



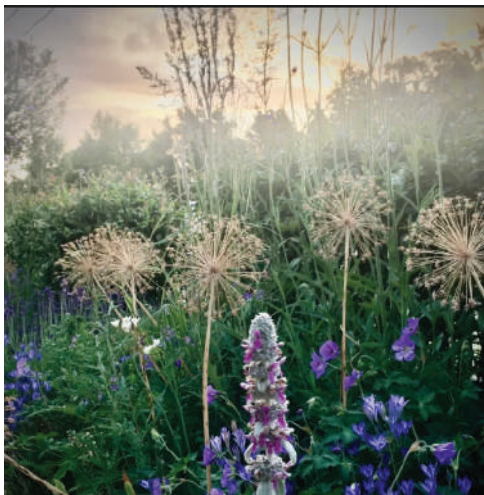
Clarkson Holden
estate agents



SELLERS GUIDE



*Moving home doesn't
need to be complicated
– our role as your estate
agent is to meet your
needs and help make
the move happen.*



So what should you expect from your estate agent?

- a professional service.
- experienced, friendly staff with strong local knowledge.
- and a commitment to achieving the best possible price within your preferred timeframe.

Understanding the seller's needs



Of course, achieving the best price matters – but that should be standard with any estate agent.

You should also expect your agent to listen, understand your motivation, and offer advice tailored to your situation. They should respond promptly, communicate clearly, and stay positive and committed throughout.

A good agent tells you what you need to hear,

even if it's not always what you want to hear.

Honest feedback is essential. As a straight-talking agency, we're here to help you sell with integrity and respect.

This guide outlines the selling process and the service we provide. You'll find suggestions and tips along the way and if you have any questions, we're just a call away.

Getting started

Intelligent pricing with expert insight

Setting the right asking price is key to a successful move. It depends on factors like your timescale and current demand. That's why we offer a no-obligation, in-person appraisal from one of our experienced Sales Valuers. Whether you're planning to sell or just curious about your home's value, we're happy to help no pressure, no pushy follow-up, just honest advice.

At your appointment, we'll explain the local market, talk through any shifts that could impact your property's value, and offer tailored guidance on how best to present your home. Our pricing advice is backed by local insight, recent sales data, buyer behaviour, and ongoing market analysis.


Property marketing that makes a lasting impression

Presentation matters. Our team has backgrounds in design, property development and advertising we know how to make homes stand out. For premium listings, we create bespoke brochures, professional photography, and engaging video

What we offer

- Attractive sales commission rates.
- No sale, no fee.
- Specialist team in property promotion.
- Comprehensive viewing arrangements at no extra charge.
- Premium Rightmove spotlight listing on us.
- Free for-sale and to-let signage included.
- Local experts with over a century of combined know-how.
- Full-service sales, lettings, and property management.
- Family-run independent estate agency.





A solid marketing plan and smart pricing will get your property seen by more people and snag the best price.

content that brings your property to life.

Social media is a vital tool in today's market. We use Instagram, Facebook and TikTok to broaden your property's reach with creative, targeted content that reflects our proactive style. More exposure means more interest and more choice when choosing the right buyer.

