

THE **HOUSEWEB** GUIDE TO SELLING YOUR HOME



V2.2



HouseWeb
www.houseweb.com



TO HOUSEWEB'S GUIDE TO SELLING YOUR HOME

If you could think of one word to describe how you feel about selling a house, what would it be? Stressful? Expensive? Exciting? Nerve-wracking? Whatever your feelings, it will no doubt be a life-changing event for you.

Like most people, there are two things that you are probably dreading:

- 1. A stressful process littered with pitfalls.***
- 2. The most expensive financial transaction you've ever undertaken.***

You have already taken the first positive step in reducing both the cost and strain of selling your house by reading this guide. Since 1996, we've been helping thousands of homeowners sell their property with ease, avoiding some common pitfalls.

This guide offers a refreshing approach to selling your home, one which could save you a substantial amount of money!

We hope you find this guide a useful companion to selling your home quickly and to making the process as stress-free as possible.

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1. SELLING - WHAT ARE MY OPTIONS ?

You have three options:

1. Use an Estate Agent - The Traditional Route
2. Advertise on the Internet -The Modern Route
3. The Dual Route - Use an Agent and Advertise on the Internet.

To help you decide which option is best for you, we'll briefly look at the three most important factors of each... the COST, VALUING your property and the TIME taken to get your property on the market.



A. THE COST OF SELLING

(1) THE EXPENSIVE OPTION - Using an Estate agent

In an inquiry by the Government watchdog OFTEL, estate agents were investigated for over-charging homeowners. A record number of complaints (5,370) were received mainly about excessive fees.

"Moving house is one of the most stressful things you can do in life, and it appears that Estate Agents are responsible for much of that stress."

The Independent

As a homeowner you will typically pay a 2% commission + VAT (17.5%), sometimes as high as 3% + VAT! Let's see how much this will cost you:

Your House Value	Estate Agent Commission (2%)	+ VAT at 17.5%	Total payment to estate agent
£100,000	£2,000	£350	£2,350
£200,000	£4,000	£700	£4,700
£350,000	£7,000	£1,225	£8,225
£500,000	£10,000	£1,750	£11,750

Don't forget to add VAT to whatever percentage commission you are quoted by the estate agent - that's an extra 17.5% !

What about my property value? Try the HouseWeb calculator at www.houseweb.co.uk/prop/sell.html

Is this the true cost?

No, this is only part of the picture. To understand the *real cost* to you, we need to look at how much your property has increased in value and what the agent's commission represents of that figure.

To find out in real terms exactly what an estate agent will cost you, try out the "Real Cost of Selling calculator" at www.houseweb.com/realcost.html

Price You Paid For Your House	House Value Now	Money you Have Made	2% Commission + VAT	Cost to you in real terms
£170,000	£200,000	£30,000	£4,700	16%

This example shows that the estate agent is actually taking 16% of the money you have earned from your property's growth in value.

Is that the total cost?

Not necessarily. Some estate agents will also charge you extra for advertising your home in the local press and for additional marketing. Always read the contract's small print!



SELLING – WHAT ARE MY OPTIONS?

A. THE COST OF SELLING

What about using more than one agent?

There is nothing to stop you appointing more than one agency (called "multi-agency"). In this case, you will pay a higher commission than a sole-agency agreement.

(2) THE COST-EFFECTIVE OPTION Advertising on the Internet

ESTATE AGENT MYTH NO.1

"There is no alternative to an estate agent"

In 1996, an alternative to the estate agent arrived. HouseWeb believed there had to be a cheaper and fairer way to sell property and, as a result, pioneered the selling of property online.

Thousands of homeowners have embraced this method and it has proved to be as viable as selling through an agent - for a fraction of the cost, with an average customer saving of £5,500.

The press have also embraced the concept, awarding HouseWeb accolades for its services. In an independent review of private property sites by The Sunday Times, HouseWeb was awarded the top service rating of five stars. The site has also received a recommendation in Which? magazine and has feature articles in over 500 daily newspapers, magazines and across many national TV and radio programmes.



"HouseWeb's service is excellent and wins five stars for usability and value for money,"

The Sunday Times

"Mass Exposure. The pioneer of private seller web sites."

Mail on Sunday

SELLING – WHAT ARE MY OPTIONS?

A. THE COST OF SELLING

How does advertising on the internet differ from using an estate agent?

