



10 steps to selling your home without an estate agent

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As a result of the credit crunch, the housing market all but ground to a halt. Hardly anybody could afford to buy and nobody wanted to sell at unrealistically low prices so most people pretty much stayed where they were.

Now, though, as lenders start to slowly loosen criteria and first-time buyers begin to make a comeback, the market is starting to move again. Only, this time a new breed of buyers and sellers has emerged; they're operating in a new frugal landscape and many of them are questioning the need to pay extortionate fees to estate agents.

On average, people hand over 1.8 per cent of the sale price of their home to an agent in return for a valuation, photographs, listing in branch and online and supplying a sale board, according to a survey by Which?. On a £300,000 property that's £5,400.

Unsurprisingly, many sellers are starting to wonder if they could do a better job themselves. So is it possible? Here are our top 10 steps to selling your house without an agent.

1 Make the house sellable

If you're going to do the job yourself, make the process as easy as possible. In other words, make your house as sellable as you can.

Rebecca Tucker, director of Suna Interior Design, says she is often amazed by the state in which many people show their homes.

'People don't want to see your clutter, they want to see the rooms, and anything that will negatively detract from being able to see them clearly is a bad thing,' she says.

Tucker says while kitchens and bathrooms are the rooms that can traditionally sell houses, sellers thinking of renovating theirs should think twice.

'Unless you are prepared to do a good job on changing the kitchen, don't change it, just tidy it up, maybe replace any damaged elements, and put a quick lick of paint over any hideous 1970s wood panelling. That way, people can see they can live with it until they can afford to change it.'

From a design point of view, Tucker says despite popular belief, there's no need to paint everything magnolia. 'As with show homes we design for developers, you'll be much more successful selling your home if you create an image of a lifestyle or an aspiration,' she says.