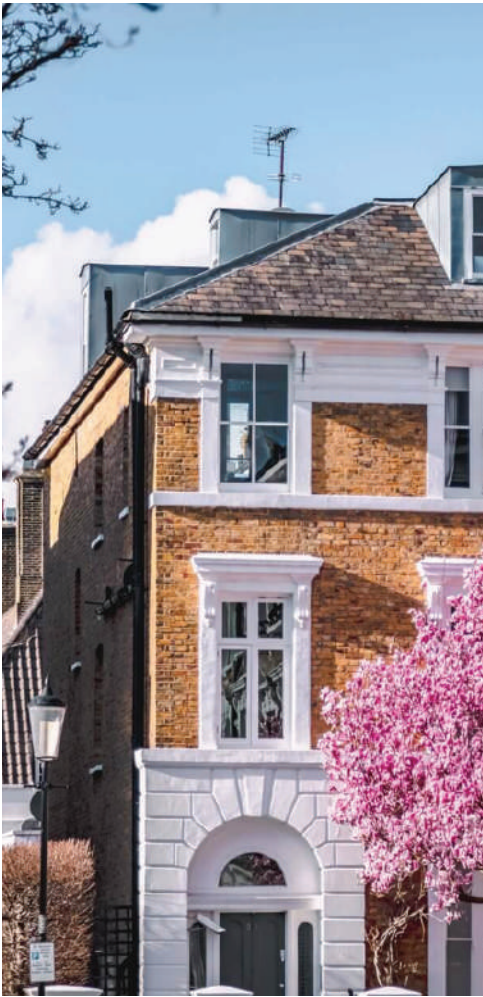
Proactive selling, tailored to you

Once you instruct us, we act fast. Our sales team reaches out to qualified buyers via phone, email, text and WhatsApp. Each buyer is carefully vetted. If you need a quick move, we prioritise the most suitable such as chain-free or sale-agreed buyers. Your needs shape our approach - focused, efficient, and always in your best interest.

Professional recognition

We've been members of the National Association of Estate Agents (now Propertymark) since 2005. We also belong to The Property Ombudsman. This level of professionalism runs throughout our business - our lettings team are also members of ARLA, TPO and hold all relevant Client Money Protection and Professional Indemnity Insurances.

If you're new to selling, we'll guide you through every stage - with plenty of time to ask questions and feel confident at every step.



While attracting buyers is a key part of our role, our service goes far beyond marketing and viewings.



Offers

Depending on the market, offers on your property might come through one by one or all at once – especially after a successful open day in a busy seller's market. While it can be tempting to jump at the highest number, there's often more to consider.

▪ **More than just price**

Before accepting an offer, we'll help you weigh up more than just the figure. For example, how serious is the buyer? Have they got their ducks in a row? Are they flexible with timings, or likely to hold things up?

If you're working to a specific deadline – say, to align with school holidays or to complete on your onward purchase – then the buyer's position becomes crucial. A first-time buyer with nothing to sell can be a simpler and faster prospect than someone in a chain who hasn't yet listed their home.

▪ **Cash vs mortgage**

Most buyers need a mortgage, and while that's completely normal, it does add an extra step. If they're stretching their borrowing or the lender's surveyor down-values the property, the deal can wobble. Sometimes, their budget leaves no wiggle room for costs like stamp duty or removals, which can stall everything at the final hurdle.

If a buyer claims to be a cash buyer, we'll always ask for proof. It's not unusual for 'cash' to mean "once my partner sells their place". We prefer the real thing – and so will you.

▪ **Genuine intentions**

When you receive similar offers from similar buyers, how do you choose? One clue can be how the offer came in. A buyer who starts low and only improves after a bit of pressure might be more likely to try renegotiating later on. In contrast, serious buyers tend to come in with a fair figure from the outset. Whatever the situation, we'll give you clear, honest guidance to help you make the right decision – not just the obvious one.



After you accept an offer

Once an offer's agreed, you'll both need to instruct a conveyancing solicitor. From here, things start to move behind the scenes – but don't worry, we stay fully involved.

We'll liaise with your solicitor, the buyer's solicitor, mortgage brokers, surveyors and, of course, you. Our role is to keep the process smooth, the communication flowing, and everything progressing as it should.

If there's a chain

Chains add more people: more buyers, more sellers, more solicitors, more chances for delays. We're here to keep things joined up, spot problems early, and step in to smooth out bumps in the road.

If a buyer's survey raises concerns (especially common with older homes), we'll help explain what's serious and what's standard for a period property. A worrying report doesn't need to mean the deal is off – it's often just a case of perspective and experienced handling.

If there's a chain

Finding a buyer is just the beginning. From managing expectations to solving problems, we're here to handle the tricky bits and keep everyone on course. We know the process inside out and we're always in your corner to make sure things stay on track.

