THE SELLER'S GUIDE

Selling your home, *answered straight.*

The questions sellers really ask, with honest answers and the data to back them up. For homeowners in Stockport, Cheshire and South Manchester.



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PERSONAL PROPERTY AGENT

POWERED BY KELLER WILLIAMS UK

WHY I WROTE THIS

The five worries every seller has.



These come up in nearly every conversation I have, and all over the online forums. Here is what I tell people.

1 Will I get the right price?	I price from what has **really sold on your road**, show you the evidence, and tell you honestly if a number is too high before it costs you weeks.
2 Will enough buyers see my home?	Professional photography, video and a floor plan. Then **my registered buyers and the Keller Williams network** see it before the portals do.
3 What will it cost, and what am I tied into?	You get my fee **in writing at your valuation**, payable only when contracts are exchanged. Sole agency for an initial four weeks, then 14 days' notice.
4 What if my buyer pulls out?	I **verify every buyer before you accept**: ID and anti-money laundering checks through a third party, plus their mortgage in principle, deposit and chain position.
5 Will I be left in the dark?	I host most viewings, message you straight after each one, and send **weekly updates**, even when there is nothing new. Want more or less? Just say.

YOUR TIMEFRAME

Plan for seven months, not seven days.

Sellers usually underestimate how long a sale takes. This is the average from listing to getting the keys.

75 days

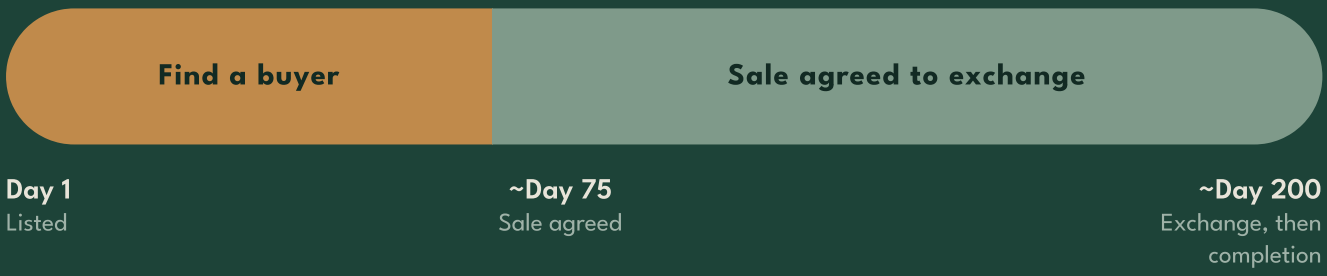
on average to find a buyer

127 days

from sale agreed to exchange of contracts. North West: about 4 months

~7 months

realistic from listing to moving day



Flats and leasehold homes usually take longer, and so does a long chain. Flats and houses behave like two different markets, so turn the page to see them side by side.

MY ADVICE

Get your paperwork ready, and your solicitor lined up, **before** you list. That is where most of the 127 days is won or lost.

Sources: TwentyCi & TwentyEA Property and Homemover Report, Q3 2026 (national times); TwentyEA 2025 (North West time to exchange, 4.0 months). Time to find a buyer is a national figure.

FLATS AND HOUSES

Two markets, not one.



Flats and houses sell very differently in the North West. Knowing which market you are in changes how you price and prepare.

HOUSES

64.9%

reached a sale

33.7%

needed a price reduction

FLATS

44.0%

reached a sale

39.8%

needed a price reduction

65.6%

longer to sell for a North West flat than a house. It is the widest flat-versus-house gap of any region, and nationally flat times have risen by nearly 30% in two years while house times have not moved.

Selling a house

Presentation and price do most of the work. Condition, photography and a price that attracts interest in the first four weeks matter most.

Selling a flat

Expect a longer sale and price sharply. Have the lease details, service charge records and management information ready before you list.

Source: TwentyCi & TwentyEA Property and Homemover Report, Q3 2026, North West figures (likelihood of sale, price reductions, time to sell).

PRICING

Your first price matters most.



Some agents quote a high price to win your business, and it tends to come unstuck. Your asking price is only a starting point, so start where buyers will take notice.

42%

of sales happen in the **first four weeks** of a listing.

53%

of sellers who did sell had to **cut their price** first.