HouseWeb provides you with the marketplace to advertise your property across the UK to millions of house-hunters. You simply enter your property details on the HouseWeb web site. Instead of paying a large commission when your property is sold, you purchase a property advertising package for a small one-off fee of between £129 and £199 (see [page 18](#) for package features and pricing).

"We saved £7,000 using HouseWeb after our estate agent failed to sell our house,"

Alice & David Neaves, Cambridgeshire

How do people find my property?

HouseWeb are property marketing experts. Not only is our site visited by over three million house-hunters each year, but we also market your home to extensively across major property web sites. The combined house-hunting audience exceeds three million per month - far more people than your local estate agent.

Your property will also appear many leading UK sites including Fish4Homes, Hot Property & Daily Express

Why is it so much cheaper than an estate agent?

Estate agents have expensive overheads such as high street branches and commission-hungry salespeople. With HouseWeb, we give you the tools to take control, marketing your property to a huge audience and dealing directly with buyers.

"HouseWeb was just so easy! Estate agents are so expensive - I won't be using them again"

Desiree Fraser of Hackney being interviewed in the Sunday Times

Isn't it difficult to prepare my property details?

Not at all! HouseWeb have designed a very simple form for you to submit your property details. We take care of the design, ensuring your property is displayed professionally. Your property description is very important to your advert. You'll find lots of advice about writing a good description at:

Look at how other customers have advertised their property at HouseWeb
www.houseweb.co.uk/prop/market.html

www.houseweb.co.uk/house/sell/howto/

SELLING – WHAT ARE MY OPTIONS?

A. THE COST OF SELLING

How important are photos?

Displaying photos is an essential part of selling your home. We recommend displaying at least ten photos. Traditionally, only a photo of the front of the house is displayed, but research has shown that although this is the most important photo, buyers also want to see the interior, garden, kitchen, bathroom, bedrooms and any special features. Typically, each extra photo displayed can double the response rate.

How do photos appear with my property?

HouseWeb makes this easy for you:

- Add your digital photos to your advert directly.
- Only have hardcopy photos of your house? Either scan them or post them to us and we'll add them for you.
- If you want a professional photo of your house, simply order a virtual tour with your package.

YOU WON'T BELIEVE YOUR EYES!
Take a look at some virtual tours at:
www.houseweb.co.uk/vtour/

What is a Virtual Tour?

The ultimate way to advertise your house! HouseWeb's top package includes a video of your property. It only takes one hour to film and will be added to your property advert within 48 hours. The tour consists of four panoramic views, giving potential buyers a real feel for your property. You'll also receive a professional photo of your house free and can opt to have additional photos and even a floor plan for a small additional charge.



"What a nightmare! We appointed two estate agents in succession who failed to sell our house over an 8 month period. We decided to use HouseWeb and sold our property in a matter of weeks. We ordered a Virtual Tour which was excellent value for money. I would recommend the Virtual Tour to everyone. It's such an advantage as everyone who came to see the property knew exactly what to expect and they were all very serious buyers. No time wasters at all. I can't even begin to tell you how many inquiries we got - it was unbelievable!"

Colette Van Der Pluym, Epsom.

(3) THE DUAL ROUTE - Using both HouseWeb and an agent

Many people are unaware that they can advertise their property with an estate agent and HouseWeb at the same time without compromising their contract with the agent. The Office of Fair Trading state in their guide "Using an estate agent to sell your home:"

"Sole agency: The estate agent you appoint is the only agent with the right to sell your property. As you are not an agent, if you find a buyer yourself you don't have to pay the estate agent's commission."

As HouseWeb is a publisher and not an estate agent, by advertising on our site, buyers contact you directly. By using HouseWeb you are also introducing some welcome competition to keep your estate agent on their toes.



TIP : Check the agent's contract to make sure they haven't specified a clause saying "sole selling rights" rather than "sole agent rights". In this case you would still have to pay the agent's commission, even if you sold it yourself.

B. VALUING YOUR PROPERTY

(1) USING AN ESTATE AGENT

An estate agent does not value your property. They specify an asking price which is simply an estimation. A surveyor is a qualified professional who can officially value properties. Never accept an agent's estimation at face value.

Estate agent MYTH NO.2

"An estate agent values my property"

SELLING – WHAT ARE MY OPTIONS?

B. VALUING YOUR PROPERTY

Why do estate agents give me conflicting estimations for my property?