- **Free Market Appraisal**

Our “any time, any reason” approach makes it easy to get in touch. Whether you’re after a quick valuation, a detailed service chat or ready to sell, we’re here to help – with no pressure.

- **Meet the Team**

Once you’re ready to sell, we gather all details – measurements, descriptions, photography – to prepare your marketing. Each member of our sales team visits your property. This helps them speak knowledgeably and gives you the chance to meet the team personally.

- **First Impressions Count**

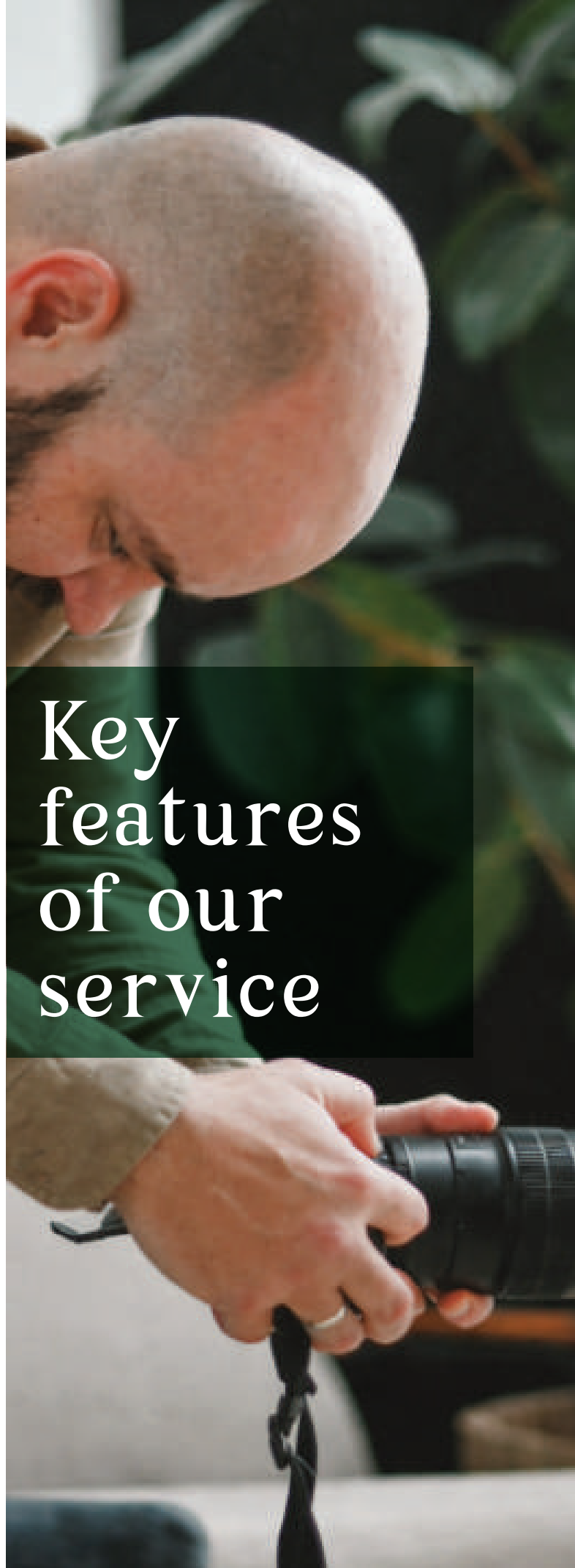
We use professional equipment and skilled photography to present your home at its best – capturing the details that appeal most to buyers.

- **Maximum Exposure**

Reaching the widest audience is key. Your property will be shared with our buyer database, promoted on major property websites, and featured on our Facebook, Instagram and X accounts. For Sale boards and office window displays offer valuable 24/7 visibility.

- **The Power of Video**

We can produce HD property videos to enhance your online listing. Our social media strategy is bold and current, with sneak peeks, daily updates, and engaging content across Instagram, Facebook and TikTok.



