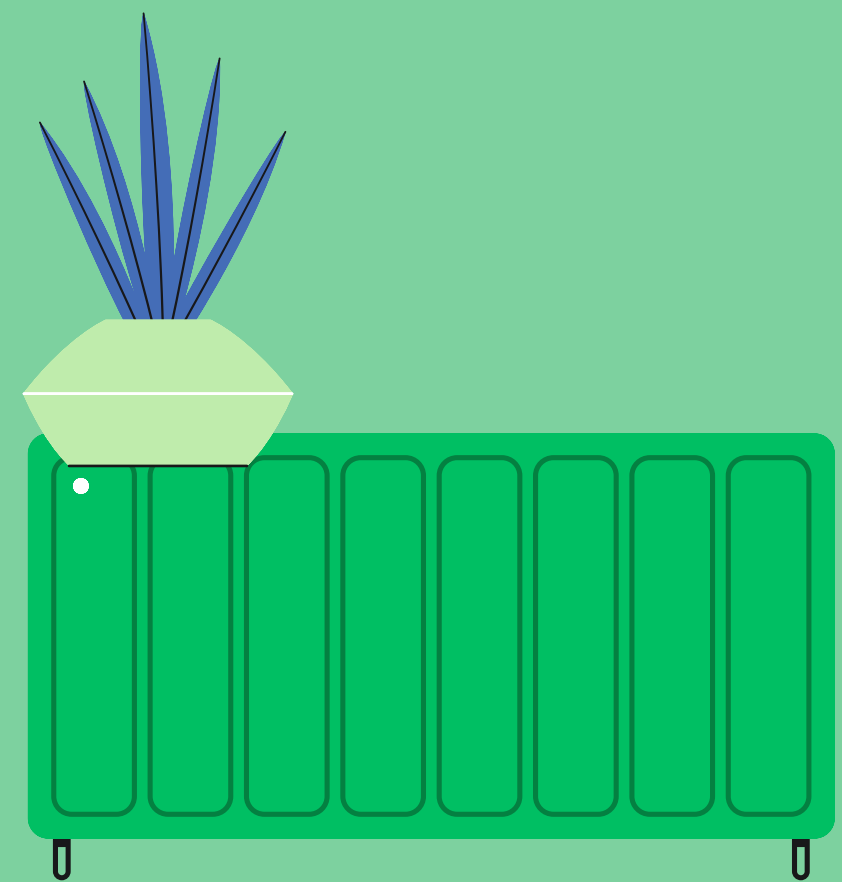
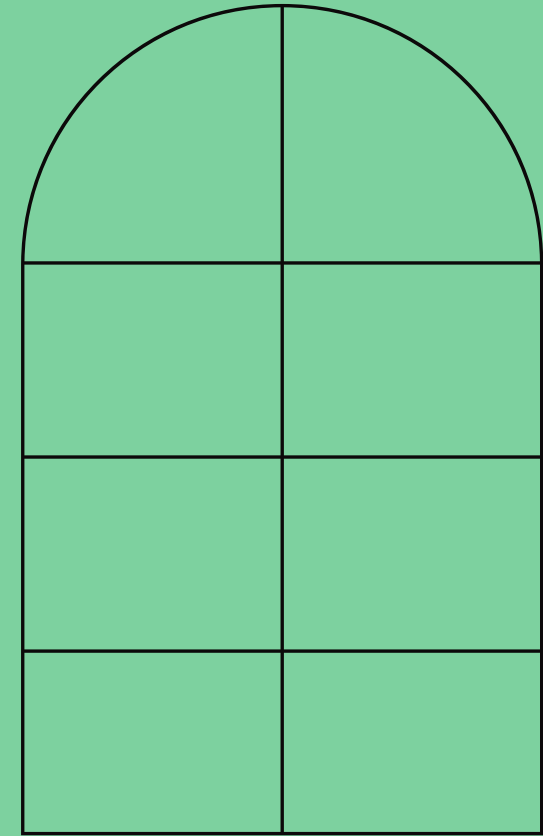




