

On top of that, we'll proactively notify potential buyers on our ever growing database as soon as we take on your Investment property. We also prepare professional property listings, brochures with property description, photographs, floorplans and an option to have a virtual tour and photography/video tour. This is all complimented with displaying a 'For Sale' board next to your property to attract maximum attention.



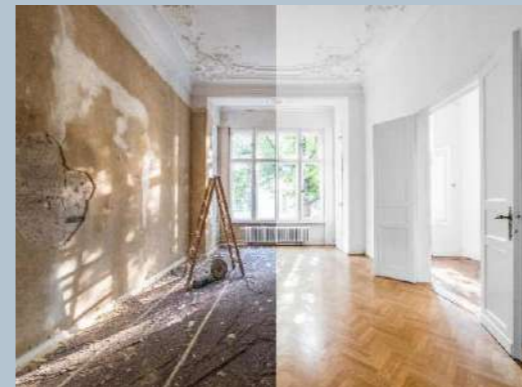
Making Sure Your Paperwork is in order

- ✓ Tenancy Agreement in place (Right to rent checks etc).
- ✓ EICR in place and up to date.
- ✓ Valid Energy Performance Certificate.
- ✓ HMO licence (if applicable).
- ✓ Certificate of Lawfulness if in Article 4 (if applicable).
- ✓ Gas Safety Certificate (if applicable).
- ✓ Portable Appliance Testing (if applicable).
- ✓ Smoke detectors on each floor.
- ✓ Carbon monoxide detector for solid fuel appliances.



Preparation to Sell

There are a number of factors to consider when making a decision about your asking price.



Overall Market Trends

The time of year, as well as economic conditions such as interest rates, rental income, income fluctuation and job stability can have an impact on property prices.

Condition

The value of your investment property can increase if it's well presented and requires no or little work, compared with those where repairs and renovations might be necessary.

Location of Property

Investment buyers are looking for specific locations. That means they will look at proximity to University, Hospitals, City centre, public transport links, shops and other amenities. If your investment property has a good balance of the above it's highly likely to help the end price you achieve.

Property Sold in Area

We'll look at other property investments that have been sold recently, what people have paid for similar properties in and around the location your investment is set within. This is a good indicator of what offers you can expect for your investment.



Here are things you should do before your investment property is photographed:

We'll also help you to make sure your property is presented in its best light and is always ready for viewings. We Recommend that you:

- Thoroughly clean your home inside and out.
- Touch up wall paint and fix peeling wall paper.
- Repair any cracks in walls and ceilings.
- Clean the windows and make your minor repairs.
- Repair any leaky taps and other plumbing issues.
- Make any minor repairs to doors and floor boards.
- Keep the garden tidy and lawn mown.
- Make sure all outdoor and indoor light works and replace frayed door mats.

- Keep the property clean and tidy, paying special attention to the kitchen and bathroom.
- Communal areas, clear and tidy.
- Remove all unnecessary items and create a sense of help potential buyers visualise what each room.
- Give all rooms a purpose to help potential buyers visualise what each room could be. For example, if you are marketing the room as a bedroom, make sure it has a bed, a wardrobe and drawers.
- Keep the property bright: let the light in by opening the curtains, clean the windows and switch on the lights where necessary.



Find the Right Agent

There is much to consider when looking for the right estate agent to market your investment property –it's not necessarily down to who will charge you the lowest fee and the highest valuation.

It is very important when selling an investment property that you are using an estate agent that specialises in investment properties, simply using any agent that doesn't specialise in this sector will cost you substantially. The reasons for this is an agent who specialises in selling investment properties will have a substantial larger database of investors looking to purchase, know about yields and how to use this to your advantage when selling for a higher value. In addition prospective buyers will have confidence as the agent will portray an exuberance of knowledge.

Other aspects to be mindful of also are how flexible is the agent's availability to show potential buyers around your property? How will they market it through digital media? What services do they offer? Will they go the extra mile for you?

We have strong expertise to help you sell your property in the right time frame for the best price and offer a strong marketing package to get it the exposure it deserves.

Once an offer is accepted, we carry on working for you by letting you know how the sale is progressing and helping you navigate around any obstacles. Taking stress like this out of selling your investment is priceless, and that's what we aim to do at Star Investment Properties.