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Free guide

## 9 STEPS TO A SUCCESSFUL SALE



# Nice to meet you.

Selling your home can feel daunting, especially if you haven't done it for a while (or ever). This guide has been created to walk you through the key steps involved in a successful sale, helping you understand what to expect, how to prepare, and how to avoid some of the most common pitfalls we see sellers face every day.

Whether you're upsizing, downsizing, or simply moving on to the next chapter, the goal is the same: achieve the best possible price, with the least amount of stress, in a sensible timeframe.

Over the following pages, we'll take you through each stage of the process, from getting your home ready for the market, right through to moving day, so you can move forward with confidence.



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## Getting your home sale-ready

First impressions really do count.

Before photos are taken or viewings begin, it's worth spending a little time preparing your home so buyers can see its full potential.

This doesn't mean expensive renovations. In most cases, simple changes have the biggest impact.

Focus on:

- Decluttering to make rooms feel larger and brighter
- Tackling small repairs (loose handles, dripping taps, scuffed paintwork)
- Creating a clean, neutral feel that helps buyers imagine themselves living there

Buyers aren't looking for perfection; they're looking for a home that feels well cared for and easy to move into.

If you're unsure where to focus your efforts, a good agent will guide you on what's worth doing, and just as importantly, what isn't.



## Pricing it right from day one



One of the most important decisions you'll make is your asking price.

It's completely natural to want to aim high, but overpricing can actually work against you. Homes that start too high often:

- Sit on the market longer
- Attract fewer serious buyers
- End up achieving less after price reductions

The first few weeks on the market are crucial. This is when buyer interest is at its strongest, and when properly priced homes often attract the best offers.

A successful pricing strategy is based on:

- Recent local sales (not just asking prices)
- Current buyer demand
- Your home's position within the market

The right price doesn't mean underselling. It means positioning your home to generate interest, competition, and strong offers.

## Presentation that attracts serious buyers

Great presentation doesn't just look nice. It helps buyers fall in love.

Professional photography, clear floor-plans, and a well-written description all play a key role in attracting the right people through the door.

Simple presentation tips can make a big difference:

- Light, bright rooms photograph better
- Clear surfaces help rooms feel more spacious
- Kerb appeal sets the tone before buyers even step inside

Most buyers will see your home online before they ever view it in person.

Strong visuals help ensure they arrive excited, not disappointed.

This stage is about showing your home at its very best, so buyers can quickly see why it's worth their time and attention.

## Launching your home to the market

How your home is launched is just as important as how it looks.

A well-planned launch ensures your property reaches:

- The widest possible audience
- Motivated, proceedable buyers
- People actively looking in your price range and location

This typically includes:

- Major property portals and social platforms
- A registered database of active buyers
- Careful timing to maximise early interest

The aim is to create momentum from the start, generating enquiries, viewings, and genuine interest early on, rather than letting the listing go stale.

A strong launch often sets the tone for the entire sale.



## Viewings that convert into offers

Viewings are where interest turns into action.

Being flexible with viewing times can significantly increase your chances of securing an offer, particularly with working families and weekend buyers.

A few simple tips:

- Keep the home tidy and well-ventilated
- Let as much natural light in as possible
- Leave the property during viewings. Owner/occupiers who stay to overlook, put potential buyers in an awkward position.
- Remove pets and their belongings for viewings if you can.

Feedback from viewings is invaluable. It helps identify what buyers are responding to and whether any adjustments are needed.

The goal isn't just to have viewings – it's to have the right viewings that lead to strong, realistic offers, from the right buyers.



## Negotiating the best offer (not just the highest)

When offers start coming in, price is of course important, but it's not the only factor.

A successful sale depends on choosing the right buyer, not just the highest number on paper.

Things to consider include:

- Whether the buyer has a property to sell
- Their financial position and mortgage status
- How motivated they are to move

A well-handled negotiation balances achieving the best possible price with securing a buyer who can actually proceed.

This stage is about protecting your position, keeping momentum, and avoiding unnecessary complications later on.



## From offer to exchange

Once an offer is agreed, the sale moves into the legal process and this is where patience is often tested. There are several stages involved, including:

- Solicitors being instructed
- Surveys and mortgage valuations
- Searches and enquiries

Delays can happen, but many issues are avoidable with proactive communication and careful management. Staying responsive, organised, and realistic during this phase helps keep things moving and reduces the risk of the sale falling through. This is where experienced guidance can make a real difference.

## Completion and moving on

As exchange approaches, everything starts to feel real. Final arrangements are made, moving dates are agreed, and preparations for your next home are finalised.

On completion day:

- Ownership officially transfers
- Keys are handed over
- You can focus on settling in

While it can feel emotional, it's also the moment all your preparation pays off. A smooth completion is the result of good planning, clear communication, and the right support throughout the process.



## Why the right agent makes all the difference

Selling a home isn't just about marketing; it's about management.

A good agent does far more than list your property online. They:

- Guide you on pricing and presentation
- Qualify buyers and manage negotiations
- Keep the sale moving once an offer is agreed
- Communicate clearly at every stage

Choosing the right agent means having someone in your corner, protecting your interests, reducing stress, and helping you achieve the best possible outcome.

We're ready for your next chapter, when you are.







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