▪ **Keeping You Informed**

We aim to answer your questions before you need to ask. From viewing numbers to feedback and survey dates – updates, insights, and real-time progress are available through our dedicated seller log-in area.

▪ **Extended Opening Hours**

Most viewings happen outside 9–5, with Saturdays especially busy. Our team is structured to be available when demand is highest – online and in person.

▪ **Leave It to Us**

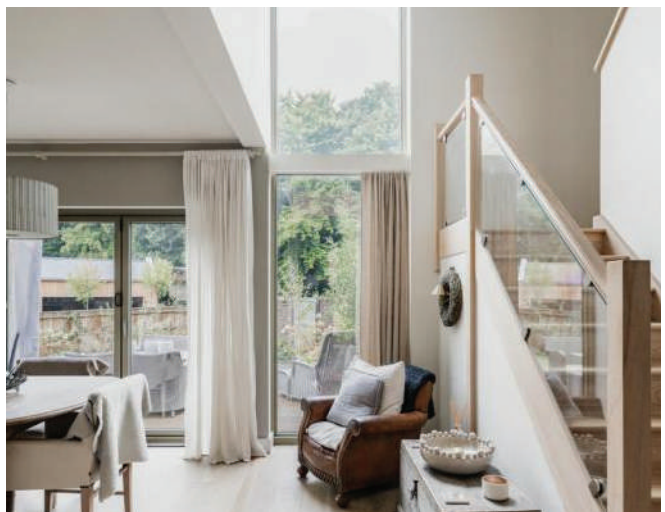
We host all viewings and open days. That means no awkward questions for you and no risk of direct approaches from pushy buyers. If someone knocks, simply direct them to us – it's what we're here for.

▪ **Trusted Local Contacts**

Local solicitors understand the area – from council processes to buyer queries. We can recommend trusted legal, mortgage, removals and home staging services to support your move.

▪ **Seeing the Job Through**

We only get paid when the sale completes – so your success is our focus. From start to finish, we work to achieve the best outcome by listening, guiding, and being with you every step of the way.



Our in-house marketing team creates engaging content for your home – including tailored videos for social media and professional, eye-catching photography.

*Putting customers first
is what we do best – but
don't take our word for
it, read what our
customers say.*

What our clients are saying...

Reviews speak volumes. When was the last time you booked a restaurant or hotel without checking them first? Choosing an estate agent should be no different.

Too often, people pick the nearest agent or respond to a flyer – only to be disappointed. That's why we always recommend checking reviews first. Ours show why so many people trust us – and why we're proud to be the go-to agents in the area.



500+
Google Reviews

4.9



*August 2025

We recently sold our family home in Fulwood through Clarkson Holden and the experience was outstanding from start to finish. Gregg and the team clearly know the Fulwood property market extremely well and provided honest advice about pricing, marketing and viewings. Within days of listing, we had several strong enquiries and multiple viewings arranged.

Tom Seymour ★★★★★

We recently sold our house in Fulwood through Clarkson Holden and the service was excellent. Gregg handled most of the process for us and kept us updated throughout. Very professional and easy to deal with. Highly recommend.

Kane Lea sales ★★★★★

We bought our first home through Clarkson Holden and the whole process was completely stress-free. Lauren, Jane and Gregg were all extremely responsive and kept us well informed throughout. We also met Ian and Ian during our viewings and they were both very friendly and helpful. We would definitely recommend this estate agent. Thank you so much!

Katie Davis ★★★★★

I had a fantastic experience with Clarkson Holden from start to finish. A special thank you to Jane and Lauren, who were both outstanding. I wouldn't hesitate to recommend them to anyone looking to buy or sell - excellent experience!

Saim Siddique ★★★★★

We recently purchased our new home in Cottam through Clarkson Holden and couldn't be happier with the service we received. As first-time buyers, we had lots of questions and the team were incredibly patient and helpful throughout the whole process. They kept us updated regularly and made sure everything moved along smoothly between solicitors and the sellers.