# SELLER'S GUIDE



# COUSINS

- Thank you for choosing Cousins to sell your home. Since 1983 we've been helping local homeowners move on to their next chapter, and our job is simple: present your property at its very best, attract the right buyers and negotiate the strongest possible price.
- Selling can feel overwhelming, especially if it's been a while since you last moved. This guide walks you through each step from the moment you instruct us – from getting legally “sale ready” and arranging your EPC, to preparing for photography, viewings, offers and finally completion.
- You'll find practical checklists, examples of professional photos and clear explanations of what we'll do and what we'll need from you along the way. Think of it as your handbook for the move: keep it nearby, dip in and out, and tick things off at your own pace.
- If anything isn't clear or you'd like more tailored advice for your property, we're only a phone call away.



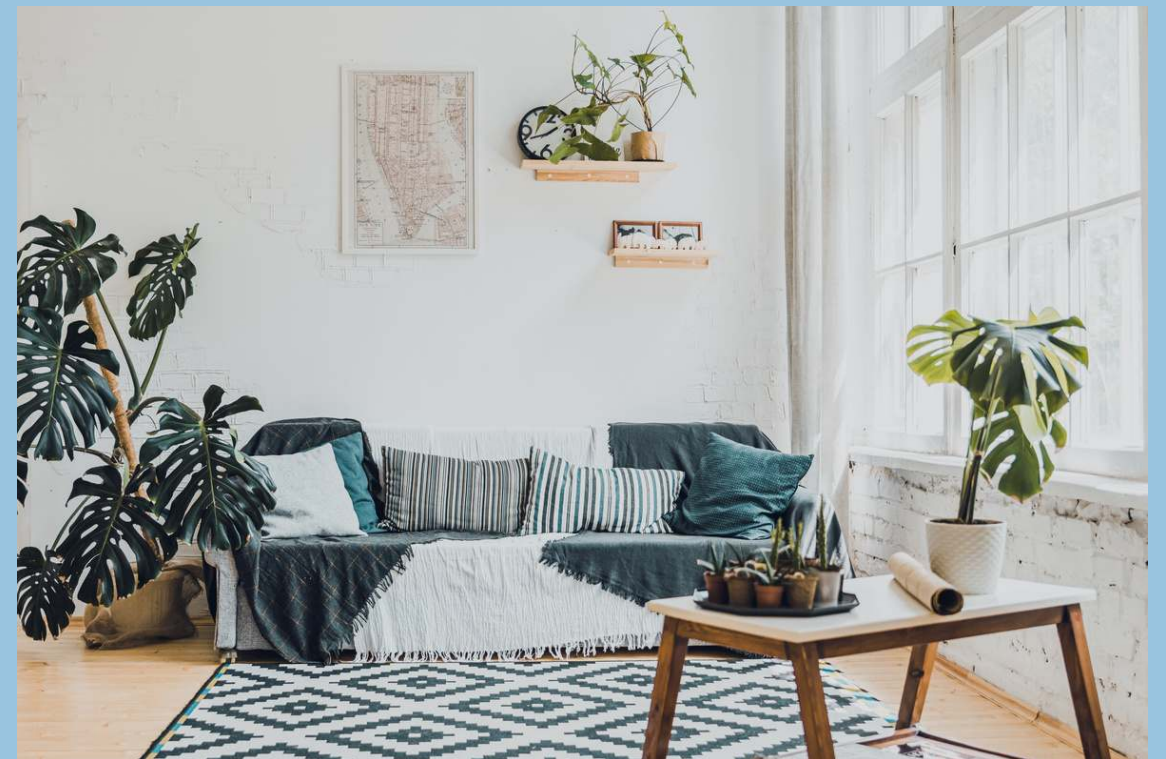


# LIST AND COMPLIANCE TIMELINE

1. Getting 'Sale Ready' – Legal & Documents
2. Getting Your Home Ready
3. On the Day of the Photoshoot
4. Anti-Money Laundering (AML) Checks

5. EPC & Compliance
6. Home Prep
7. Photos & floorplan
8. Listing live
9. Viewings
10. Offers & negotiation

11. Exchange contracts
12. Completion & handover



→ Getting your home ready for the market involves more than simply deciding to sell – there are several important stages before buyers start walking through your door.