The old adage of ask three agents get three different prices often rings true. The price a particular agent gives is determined by two factors:

(I) **Knowledge and Experience** of selling similar houses in your area. That aside, they may have previously over or under-priced houses, so their sales record is not necessarily related to whether they got the price "right".

(II) **Their Sales Objectives.** Estate agents are in business and their aim, like most other businesses, is to maximise their profits. Many agents will tell you a price that far exceeds your expectations, so that you will be suitably impressed by their confidence to appoint them over their competitor. In some cases, homeowners report that several weeks later, after no inquiries, the agent suggests dropping your price. If you feel their estimate is too low, it might be because they want to make a quick sale so they receive their commission faster, as cash is king. The most important thing to remember is that estate agents, at the end of the day, are salesmen.

Your house is worth what someone is prepared to pay for it

No matter what an estate agent tells you, your property will ultimately sell for the amount someone is prepared to pay for it. That amount is affected by numerous factors, but most importantly the value that the buyer places on the property, especially the features which are important to them.

You can increase the price people are prepared to pay with very little effort. In our follow-up publication, "The HouseWeb Guide to a Successful Sale", you will find tips on quick fixes for your house prior to viewings which can dramatically improve the selling price. (See [page 16](#) for more details).

You, not your estate agent, ultimately accepts or rejects an offer

Whether you sell through an agent or by using HouseWeb, *you still* make the final decision. From the outset, it is important to set two figures in your mind:

- the lowest price you are willing to accept
- the ideal price you would like to achieve.

Estate agent MYTH NO.3

"I'll recoup the money I spend on an estate agent as they will negotiate a higher price for me."

"My agent has recommended I drop my price by £5,000"

For an agent, getting their commission is more important than securing the best price for you. Why? Well, consider this... Let's say your property (£200,000) will bag the estate agency £4,000 commission. If the estate agent looking after your sale receives 10% commission, reducing your price by £5,000 for a quick sale actually means only £100 less for the agency and a measly £10 less in your agent's pay packet! Economist Dr Steve Levett, author of the bestseller 'Freakonomics', tested this concept by analysing 50,000 home sales and discovered that homes belonging to estate agents were on the market an average of 10 days longer and sold at 2% higher than homes owned by people other than agents. This proves that agents will push the vendor into selling too fast and too cheaply to gain a quicker commission.

(2) USING HOUSEWEB

One of the most common questions asked by people selling without an agent is

"How do I value my property?"

- Start with your minimum and preferred price. Ironically, an estate agent often comes up with a similar figure.
- The Land Registry and many free sites give you the selling price of similar properties in your street that have sold recently. Try www.houseprices.co.uk and ononemap.com.
- Do some research locally. Find out what similar properties have sold for in your area. Ideally, ask a neighbour who has recently bought or sold.
- Talk to your neighbours - they may have recently changed their mortgage provider and will have had a valuation carried out.
- Ask an estate agent they will be happy to give you their opinion (and try to sell you their service).

"It was the first time we had sold privately and won't be the last! Within a fortnight we had received an offer at the asking price from our second visitors. Thank you for saving us £3,000!"

Chris Nelms, Hampshire

C. SPEED TO MARKET

Once you have made the decision to sell, an important factor for many is how quickly you can get your house on the property market.

Using HouseWeb it is possible to have your home advertised three weeks quicker than an estate agent. Consider the two alternative routes in the table on the following page.

Estate agent MYTH NO.4

"Selling without an estate agent means more work for me?"

SELLING – WHAT ARE MY OPTIONS?

C. SPEED TO MARKET

ESTATE AGENT ROUTE	
Research local agents	2 hours
Research local agents	
Set up 3 appointments	10 mins
Meet 3 agents. Get quotes	3 - 5 hours
Choose preferred agent	
Request and review contract	1 hour
Happy with contract?	No? Start again ...
Instruct agent and arrange visit to take details	
Decide on house price	2 hours
Agent visits to take house details & photo	1 hour
Agent writes up property sheet	
Happy with property sheet?	No? Go back one step
Agent advertises property	
PROPERTY LIVE	
YOUR TIME 9 ¹ / ₂ hours to 13 ¹ / ₂ hours	ELAPSED TIME 1 to 3+ weeks

