



LEIGHTONS  
ESTATE AGENCY



# A guide to selling an **exceptional** **property**

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# Welcome,

My name is Michael Leighton, and I am the founder and Managing Director at Leightons Estate Agency.

For more than 20 years I have worked across West and North Yorkshire, helping hundreds of homeowners sell a wide range of properties.

This guide has been created to give clear information to help in choosing the right estate agent to act on your behalf.

When selling a home of this calibre, success is not about promising a price. It is about adopting the right process to achieve the best outcome and maximise the property's potential.

Experience, expertise, and energy all play a vital role in securing a premium result.

In the following pages, we will explore why a different approach is needed when selling a property like yours. We will also explain the importance of attention to detail, answer common questions, and show how a tailored strategy can make all the difference.

Thank you for taking the time to read this guide. If there are any questions, please do get in touch.

We remain at your service.



**Michael Leighton BSc (Hons) MNAEA**  
**Founder and Managing Director**  
**Leightons Estate Agency**

**Exceptional:** *Adjective Outstanding, extraordinary, quality of a very high order.*



## What makes a property exceptional?

In our experience, it can be one or a combination of factors, like its location or a stunning view.

It may be its size and design. The way it has been lovingly improved. Or even its potential.

It can also, and often is, a combination of all the above and more.

The key thing to remember when selling an exceptional home is that it needs exceptional levels of marketing.

As its owner, you'll also need a level of service and expert advice that surpasses most estate agents' typical offering.

When considering an agency to work on your behalf to maximise your property's value, put these three questions to them:

## What is your plan to market my home?

A home like yours needs a bespoke marketing plan and a well-thought-out sales strategy.

## How will you promote my property to the most suitable potential buyers and unlock its value?

An exceptional property often has a smaller market of potential buyers. That's why it's vital for any agent you are thinking of using to show how they would ensure the right people see your property.

## Who from the agency will look after things once a sale is agreed?

Some agents assign a sales progressor, others simply pass calls around.

At Leightons, a dedicated sales progressor with over a decade of residential conveyancing experience handles every stage. Solicitors, buyers, surveyors, and lenders are managed directly, keeping sales moving and problems resolved fast.





## The finer details matter

We know from experience that all the pieces matter when selling an exceptional home.

That's why we offer all our exceptional homeowners the following:

### **Evidence-based valuations**

We never overvalue

### **Professional photography**

Show your home in its best light

### **Lifestyle-based property listings**

Sell the property's benefits, not just bricks and mortar features

### **A.I. driven social media campaigns**

Making the most of the various social networks

### **Proactive use of our extensive database**

Pre-marketing done right. We'll call all our contacts who are looking for home like yours, before it goes on Rightmove, creating urgency

### **Accompanied viewings of qualified potential buyers**

Let us take the strain

### **Negotiating on your behalf**

Expert negotiators by one of the company directors. We'll maximise your property's value

### **Handling and advising on offers**

Honest, open advice

### **Portal exposure**

Attracting the biggest audience of buyers

### **Home staging advice**

We'll show you how to maximise your home's appeal

### **Professional Video Reel**

Brings your home to life for viewers

### **Matchmaking buyers and sellers**

Qualifying the best potential buyers

### **When the Sale is Agreed, a Dedicated Contact**

For consistently clear communication

### **Introductions to trusted property professionals**

Including solicitors and independent mortgage advisers



***“Attention to detail makes the difference between average and stunning.”***

***- Francis Atterbury***

## Our 12-point success strategy

We have a track record of selling homes just like yours across the area.

**Right now, we are focused on one, and that is **YOURS**.**

From the initial point of contact to the completion of your sale, we will be with you every step of the way.

Here's our 12-point plan to help you successfully move from For Sale to Sold.

### 1. Get the price right

Your property must be priced correctly to attract maximum interest. Too high and no one is interested, making it much harder to sell. Backed by comparable evidence and a firm understanding of the market, we always value realistically.

### 2. Marketing matters

The price grabs attention. The presentation results in the best offer. We use professional photography, make necessary edits, provide video reels, and all properties are marketed with a floorplan from the start.

### 3. Pre-market

We contact our strongest buyers on our Sneak Peek mailing list and release a short Sneak Peek video on social media before the property officially goes up for sale. Early viewers are more likely to offer asking price.

### 4. The property portals

We know which portals work and which don't. The first few weeks are critical, so we ensure properties sit at the top of search results with a Feature Listing on Rightmove.

### 5. Proactive, not reactive

We don't sit and wait for the phone to ring. We reach out through SMS, email, WhatsApp, and calls. We also provide a mobile contact number for out-of-office enquiries.