HOW I SET THE PRICE

1

Real sold prices

What homes like yours have actually sold for on your road.

2

Price to attract interest

A price that gets viewings in the first four weeks.

3

Weekly portal check

I review views and enquiries every week and tell you what to change.

> *"I price from what has really sold on your road, and I will tell you honestly if a number is too high before it costs you weeks."*
>
> ANN DURRELL

★ ★ ★ ★ ★

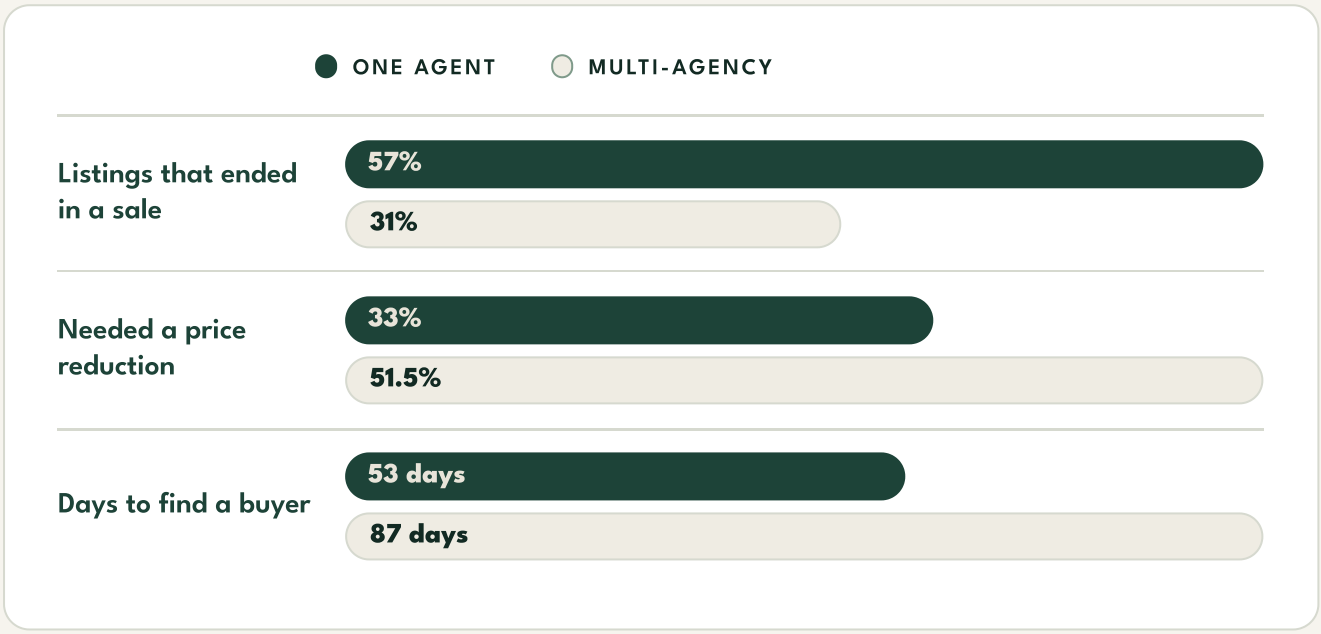
"What a fantastic experience of selling my home. [...] From day one I had regular viewings, communicat[ion] was fantastic and felt very personal. [...] The property sold within a few weeks."

Hayley W., home seller · 5-star Google review, from my time at a previous agency

Source: Zoopla research, May 2026 (four-week window, price cuts).

Why I suggest one agent.

I know this one suits me, so don't just take my word for it. Check these figures yourself.



3% v 1.5% is the typical commission for several agents against one. More agents rarely means a better result, and it usually costs more.

Online agents

Low fees and high volume. It is not personal, and some will not even visit to value. If you want a personal service, a local agent is the better fit.

Not happy with your agent?

Talk to them first, you chose them for a reason. Then check your terms. For anything more serious, make a written complaint and go to the ombudsman.

Source: TwentyCi & TwentyEA analysis of almost 3 million listings, Jan 2025 to Oct 2026. Commission figures are typical, not guaranteed. Only 6.5% of North West instructions are multi-agent (TwentyCi Q3 2026).