HOUSEWEB ROUTE	
Research & decide on house price	2 hours
Prepare house description & take photos	2 hours
Visit HouseWeb and register	8 mins
Submit Property on HouseWeb	20 mins
Pay for advert	5 mins
PROPERTY LIVE	
YOUR TIME 4 ¹ / ₂ hours	ELAPSED TIME 4 hours 30 mins



"Simon Cummins had no problems selling his house in north Devon privately on HouseWeb and saved more than £5,000 doing so. 'We only put two Sundays aside to show people around and had a buyer within three weeks,' he said

Independent on Sunday

B. ISN'T SELLING WITHOUT AN AGENT HARD WORK?

Getting your property on the market can be easier without an estate agent, but what about the rest of the process?

You might be surprised to hear that the rest of the process can be easier as well :

1. DEALING WITH ENQUIRIES

WITH AN ESTATE AGENT: A buyer calls the estate agent. It's out of working hours. They call again the following morning. The estate agent calls you, asks if Time A would be good for a viewing. You say no, but can make Time B. They call the buyer who is out (viewing another property they like). The agent tries the next day in between dealing with his ten other customers. The buyer can't make Time B, but can do Time C. The estate agent calls you with the new time. Meanwhile the Buyer puts an offer on the other property...

WITH HOUSEWEB: Enquiries come direct to you. You deal with the buyer and set up the viewing.

2. VETTING BUYERS

WITH AN ESTATE AGENT: Estate agents claim to vet interested parties before they set up a viewing. In reality, this is usually not the case. If you ask to view a property, the estate agent would be potentially turning away business if they said you weren't suitable. Has an estate agent ever asked you any vetting questions?



THE HOUSEWEB FOR SALE SIGN

Personalised with your property number to ensure people find your house quickly. Combining the HouseWeb "For Sale" sign with your Internet marketing can help increase the chances of selling your property by up to 60%. Research has shown that properties with For Sale signs can sell up to twice as quickly.

This professionally-designed, colour sign offers the following benefits:

- Attracts local and non-internet house-hunters.
- Print your mobile number or have extra privacy with 0870 number which directs to your landline.
- Directs people to HouseWeb's web site to view your property details.
- Personalised with your property number to ensure people find your house quickly.
- Double-sided, waterproof, high-quality material Delivered first class (Royal Mail), complete with assembly instructions and fittings (excluding the post).
- Meets the regulation "For Sale" board size (815mm* 610mm).
- Only £35.00 - includes VAT, postage and packaging.

"Having direct contact with the buyer is a huge advantage. It actually speeds up the process and if any issues crop up you simply get on the phone and discuss them together. With agents it takes twice as long and you waste days and days trying to communicate through them. And you never know if what you are saying is being relayed to the buyer and vice versa!"

Colette Van Der Pluym, Epsom.

ISN'T SELLING WITHOUT AN AGENT HARD WORK?

WITH HOUSEWEB: By talking directly with interested parties you can get a feel for how serious they are. Ask them questions about their own situation. Are they in a chain or are they first-time buyers? Do they have a mortgage already arranged? More importantly, buyers can ask you questions prior to viewing to make sure it is the right house for them. When they visit, you will already know they are serious prospects. Often estate agents waste both buyers & sellers time because they push househunters to view properties that are not suitable.

"Sixty year old Jane Stephens wasn't the least unnerved about having strangers view her property. She had two offers in the first weekend it went on the market through HouseWeb and saved £4,140. 'I effectively interviewed the buyers on the phone before they came for a viewing. Estate agents don't know any more about the people that walk through the door than I could find out in a phone call, probably a lot less. I put my phone number on the web site and felt very much in control.' She had little luck through agents who, she said, sent unsuitable buyers."

Mail on Sunday

3. CONDUCTING VIEWINGS

WITH AN ESTATE AGENT: More often than not the homeowner is likely to conduct the viewings even if using an estate agent. Typically the estate agent's role is secretarial, working out a suitable time and date for both buyer and seller.

WITH HOUSEWEB: As you are dealing directly with the potential buyer, working out a time for viewing is easy. You will also be establishing a relationship with the buyer before they have visited your property which will bode well for the viewing as well as the ongoing relationship should they make an offer.



4. NEGOTIATING PRICE

WITH AN ESTATE AGENT: Each house sale is unique, so it is difficult to assess whether or not an estate agent adds value to the negotiation process. For example, if three bidders wanted your house, much of the negotiation is done for you. The bidders compete against themselves to secure the house. In this situation you would simply communicate the current highest bid.

