

## The Ultimate Sellers Guide for the North East Property Market

Selling your home can feel intimidating, but with the right preparation and information, you'll soon be on your way to accomplishing a successful sale. Whether you're in Durham, Consett, Chester le Street, or anywhere else in the North East, this guide will take you step-by-step through the home-selling process.

### 1. Preparing Your Home for Sale

First impressions are crucial, especially in the property market. Here's how you can ensure your home is ready for potential buyers:

- **Declutter and Clean**  
Get rid of unnecessary items and give your home a thorough clean. Consider hiring a professional cleaning service for a polished finish.
- **Home Repairs**  
Sort out small repairs such as dripping taps, creaky doors, or peeling paint. Buyers notice these details!
- **Kerb Appeal**  
The outside of your property sets the tone. Keep your garden tidy, clean the path or drive, and give your front door a fresh coat of paint if needed.
- **Stage Your Home**  
Remove overly personal decorations to help buyers imagine themselves living there. Neutral décor and small touches, like fresh flowers, can make all the difference.

### 2. Setting the Right Price

Getting the pricing right is one of the most important aspects of selling your property.

- **Market Valuation**  
Work with a trusted local estate agent like JW Wood who understands the property market in the North East. Our professional valuation will ensure you set a realistic and competitive price.
- **Consider Local Market Trends**  
Research recent sales in your area to understand demand. For example, in Durham or Darlington, homes close to good schools or transport links tend to attract higher offers.

### 3. Marketing Your Home

An effective marketing plan helps your property reach the right audience.

- **Professional Photos and Floorplans**  
High-quality photographs and detailed floorplans make your property stand out online.

- **Online Listings**  
Advertise your home on popular UK property sites such as Rightmove and OnTheMarket, which are key tools for buyers.
- **Local and Regional Advertising**  
Use community noticeboards, social media, and local publications to spread the word. The North East has a strong sense of community, so don't underestimate word-of-mouth recommendations.
- **Host Viewings or Open Days**  
Ensure your property is presentable and inviting for viewings. Consider hosting an open day to attract multiple prospective buyers.

#### 4. Navigating Offers

When offers start coming in, knowing how to evaluate them is key.

- **Assess Each Offer Carefully**  
Don't just consider the price. Check the buyer's position too. For instance, are they chain-free? Have they provided a mortgage agreement in principle? These details can help avoid delays later.
- **Negotiate Strategically**  
Your estate agent will handle offers and negotiate on your behalf to secure the best deal.

#### 5. Conveyancing and Paperwork

After accepting an offer, the legal process begins. Organisation is key to keeping everything on track.

- **Hire a Solicitor or Conveyancer**  
Choose an experienced professional who specialises in property transactions in the North East. [View our conveyancing services.](#)
- **Organise Documents**  
Ensure all required paperwork is ready, such as title deeds, planning permissions, and the Energy Performance Certificate (EPC).
- **Stay in Touch**  
Regularly communicate with your solicitor to quickly address any issues or delays.

#### 6. Exchange and Completion

You're now in the final stages. Here's what happens next:

- **Exchange of Contracts**  
This is when the sale becomes legally binding. At this point, a completion date will be agreed.

- **Completion Day**

When the transaction is finalised, the buyer will transfer payment, and you'll hand over the keys to their new home. A celebratory moment for everyone involved!

#### **Tips for Selling in the North East**

- **Seasonal Selling**

The North East's weather varies greatly, so consider timing. Homes show well on sunny summer days, but cosy winter charm can also attract buyers.

- **Promote Local Highlights**

Highlight regional perks such as good transport options, schools, or proximity to beauty spots like Northumberland's coastline or the stunning Durham Dales.

- **Work with a Local Expert**

JW Wood with our local expertise know how to appeal to buyers in your specific area.

#### **Why Sell with Us?**

Selling your home doesn't have to be overwhelming. As your trusted North East estate agent, we're committed to providing expert advice, personalised service, and unrivalled local knowledge. From preparing your home for viewings to negotiating offers, we'll be with you every step of the way.

If you're ready to sell your property, get in touch with us today. Together, we'll make sure you achieve the best possible outcome for your sale.