→ We begin by visiting you at the property for a market appraisal. This allows us to understand your home, identify its standout features, and consider its setting within the local area. From this, we agree a pricing approach and recommend how best to position your property to achieve the strongest result in the current market.

→ The roadmap beside this page outlines the key milestones in the process and highlights where we'll need your input – from appointing a solicitor, to preparing for professional photography, right through to being ready for viewing day.

→ Putting in time and effort at this stage really makes a difference. The better prepared the property is before launch, the more interest it attracts, which leads to stronger enquiry levels and more viewings.





# GETTING LEGALLY ‘SALE READY’

## Appointing a solicitor

We strongly recommend instructing a solicitor as soon as you decide to sell. Ask them to send you the property information forms and begin completing these straight away.

Typical documents they may need include:

- Leasehold information pack (if you’re selling a flat)
- Any fire safety / cladding documentation if relevant
- Boiler and central heating installation certificates and service history
- Electrical certificates, guarantees and warranties
- Building regulation sign-offs or completion certificates for extensions, loft conversions, structural work etc.
- Planning permissions, if applicable.

Some of these can take many weeks to obtain, especially leasehold packs, so starting now can significantly reduce delays later on.

**The more you can sort out at the start, the easier your sale will be later!**

## Material information

Please also tell us about anything a buyer would reasonably need to know, for example:

- Ongoing disputes or notices
- Rights of way or restrictions
- Service charges and ground rent for leasehold homes
- Any works to the property that didn’t receive Building Regulations approval.

Being transparent from the outset helps us price correctly and keeps buyers confident and committed.

## Your onward move

If you’ll be purchasing another property:

- Speak with a mortgage adviser early to check what you can borrow and get an Agreement in Principle.
- Start thinking about the timescales that would work for you so we can manage buyers’ expectations.





PRESENTING YOUR  
HOME FOR  
PHOTOGRAPHY



# PREPARING FOR PHOTOGRAPHY

## Show your home at its best

We use professional photographers because high-quality images are essential for grabbing attention online and driving viewings.

To get the most out of the appointment:

- Remember: whatever is in shot will appear in the photos. It can't simply be edited out later.
- Photographers may move small items or suggest re-arranging furniture to improve the composition.
- Let us know in advance about anything easily missed, e.g. a shared garden, studio, off-site parking space, loft room, cellar or roof terrace, so we can make sure it's captured.

Photography and videography can take 2–4 hours depending on the size of your home, so it's helpful if everything is ready before the photographer arrives.

We prefer to use natural light wherever possible. Clean windows inside and out make a big difference to how bright the rooms feel.

If you're struggling to be ready in time or need to rearrange, please tell us as early as you can so we can rebook the slot.