WITH HOUSEWEB: In our "Guide to a Successful Sale", (see [page 16](#)) we share tips from professional negotiators to help you when dealing with offers.

Estate agent MYTH NO.5

"An estate agent is trained and has formal qualifications"

"I got six inquiries within a very short space of time and accepted an offer just four days after placing my property on HouseWeb"

Denise Patterson, Reigate

WHAT DOES AN ESTATE AGENT DO FOR THEIR MONEY?

B. WHAT DOES AN ESTATE AGENT DO FOR THEIR MONEY?

THE ESTATE AGENT	WHAT THE MODERN HOMEOWNER SAYS:
<i>"I'll give you the right valuation for your property"</i>	"I already know what my property is worth and what I'm willing to accept for it. You don't have any qualifications to 'value' my property."
<i>"I'll prepare your property details"</i>	"Within the time that it takes me to speak to 3 agents, get a quote and choose you, I'll have prepared my own property details and have five hours left over".
<i>"I'll take a photo of your property"</i>	"Thanks but I've got my own camera and can take pictures as well as you."
<i>"I'll proactively market your house"</i>	"Yes, for the first two weeks, and if you have no luck, I'll quickly fall down your priority list as new properties come on your books."
<i>"I'll vet buyers before we send them to your house"</i>	"No estate agent has ever vetted me when I asked about properties for sale"
<i>"I'll show people around your property"</i>	"I'll end up showing them around myself."
<i>"I'll provide you with proper security on viewings"</i>	"I'll take common sense precautions when showing people around my house."
<i>"I'll keep you updated on inquiries and communicate any offers to you"</i>	"I'd rather hear it directly from the horse's mouth, and the day before you'd tell me."
<i>"I'll advertise your home in the local press"</i>	"Yes, every third week to avoid "over-marketing" it. And, who is ultimately paying for the advert? I know how expensive it is to advertise in the paper."
<i>"I'll put a For Sale board outside your house"</i>	"I can have a professional For Sale board when selling privately which, unlike yours, will be . I also won't have to wait weeks for it to be removed."
<i>"I've years of experience at selling property so can convince buyers about your property"</i>	"You've spent 10 minutes in my house, I've lived here seven years. Who's better qualified to talk about my property to potential buyers?"
<i>"I'll maximise the selling price of your house"</i>	"Only if the right offer comes along. Otherwise you'll be telling me to reduce the price as it will make little difference to your commission."
<i>"I'll ensure I move a sale forward properly"</i>	"You're dealing with ten other sellers at any one time and you only work during office hours. I'll be the most active person to move the sale forward".

4. THE LEGAL PROCESS

Many people often mistakenly believe that an estate agent is involved in the legal side and paperwork of selling your house. Estate agents have no legal qualifications. Whether you are selling with or without an estate agent, you will still need a legal professional (solicitor or conveyancer) to carry out the conveyancing for you.

An estate agent will typically recommend you to a conveyancer as they often get a referral fee in doing so. This is where the agent's involvement stops.

Estate agent MYTH NO.6

"I need an estate agent to take care of the paperwork and legal side of selling."

5. MORE QUESTIONS ANSWERED

What sort of exposure will my advert receive?

As well as advertising your property on HouseWeb (which is visited by over three million house hunters each year), our Deluxe and Platinum packages market your property across a large number of top UK property web sites with a combined monthly audience of around two million.

How do I receive inquiries?

Buyers use the messaging system to contact you directly. We never display your e-mail address so it's 100% spam-free. You can also place daytime, evening and mobile telephone numbers on your advert for people to call you direct.

MORE QUESTIONS ANSWERED

How long does my advert remain on HouseWeb?

Until sold.

Do I have to display my e-mail address & telephone number with my advert ?

Your e-mail address is never displayed as buyers contact you through a messaging system. You can choose which telephone numbers to display, or can have an 0870 number which redirects calls to your landline, keeping your personal number private.

How long will it take to sell?

This very much depends on your property, the location, price, features and a number of other factors. We cover these in more detail in "HouseWeb's Guide to a Successful Sale" which is included free as part of your advertising package.

What areas do you cover?

HouseWeb specialises in the UK, but also has many overseas properties for sale.

Is HouseWeb an estate agent?

