

ROOK  
MATTHEWS  
SAYER

with you every move

# SELLER'S HANDBOOK



*"I cannot thank you enough for your 'above and beyond' professional yet personable service. We'll never forget how helpful you have been."*  
Mr Turnbull, Ponteland

## Welcome

Thank you for contacting Rook Matthews Sayer. We would love to help sell your property and perhaps find your next dream home.

We hope you'll like the way we do things. Our approach is both personal and professional. We'll be with you every step of the way as we endeavour to sell your home for the best possible price and within your desired time frame. And we'll aim to make the process smooth and stress-free.

Here's a little help from us to get you started. This Handbook will guide you through our sales process. You'll find a useful checklist of things to do and an introduction to the Team who'll be working with you.

Why not use this folder to store all your house move information in one place?

You're very welcome to ask any further questions. We treat every customer as an individual, which is probably why we sell more homes in the Region than any other estate agent.\*

Please give us a call. We'll be happy to help.

\* Independent Research: 01.01.2021-31.12.2021

Sales or lettings, moving  
and mortgage advice. We'll  
be with you every move.





## Let's start by telling you a little about ourselves...

Rook Matthews Sayer is the Region's leading estate agent. Established in 1990 by Messrs Rook, Matthews and Sayer, we have 16 offices and around 120 team members working for our customers, which is why **we sell more homes than any other agent in the region** of Newcastle to Northumberland.\*

Our services include residential sales and lettings, property management and auction sales. We have an experienced team of chartered surveyors and a dedicated department dealing with commercial property and business sales. Our outstanding Mortgage Services Team is qualified to offer knowledgeable mortgage and protection advice.

You will receive a **complete** service from our highly skilled Teams. We're working hard for you online, in branch and of course in person.

We market your property to the maximum exposure using many channels including lifestyle magazines and the major property portals like Rightmove and Zoopla.

\* Independent Research: 01.01.2021 – 31.12.2021

*"I would like to thank you and your staff for the excellent service you and your team provided in both the buying and selling process. The staff I spoke to were always exceptionally pleasant, helpful and they went out of their way to smooth what can be a complicated process."  
Marian, Gosforth*

A BROKER FEE MAY BE PAYABLE UPON MORTGAGE APPLICATION AS WELL AS AN ADMINISTRATION FEE. THE TOTAL FEE PAYABLE WILL DEPEND ON YOUR CIRCUMSTANCES. YOUR MORTGAGE CONSULTANT WILL EXPLAIN ANY FEES APPLICABLE IN YOUR INITIAL APPOINTMENT.

YOUR HOME OR PROPERTY MAY BE REPOSSESSED IF YOU DO NOT KEEP UP REPAYMENTS ON YOUR MORTGAGE. YOU MAY HAVE TO PAY AN EARLY REPAYMENT CHARGE TO YOUR EXISTING LENDER IF YOU REMORTGAGE.



## Why choose Rook Matthews Sayer?

A record of success. We sell more homes in the region than any other agent.

Proven by Independent market research.\*

More selling and buying opportunities.

We are the Region's leading estate agent with 16 strategically located branches in Newcastle and Northumberland.

Our people skills make it personal.

Our highly skilled and friendly Team has the drive, expertise and commitment to find the buyer for your home. Based in your busy local branch they are with you every step of the way. Unlike some agents, we offer our customers a complete service including expert advice, free market appraisals, free accompanied viewings and face to face meetings.

Fully responsive website; desktop, tablet, mobile on whichever device you like. The information is at your fingertips.

87% of all UK adults own a smart phone and 71% of all time spent on the internet is done so using a mobile phone.† So it's very important that we give all searchers the information they want, the way they want it. Our responsive website allows access from mobile, tablet, desktop, whichever screen you choose.

\* Independent Research: 01.01.2021-31.12.2021

† finder.com/uk/mobile-internet-statistics nov. 2020    statista.com March 2020

### Quick Viewings mean faster sales.

As soon as we put your home on the market our Text Alert system will inform all the potential buyers on our database that match your property's profile. We will arrange as many viewings as possible as quickly as possible for you.

### Property Particulars that sell.

We produce carefully written sales sheets that present your home to best advantage. These particulars include a personalised full property description and high quality photographs.

### Rightmove and Zoopla together reach the largest market to sell your home.

We advertise your property on the most powerful websites including Rightmove and Zoopla, when these property portals are used together they reach a higher percentage of home buyers than any other property website combination, a whopping 90% of all homebuyers to be exact.\*

We choose our online portals on proven results and effectiveness.

\*Source: [www.easycounter.com](http://www.easycounter.com) February 2022

No of daily visits; Rightmove 320K, Zoopla UK 61.4K, OnTheMarket 19K

We'd love to help you  
sell your home. We're  
with you every move



# What happens next?

*"Thankyou for all of your help with our successful sale."  
Mr & Mrs Lowrey,  
Ponteland*

- 1 Choose Rook Matthews Sayer to successfully sell your home!
- 2 We'll help you with the paperwork; confirming instructions, compliance with Anti-Money Laundering requirements and we can provide you with an Energy Performance Certificate that you will need to market your home.
- 3 Let us know if we can help with your new home search. We'll register you on our database and find properties that may interest you.
- 4 We create the sales particulars (details and photos) for your approval.
- 5 Your 'For Sale' board goes up.
- 6 Your property appears on internet sites and is matched to potential buyers.
- 7 Marketing materials are arranged.
- 8 Should you require a mortgage on your new home, book an appointment with one of our mortgage advisors. We will recommend the right mortgage for you by searching thousands of deals available from our panel of selected lenders. Exclusive mortgage deals may be available.
- 9 Viewing appointments are made and followed up.
- 10 Offers put forward for your consideration and negotiated to your instructions.
- 11 Assistance given with the appointment of solicitors and surveyors if required. We can recommend conveyancers to manage your sale if required.
- 12 Sale agreed, solicitors informed, surveys arranged.
- 13 Any further negotiations following survey and valuation.
- 14 Sales progression – on average this takes 12-18 weeks.
- 15 Exchange and completion dates agreed by your solicitors.
- 16 Start packing, book your removal van, let friends and family know of your new address. Let Rook Matthews Sayer know in case we need to contact you.
- 17 The keys are released when the funds are cleared into the seller's solicitor's account. You can either arrange to hand the keys over directly to your buyer – we will assist with this - or you can bring the keys into our office for us to hand over once completion has taken place. Completion doesn't take place until around lunchtime or early afternoon.



All mortgages are available subject to status and lender criteria.

A BROKER FEE MAY BE PAYABLE UPON MORTGAGE APPLICATION AS WELL AS AN ADMINISTRATION FEE. THE TOTAL FEE PAYABLE WILL DEPEND ON YOUR CIRCUMSTANCES. YOUR MORTGAGE CONSULTANT WILL EXPLAIN ANY FEES APPLICABLE IN YOUR INITIAL APPOINTMENT.

YOUR HOME OR PROPERTY MAY BE REPOSSESSED IF YOU DO NOT KEEP UP REPAYMENTS ON YOUR MORTGAGE.  
YOU MAY HAVE TO PAY AN EARLY REPAYMENT CHARGE TO YOUR EXISTING LENDER IF YOU REMORTGAGE.



ROOK  
MATTHEWS  
SAYER

with you every move

16 branches Regionwide



The Property  
Ombudsman

[www.rookmatthewssayer.co.uk](http://www.rookmatthewssayer.co.uk)

MS/RMS/5624/10.21