## You only get one first impression!





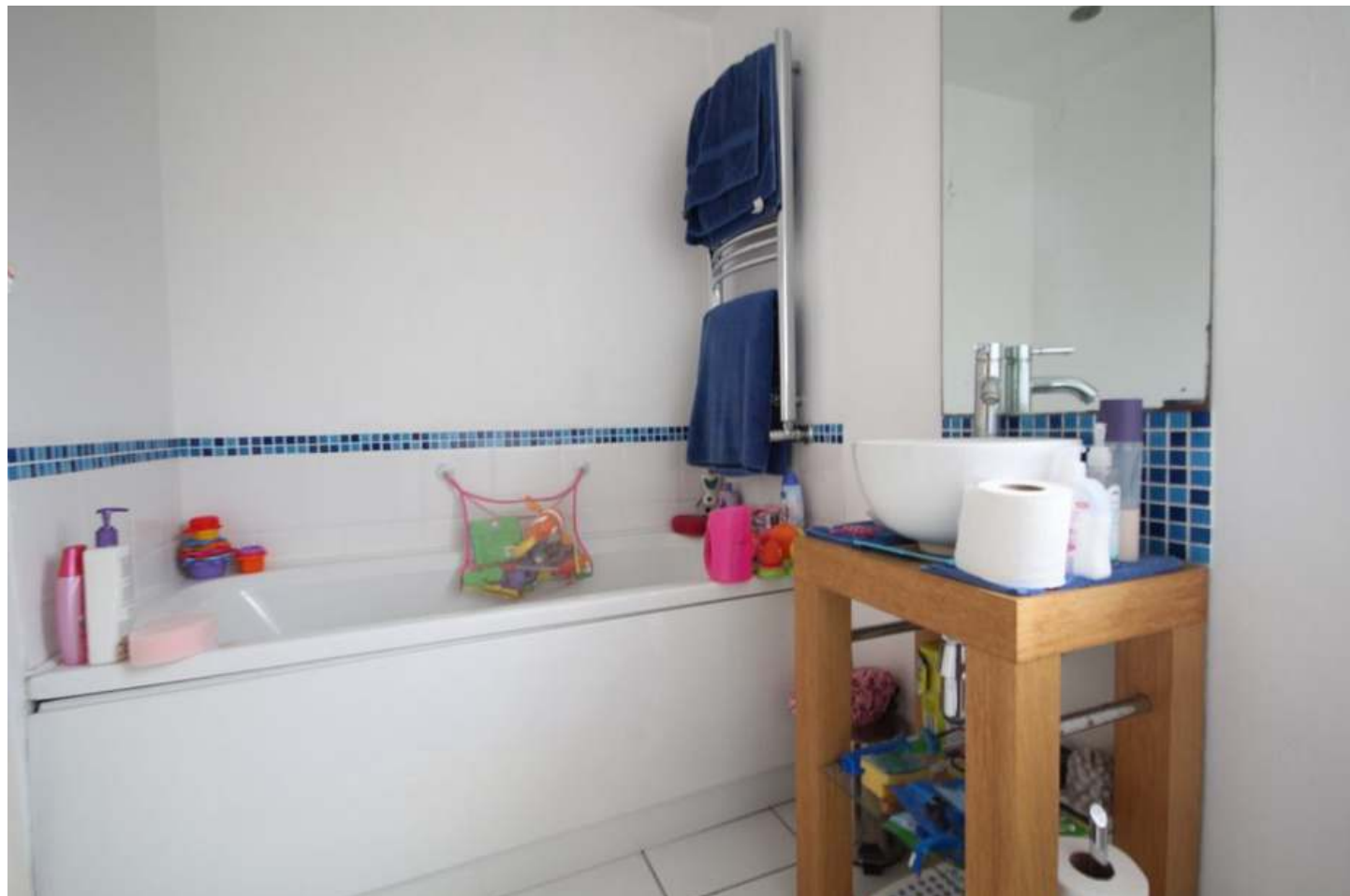
# BEFORE



# AFTER











# PREPARING EACH ROOM

→ Aim for a spotless, organised home. It's best to begin your preparations several days (or even weeks) in advance, especially if you'll need to book professional cleaners.

→ Keep kitchens and bathrooms clutter-free. Clear worktops of spare toiletries, cleaning bottles, or anything that doesn't need to be on display. And yes—remember to close the toilet lid!

→ In bedrooms and living areas, try to free up as much floor space as possible. Removing spare chairs, side tables, or anything that makes the area feel cramped will really help.

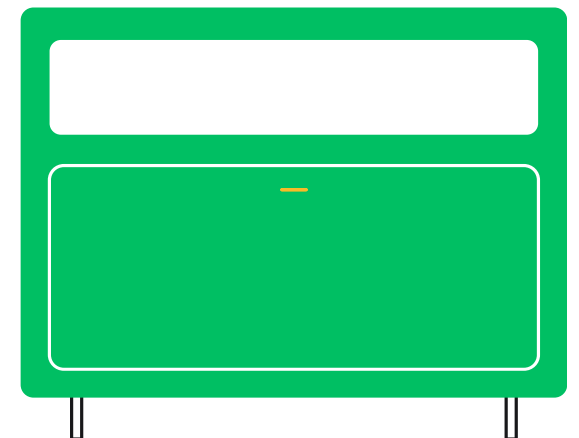
→ Make sure there are no messy piles of belongings. Straighten up any stacks of books, and ensure nothing stored under beds, sofas, or units is visible. When unsure—take it out of the room.