No. HouseWeb is a publisher which means you can use both simultaneously and not compromise your agent's contract. The Office of Fair Trading states that if you sell privately, you do not have to pay the agent their commission if you find the buyer.

Can I use HouseWeb and an estate agent?

Yes, so long as you haven't signed a "Sole Seller" agreement (this is different from a sole "agency" agreement). Please refer to:

www.houseweb.co.uk/prop/sell.html

Do you offer "For Sale" signs?

Yes, we offer personalised professional signs.



Every customer receives a copy of "The HouseWeb Guide to a Successful Sale", the follow-up PDF guide covering everything you need to help sell your home, with sections including:

- Preparing Your Home – Tips from the Professionals
- Responding to Inquiries
- How to Conduct a Successful Viewing
- Making the Most of your Property Advert
- Sales Techniques
- Negotiating the Best Price

MORE QUESTIONS?

Try our Frequently Asked Questions at:
houseweb.co.uk/prop/help/faq.html

Alternatively, e-mail us at:
info@houseweb.co.uk

or call 0845 003 0720 during office hours.

6. QUICK GUIDE TO SUBMITTING YOUR PROPERTY

Ready to advertise your property on HouseWeb? Here is a quick step-by-step guide:

1. REGISTER

Visit www.houseweb.com and click on "submit property" in the navigation bar.

Complete and submit the registration form.

2. SELECT YOUR LOCATION

Click on the map where your property is located or choose a region from the dropdown box.

3. SUBMIT YOUR PROPERTY

The "Submit Your Property" page will now appear. Complete the details in the form and press the "Submit Property" button at the bottom of the form. Don't forget to select the property package you require.

Please double-check that your e-mail address is correct as inquiries are sent to the address you enter!

We highly recommend the Platinum advert which give you a fully inclusive Home Sale package including a For Sale board, and up to 20 photos & a private 0870 number for enquiries. Remember that the Platinum & Deluxe packages will mean your property will be advertised extensively across over major property web sites including Fish4Homes, Hot Property, Daily Express, Channel4 Homes and more. If you have any problems or questions whilst submitting your advert, please contact Customer Services (e-mail info@houseweb.co.uk or call 0845 003 0720 during office hours).

5. PROPERTY SUBMITTED!

Congratulations! You will now be issued with an advert number and have access to My HouseWeb — your personal property management account.

6. ADD PHOTOS

You can add your property photos before or after paying for your package. Simply visit My HouseWeb to do this. There is also a photo help guide here:

www.houseweb.co.uk/prop/help/faq.html#picture

7. PAYING FOR YOUR PACKAGE

We will turn your property live on the site as soon as we have received payment. To pay online, please visit:

www.houseweb.co.uk/acatalog

Alternative ways to pay are described here:

www.houseweb.co.uk/generic/payment.html

To pay with your debit or credit card over the phone, simply call Customer Services on (0845) 003 0720 during office hours (Mon - Fri, 9am to 5.30pm)

7. HOUSEWEB PROPERTY PACKAGES - FEATURES CHART

Please check the web site for latest prices & features

PACKAGES	STANDARD ADVERT	DELUXE ADVERT	PLATINUM PACKAGE	NOTES
PRICE	£47	£129	£199	VAT included. For Sale: Until sold. No commission/fees.
Property Advert	●	●	●	
Number of photos	1	6	20	Extra photos can be purchased at £10 each.
Personalised For Sale Sign			●	A professionally sign, personalised with your phone number and your HouseWeb property reference number. Increases enquiries by up to 60%! (Post not included)
Private Enquiry Number & Voicemail			●	Replace your tel no. on your advert with a unique 0870 number. All enquiries redirect to your landline or have them e-mailed to you. Full privacy. Never miss an enquiry!
Online Property Manager	●	●	●	"My HouseWeb" facility gives you direct access to managing your advert 24 hours a day.
== MULTI-LIST == Your property marketed extensively across property web sites including Fish4Homes, AOL, HotProperty, Daily Express, Channel4 Homes & more.		●	●	Unprecedented coverage to over 3 million buyers each month. (UK For Sale & Rental properties only)
Weekly Feature Property Competition			●	Massive exposure! Chosen properties linked from home page
OPTIONAL EXTRAS				
FOR SALE SIGN (recommended)	Maximise the marketing of your home with our professionally-designed and personalised For Sale sign. Combined with your Internet marketing, the HouseWeb For Sale sign helps sell your home faster, increasing enquiries by up to 60%.			For more details, visit houseweb.co.uk/prop/sign.html
VIRTUAL TOUR VIDEO	To make your property really stand out, we offer a professional video tour of 4 areas of your home along with a professional photo. Filming takes 1 hour & the tour is added to your advert in 48 hours.			For more information, visit houseweb.com/vtour
PRIVATE ENQUIRY SERVICE + VOICEMAIL	Replace your landline phone number on your advert with a unique 0870 phone number. You can choose to have all enquiries redirected to your landline number (but not have to display your personal number on your advert).			You can also choose to have voicemail which e-mails phone messages to you as a sound file ensuring you never miss an enquiry.
PHOTO PACK	Add 10 extra photos			