COSTS AND YOUR RIGHTS

Up-front costs are not hidden fees.

A good agent explains every charge in writing before you sign. Here is what is worth paying for.

1

Marketing commitment

Proper marketing costs money. It covers portal listings, social media and targeted marketing, so your home is presented better online.

2

Professional photographer

A proper property photographer, not a friend with a fancy camera and a drone. It is the first thing every buyer sees.

3

Compliance checks

ID, anti-money laundering and proof of ownership, plus the material information buyers must be given. Checks cost **£45 + VAT** per person.

4

Staging

Another cost up front, but many buyers cannot picture how your home could look. New homes always have a show home for the same reason.

THE LAW

No agent should push you to use their solicitor or mortgage adviser.

Conditional selling is an **undesirable practice** under the Estate Agents Act 1979 (Estate Agents (Undesirable Practices) (No. 2) Order 1991, Schedule 2). Agents must also pass every offer on promptly and in writing, and pressuring buyers can breach the Digital Markets, Competition and Consumers Act 2024 (section 225). I work with a number of trusted partners. **Use them, or use yours.** If it happens to you, report it to Trading Standards.

1

Talk to your agent

Give them the chance to put it right.

2

Check your terms

See when a fee is due and what you agreed.

3

Go to the ombudsman

The Property Ombudsman or Property Redress Scheme. Allow up to eight weeks first. It is free for you.

Rules checked October 2026 and can change. Ask for every fee in writing before you sign.

WHY KELLER WILLIAMS

Local, with a big team behind me.



I run my own business as a local agent. Keller Williams gives me a worldwide network and the tools of a much bigger firm.

30

Years local

Nearly 30 years in Stockport and South Manchester. You deal with me, not a call centre.

UK

Nationwide agents

Buyers relocating to the area can be reached through the Keller Williams network.

KW

Global network

One of the world's largest estate agencies, with the technology, training and marketing support to compete with much bigger firms.

SEEN EVERYWHERE BUYERS LOOK

Rightmove · Zoopla · OnTheMarket · Social media · My buyer list · and many more

HOW A SALE RUNS WITH ME

1

Value

Priced from real sales on your road.

2

Launch

Photos, video, floor plan, then portals.

3

Offers

Every buyer verified before you accept.

4

Completion

I chase the whole chain every week.

HOW YOUR HOME GETS SEEN

Seen by the right buyers, everywhere.

Good marketing is more than a listing on a portal. Here is what your home gets when we work together.

KW Agent Network

200,000+ agents

1,060 offices

1 global network

Online Presence

Rightmove

Zoopla

OnTheMarket

Local Marketing

Agent network (300+ UK agents)

For Sale boards

Postcards, letters and flyers

Media Campaigns

Email alerts and matching

Facebook paid campaigns

Instagram paid campaigns

75%

Up to 75% of buyers have a social media account*

You should not have to wait for a buyer to walk down the high street.

I put your home in front of buyers on their phones, tablets and computers, wherever they are. Your property gets its own geo-targeted campaign on Facebook and Instagram, reaching people who are not actively looking, but would be if they knew your home was available.

66% of buyers would consider viewing a home even when they are not actively looking.* Think of it as a digital For Sale board, placed in a ring around your home, that learns who the right buyers are and finds more of them.

*Keller Williams UK marketing figures.

BEFORE YOU LIST

Your seller checklist.

- [ ] **Fees in writing** from every agent you speak to
- [ ] **Evidence-based valuation** using real sold prices
- [ ] **Paperwork ready**: title, EPC, guarantees, lease and service charge details
- [ ] **ID and proof of ownership** to hand for compliance checks
- [ ] **Conveyancer lined up** before you list
- [ ] **Professional photographer** booked
- [ ] **Declutter and stage** the rooms that matter
- [ ] **Weekly updates agreed**, more or less as you prefer



COME AND SAY HELLO

Ann Durrell

PERSONAL PROPERTY AGENT

Thinking about selling, or just curious what your home might be worth? Give me a call for a friendly chat. No pressure, and if now is not the right time, I will tell you.

Call 07512 621688

or email ann.durrell@kwuk.com

Powered by Keller Williams UK. Figures from TwentyCi/TwentyEA Q3 2026 and Zoopla May 2026 research; law and rules checked October 2026.