→ Throws should be neatly arranged (or styled to look relaxed), and rugs should be clean, aligned, and lying flat without curled edges.

→ Put away toys, shoes, coats, pet accessories, and other everyday bits. Your home should still feel lived in—just tidy, warm, and easy to walk through.

→ For garden and exterior photos, move bicycles, tools, and equipment out of sight. Hide bins and recycling containers where possible for a cleaner look.

→ On the day, before the photographer begins, mention anything they should be aware of—such as doors or windows that stick, or furniture that's unstable if moved.





# ON THE DAY OF THE PHOTOSHOOT

→ When it comes to viewing day(s), it's important that your home looks just as it did in the photos potential buyers have already seen. To help with this, we try to schedule viewings close together, making it easier for you to keep the property in the same condition throughout.

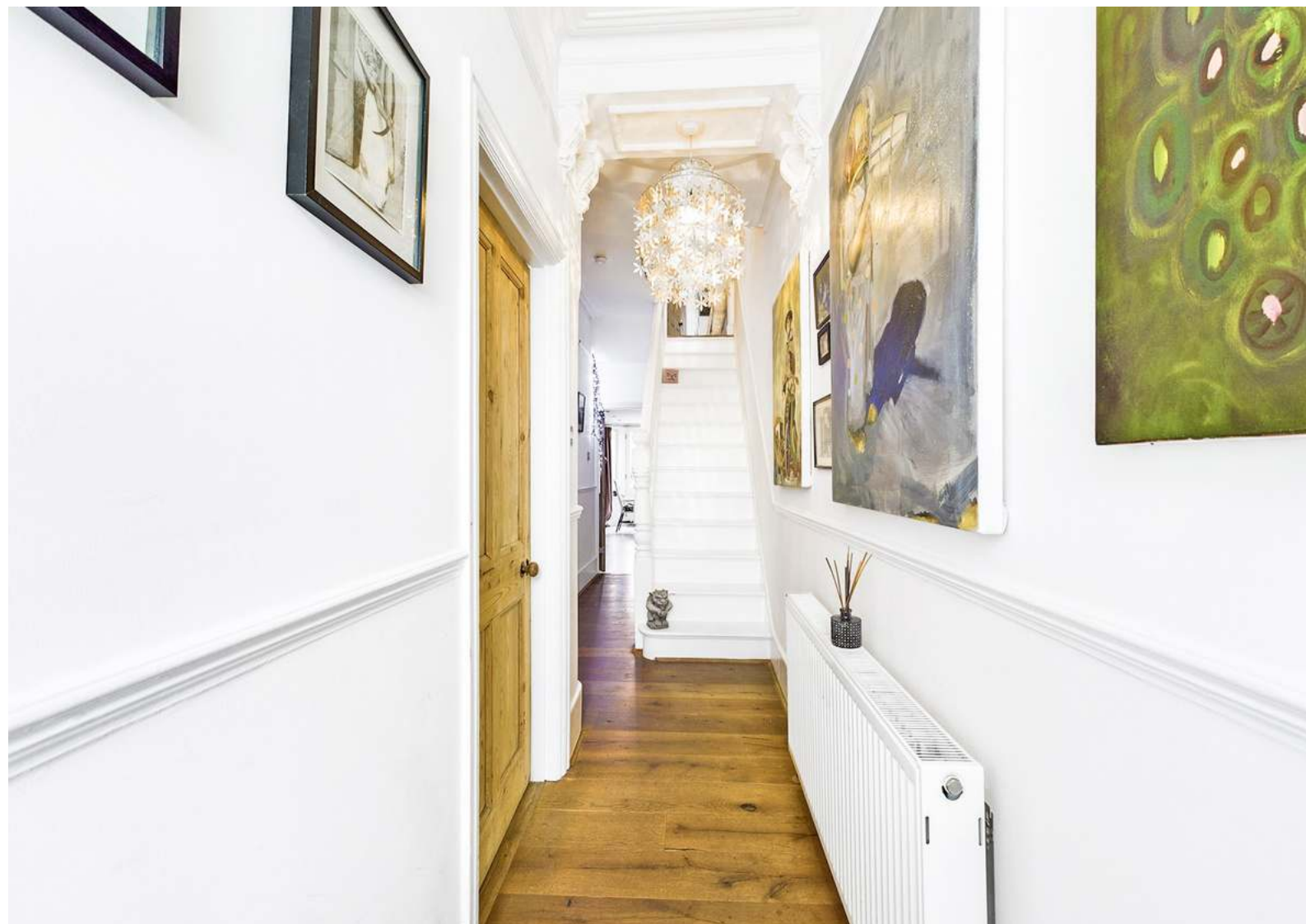
→ Scent plays a huge role in first impressions. Avoid cooking anything the night before that could leave a strong smell hanging in the air. If the temperature allows, air the property briefly by opening a few windows before you head out. In the warmer months, we may open windows during appointments, so please leave any necessary window keys accessible.