To advertise your property on HouseWeb or find out more about our service please visit:
www.houseweb.co.uk/advert.html

View the full Features chart at
www.houseweb.co.uk/prop/

8. HOUSEWEB PROPERTY ADVERT FORM

OVERVIEW: To help you prepare your property advert in advance, please find below the information you can enter about your property when submitting it to HouseWeb.

HELP: If you need additional help or have further questions, please call Customer Services on (0845) 003 0720 (Mon-Fri, 9am-5.30pm).

Your Property

You will need to prepare the following information about your property:

- Name
- Village/Town/City
- County
- Post Code
- Country
- Number of Bedrooms & Bathrooms
- Price (in £)
- Building Type - Choose one from: Terrace / Semi-Detached / Detached / Bungalow / Cottage / Flat / High-Rise Apartment / Mid-Rise Apartment / Barn Conversion / Character Property / Council House / Mansion / Mobile Home / Thatched Property / Town House / Other
- Parking Facilities - Choose one from: Garage / Double Garage / Driveway / Garage & Drive / Double Garage / Carport / Offstreet
- Cooking Facilities - Choose one from: Gas / Electric / Gas & Electric / Other
- Amenities - Select the following which apply to your property: Front Garden / Rear Garden / Near Train Station / Near School / Near Shops / Alarm / Basement / Double Glazing / Fireplace / Loft or Attic / Balcony or Patio / Cable or Satellite TV / Suitable for Pets
- When is property available?
- Advert Title Caption (e.g. Beautiful Family Home)
- Property Description - Free text (maximum of 6000 characters). To save time, prepare this in advance using a word processor and simply paste it into the HouseWeb form when submitting your property. Detail the property's features, room sizes and description, fixtures & fittings, locality, accessibility (motorways, distance to major cities etc). Write out the text exactly as you want it to appear. We recommend a short summary of the property as the first paragraph.

Optional Information to display:

- Telephone Number (Day/Evening & Mobile)
- Number and Street Address of Property

Note: You will need to provide an e-mail address so we can contact you. Your e-mail will not be shown on your advert ensuring complete privacy.

9. USEFUL LINKS

Overview Of HouseWeb's Service

www.houseweb.co.uk/prop/sell.html

Register

www.houseweb.co.uk/registration/

Submit Your Property

www.houseweb.co.uk/prop/place/uksale.html

Price List & Package Features

www.houseweb.co.uk/prop/compare.html

Featured Virtual Tours

www.houseweb.co.uk/vtour/

Customer Testimonials

www.houseweb.co.uk/prop/sold.html

HouseWeb For Sale Signs

www.houseweb.co.uk/prop/sign.html

Coverage - Current Web Sites Your Property Will Appear On

www.houseweb.co.uk/prop/coverage.html

HouseWeb's Savings Calculator

www.houseweb.co.uk/house/budget/savings.html

Demo - Submitting Your Property

www.houseweb.co.uk/prop/demo/

Payment Options

www.houseweb.co.uk/generic/payment.html

Frequently Asked Questions

www.houseweb.co.uk/prop/help/faq.html

HouseWeb Property Marketplace

www.houseweb.co.uk/prop/market.html

Virtual Tours Of The Month

www.houseweb.co.uk/vtour/prestige.html

Common Sense Guide To Safety

www.houseweb.co.uk/house/sell/howto/safety.html

HouseWeb Budget Planner

www.houseweb.co.uk/house/planner/

Guide To Selling - Tips & Advice

www.houseweb.co.uk/house/sell/index.html



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