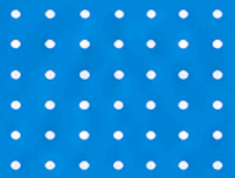




KWAKU ADU -WIAFE
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THE COMPLETE GUIDE TO SELLING YOUR HOME IN BARNET

Expert advice. Local knowledge.
A successful move.



1

PREPARE

Get your home market-ready and stand out.



2

PRICE

Set the right price with local market insight.



3

MARKET

Reach the right buyers with effective marketing.



4

VIEWINGS

Create interest and manage viewings professionally.



5

OFFERS

Negotiate the best price and terms for you.



6

COMPLETION

Smooth to completion and your next chapter.



LOCAL EXPERTS.
PROVEN RESULTS.
YOUR MOVE, OUR PRIORITY.

Helping you move forward
with confidence in Barnet.



The Complete Seller's Guide

This is our step-by-step guide to achieving the best price and a successful sale of your property in Barnet.

Selling your home is one of the most important financial decisions you will make. In a competitive market like **Barnet and North London**, the right strategy can make a significant difference to both **the price you achieve and how quickly your property sells**.

This guide explains how we help sellers achieve the best possible outcome. We are here to help and advise you throughout the process.

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Website: kwakuaduwiafe.expuk.com

What makes Barnet one of London's Most Desirable Areas?



Barnet is one of **North London's most sought-after boroughs**, attracting buyers from across London.

Buyers are drawn to the area because of:

-  **excellent schools**
-  **strong transport links into Central London**
-  **large green spaces and parks**
-  **family homes and quiet residential streets**
-  **local high streets and amenities**

These factors create **consistent demand from families and London professionals** looking to move out of more central areas.

Understanding the Barnet Property Market

The Barnet property market is driven by several key buyer groups:

1. London Families

Many families relocate to Barnet for the excellent **schools and open green spaces**.

2. Upsizers

Owners moving **from flats to houses** with gardens.

3. London Commuters

Professionals working in central London using:

- The Northern Line
- Thameslink
- Major road connections

4. Investors

Looking for strong rental demand.

Understanding **who the likely buyer is for your property** helps determine the best marketing strategy.



Step 1 – Preparing Your Property for Sale

Small improvements can have a **big impact on buyer perception**.

Recommended preparation includes:

- ✓ **decluttering rooms**
- ✓ **deep cleaning**
- ✓ **minor repairs**
- ✓ **improving lighting**

First impressions matter

The first **10 seconds of a viewing** often determine how buyers feel about a property.

Kerb appeal is extremely important so it is recommended to view the outside of your property from the perspective of a buyer.



Step 2 – Accurate Property Valuation

Pricing your property correctly is the **most important factor in achieving a successful sale.**

Overpricing can lead to:

- **reduced interest**
- **longer time on the market**
- **price reductions later**

Underpricing can mean **leaving money on the table.**

We determine the right price using:

- ✓ **recent Barnet property sales**
- ✓ **current buyer demand**
- ✓ **competing properties on the market**
- ✓ **property condition and features**



Step 3 – Professional Marketing

Your property needs to stand out online.

Our marketing includes:



professional photography



detailed floorplans



major property portals (Rightmove / Zoopla / On The Market)



social media exposure



buyer database marketing

High quality marketing generates **more enquiries and competitive offers.**



Step 4 – Viewings & Buyer Screening

Not all buyers are equal.

We carefully qualify buyers to ensure they are:

- ✓ financially able to proceed
- ✓ mortgage approved or cash buyers
- ✓ actively searching in Barnet

This reduces the risk of **sales falling through later**.



Step 5 – Negotiating the Best Offer

The highest offer is not always the best offer.

We evaluate:

- buyer financial position
- chain complexity
- mortgage approval
- deposit size

Our goal is to secure the **strongest buyer with the best price and highest chance of completion**.



Step 6 – Sales Progression Process

Once your property is **Sold Subject to Contract**, the legal process begins.

This stage is where many transactions fail.

We actively manage:

- ✓ financially able to proceed
- ✓ communication between solicitors
- ✓ buyer mortgage progress
- ✓ survey outcomes
- ✓ property chain updates

Our proactive sales progression helps **keep transactions moving toward completion.**

A Typical Sales Timeline

Week 1–2

Offer agreed and solicitors instructed

Week 2–4

Mortgage approval and property searches

Week 4–6

Legal enquiries and survey results

Week 8–12

Exchange of contracts

Completion follows shortly after exchange.

A purchase often takes around **8 to 12 weeks**, but every transaction is different. Timescales may be shorter or longer depending on the chain, mortgage, searches and enquiries.

Common Reasons Why Sales Fall Through

Across the UK, around **30% of sales collapse before completion.**

The most common reasons are:

- ✗ mortgage problems
- ✗ survey issues
- ✗ chain breakdowns
- ✗ buyer change of circumstances
- ✗ poor communication between parties

Our proactive approach helps **identify and resolve problems early.**

How We Keep Your Sale Moving

Unlike many agents, our role continues after an offer is accepted.

We will keep up to date with the full process and:

- ✓ speak with solicitors regularly
- ✓ update all parties in the chain
- ✓ chase outstanding enquiries
- ✓ monitor buyer mortgage progress
- ✓ provide regular updates to sellers

Our goal is simple:

To get your sale completed smoothly and successfully.

Why Sellers Choose Us

Sellers choose us because we provide:

- ★ **local Barnet market expertise**
- ★ **professional marketing**
- ★ **expert negotiation**
- ★ **dedicated sales progression**

We focus on achieving:

The best price, in the best timeframe, with minimum stress.

Thinking of Selling?

If you are considering selling your property in **Barnet or North London**, we would be happy to provide:

- ✓ **a free market appraisal**
- ✓ **advice on preparing your property for sale**
- ✓ **insight into current buyer demand**

Get in contact to arrange a valuation.

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