## Our 12-point success strategy (continued)

### 6. Viewings

We focus on quality over quantity. By listening to what buyers are looking for, we make sure the right people view the property.

### 7. Always listening, always learning

We are upfront and honest. We listen to feedback and use it to put the property in the best position to sell successfully.

### 8. Clear communication

The biggest complaint people make about agents is that they are often poor communicators.

We keep clients clearly updated at every stage, using preferred communication methods.

### 9. An offer you can refuse

We always follow instructions and negotiate hard to secure the best price. We use our experience to get a deal that feels right.

### 10. Choosing the final member of our team

Solicitors are key to the process. We have strong relationships with local solicitors and can recommend them confidently.

### 11. Progression and persistence pays off

Accepting an offer is only part of the journey. Sales can fall through, so we stay diligent and persistent. A single point of contact manages progression until keys are handed over.

### 12. Mission completed

Completion day is the goal. Everything we do is aimed at reaching that moment when we can confirm the sale has gone through.



## Frequently asked questions

Over the following two pages, we will look at seven of the most common questions we get asked by owners of exceptional homes.

### 1. How do I know the valuation you have provided is accurate?

No property valuation is 100% accurate. That's because we never truly know what someone is willing to pay for a home.

Exceptional homes are often more complicated to value due to their unique qualities. But we use our experience and current market data to give you a valuation based on honesty and research, rather than wishful thinking and luck.

### 2. How much do you charge?

We charge 1.25% + VAT of the price your home sells for. We do not take any money upfront and are only paid on the successful completion of your sale. No sale, no fee.

### 3. How long does your contract to sell my home last?

We don't tie you in. There is no 12/16/20+ week contract with us. If you are dissatisfied with our service, you can terminate the agreement with no fee to be paid.

### 4. How long will my home take to sell?

Again, the honest answer is no one truly knows. Any agent that gives you a timeframe on this is being hopeful/misleading. However, what we can tell you is that you give yourself the best chance of a quicker sale when:

- **A home is well presented**
- **Accurately priced**
- **Expertly marketed**
- **Given exposure to the right audiences**
- **Property experts are involved in the viewings, offer handling and negotiations**





## Frequently asked questions

### 5. We lead very busy lives. How involved do we have to be in the selling process?

After the initial meeting, and if we are instructed, the good news is we'll do everything else.

We can advise you on staging, create all the marketing, accompany the viewings, provide feedback and handle and negotiate offers. We'll also ensure that your sale stays on track by regularly liaising with all parties involved.

All you need to do is accept or decline offers, and we'll do the rest, so you can carry on leading your life uninterrupted.

### 6. Why should we choose your agency?

There are many reasons why owners of exceptional homes have chosen us in the past.

1 - We are the area's most recommended estate agent; people trust us implicitly.

2 - We are honest, upfront and hardworking.

3 - As a smaller, independent agency, your move matters more to us, which is illustrated by the effort and enthusiasm we pour into selling it.

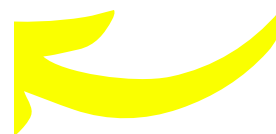
4 - We have the marketing nous, sales skills and negotiating expertise to make your experience with us an exceptional one.

5 - Are are true local agents. Everyone in the office lives in the local area. No one knows it better than us.

6 - We only deal with property sales. We are not tied up with tenants, commercial units or property management.

### 7. Can I see recent testimonials?

Of course, we'd be delighted to share our success stories with recent clients, and you can always check out our online reviews here.











# Our promise to you

We always aim to help our clients as much as possible and make the sale process as smooth as possible.

We believe in standing by our promises to our clients. And that's why we have set them out below.

## We Promise..

-  **We will always treat you honestly, respectfully and professionally.**
-  **We will always give what we believe to be a fair and accurate valuation of your property. We never overvalue to win the instruction.**
-  **Our fees are transparent with no nasty hidden 'surprises'.**
-  **We will always provide timely feedback from viewers who have been to see your property.**
-  **If you prefer, we will accompany every viewing of your property.**
-  **We will always respond to your questions and enquiries within 24 hours.**
-  **We are here to help you and will answer all your questions in a patient and professional way. We are just an email, text message or phone call away if you need us.**
-  **We hold all the required insurances and industry qualifications to give you total peace of mind.**

Thank you for taking the time to read our guide to selling an exceptional property.

If you have any questions whatsoever, please do not hesitate to contact us.



## Exceptional

*“To create something exceptional, you must be relentlessly focused on the smallest detail.”*

*Giorgio Armani*

## Home

*“A house is made with walls and beams; a home is made of hopes and dreams.”*

*Ralph Waldo Emerson*