Louis Jones ★★★★★

From the very first meeting, Gregg made us feel confident about selling our home. He handled viewings, negotiations, and updates brilliantly. Thanks to Clarkson Holden, we achieved an offer we were delighted with.

Richard Bruce ★★★★★

We sold our home in Fulwood through Clarkson Holden and couldn't be happier. They handled everything professionally, kept us updated at every stage, and secured a brilliant offer far quicker than we expected. The whole process felt effortless.

Dylan Williams ★★★★★

Really impressed with the personal service that Clarkson Holden have provided me with. I had previously used another local agent who were unable to successfully sell my property. Gregg and Jane have been fantastic throughout the transaction ensuring that communication was efficient and they achieved the best price for my property. Thank you so much Clarkson Holden!

Cameron chadd ★★★★★

We're so grateful to Gregg and the Clarkson Holden team. Our home sale was managed with professionalism, transparency, and genuine care. From valuation to completion, the experience as outstanding.

Reagan Reap ★★★★★



Have you seen the signs?

We've had outstanding success across Preston, selling a remarkable number of homes – and we have motivated buyers waiting in your area.

Our reputation as one of the area's leading agents comes down to three things: standout marketing, experienced staff, and in-depth local knowledge.

If you're thinking of moving and would like a free, no-obligation valuation, call our team today:

01772 78921





Where's Their Focus?

When valuing your home, the agent's priority should be you - not criticising others. If they dwell on competitors, it may signal a lack of professionalism or experience. Established agents wouldn't still be here without results. Make sure the agent can clearly explain their service, with insight and ideas focused entirely on your sale.

What's the Time Commitment?

It's reasonable for an agent to seek some commitment, but is a 20+ week tie-in justified? Discuss a timescale that works for you, and don't sign without understanding the notice period. Be clear on what you're agreeing to - and make sure it suits you.

Sole or Multi-Agency?

The most common approach is sole agency - one trusted firm managing your sale. Multiple agency often costs more and can imply the property is struggling. One strong local agent who knows the area and believes in your home's value is usually the better route.

Valuation: Realistic or Risky?

Everyone wants the best price, but beware of inflated valuations designed to win instructions - especially if tied to long lock-ins. Check whether the agent often drops prices later. Overpricing can mean missed interest or mid-contract reductions. Underpricing is risky too. Choose agents with local expertise who understand how to price right from the start.

Know the Team

Selling your home is a journey - not just a transaction. Find out who will be involved beyond the valuer. You should feel confident in the whole team, especially those handling offers, negotiations, and progress to completion. Trust and support matter every step of the way.