→ You won't need to be at the property while viewings take place—we'll take care of everything. This could be a good opportunity to plan something enjoyable for yourself, whether for the day or the whole weekend. Once the final viewing has finished, we'll update you so you can return at your convenience.

→ Over the next few pages, you'll find examples from our previous photoshoots. These should give you a clear sense of the high-quality photography your own property will receive.









# ANTI-MONEY LAUNDERING (AML) CHECKS

Estate agents in the UK are legally required to carry out Anti-Money Laundering (AML) checks on every vendor before a property can be marketed. These checks are not optional; they are a government requirement designed to protect the public and ensure all transactions are transparent and legitimate. To complete this, we will ask each seller for a form of photo identification (such as a passport or driving licence) and a recent proof of address. In some situations—typically when you will also be purchasing another property—we may need to verify the source of funds being used, for example savings, equity release, or proceeds from another sale. These checks are routine and form part of the compliance process for every estate agent in the country.



AML checks are usually completed quickly and smoothly, either online or in person, and most clients finish them in just a few minutes. Providing the requested documents promptly helps avoid any delays to the marketing schedule, meaning we can move straight into photography, floorplans, brochure preparation and launching your property to buyers. Once the AML process is complete, we are legally allowed to begin full marketing activity on your behalf. Completing this step early ensures the sale starts on the right footing, protects everyone involved, and allows us to focus on generating viewings and achieving the strongest possible price for your home.







# VIEWING DAYS

Your home should look broadly similar for viewings as it does in the photographs – buyers expect consistency. Of course, everyday life happens; you may have one viewing on a Saturday and another a few days later, and it won't always be perfect. The key is simply to do the best you can to reset the space.

On the day:

- Give the rooms a quick refresh to mirror the photos – beds made, surfaces clear, lights working.
- Aim for a neutral, fresh smell; avoid strong cooking odours or overpowering air fresheners the night before.
- If the weather allows, open a couple of windows beforehand to air the property.
- Please leave any window keys accessible in case we need to open or secure them safely.

We will host all viewings, so you don't need to be present. Many sellers take the opportunity to step out for a coffee, a walk or some family time while we show buyers around.

Once the viewings have finished, we'll update you with feedback and, hopefully, offers.





# THANK YOU FOR READING

If you're unsure how to best present your home, we're here to help.

Your valuer can offer practical advice on what to rearrange, what to hide away and how to make rooms feel their best. Where needed, we can arrange someone to visit, recommend professional staging, or connect you with reliable cleaners to give your property that final lift.

So, what comes next? Whether you're buying your next home or taking a break from ownership to rent for a while, there are plenty of decisions on the horizon. Even if you've moved before, expectations and processes evolve — and it's always useful to have guidance.


If you'd like further help, simply get in touch. We have additional guides available to support you with your onward plans and keep the whole journey as smooth as possible.

We look forward to working with you.

## COUSINS

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