Evaluating estate agents

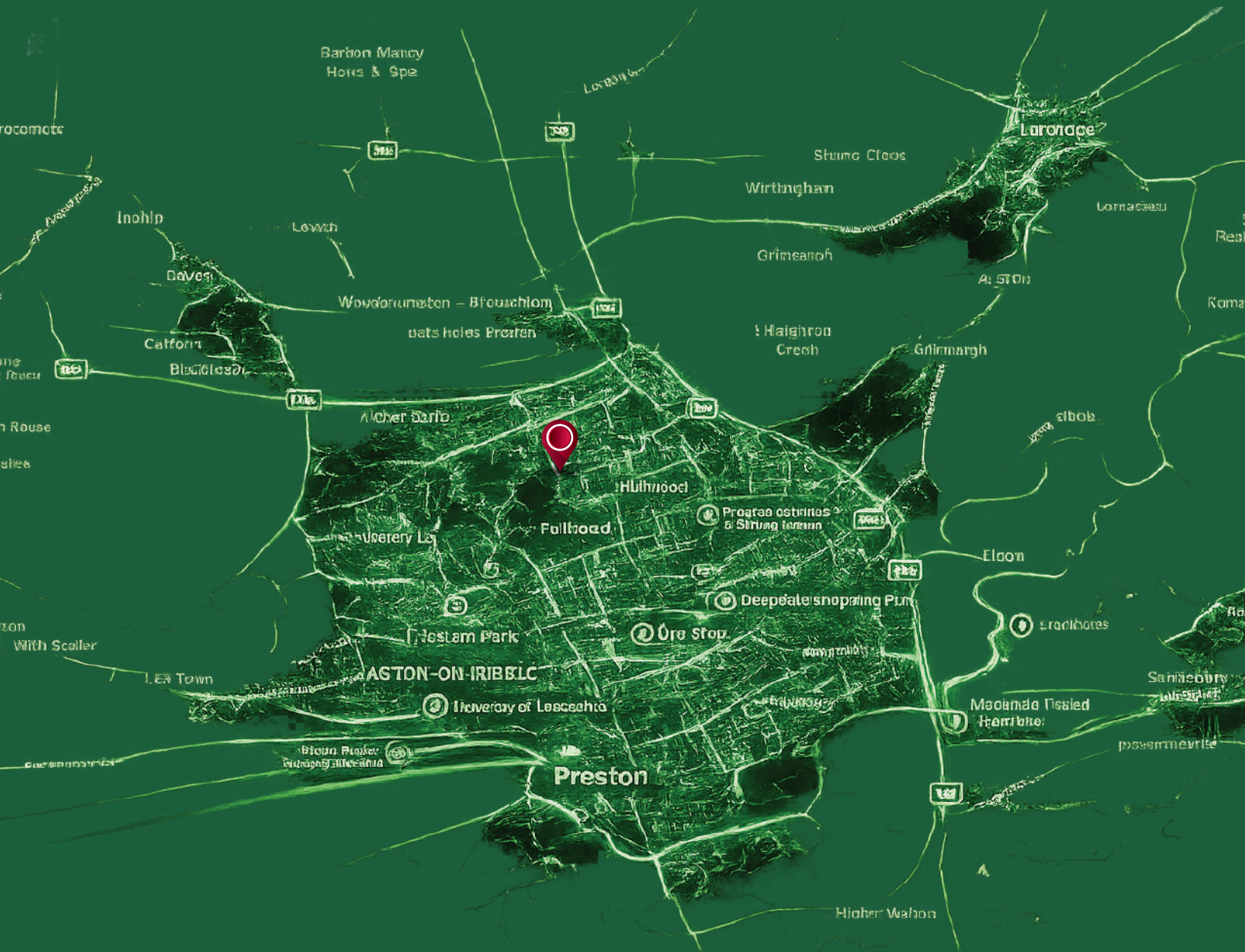


When selecting your estate agent there are various points to consider.

Seller's checklist

Selling your home is a big step-and preparation makes all the difference. Here's a brief checklist to help you get started

- ❑ Choose a reputable agent with a strong track record – and don't feel pressured into a decision.
- ❑ If you're relocating, research the new area. Your agent may be able to help.
- ❑ Read the agency agreement carefully and be sure you're happy with the terms.
- ❑ Prepare your home for marketing so it makes the best possible impression.
- ❑ Appoint a local solicitor early – they can't act for both sides, so secure yours first.
- ❑ Make sure your lease and documents are in order, and ground rent or service charges are up to date.
- ❑ Speak to your bank about porting your mortgage and check for early repayment fees.
- ❑ Arrange your Energy Performance Certificate before putting the property on the market.
- ❑ Review your property details – anything listed will likely be seen as included in the sale.
- ❑ Don't delay removal plans – research and get quotes early.
- ❑ Once your completion date is set, arrange to transfer utilities and take meter readings.
- ❑ Gather all keys, including window keys, ready for the new owners.



Clarkson Holden
estate agents

3 Caxton Road,
Fulwood,
Preston, Lancashire, PR2 9ZZ

01772 78921
sales@clarksonholden.co.uk
www.clarksonholden.co.uk