

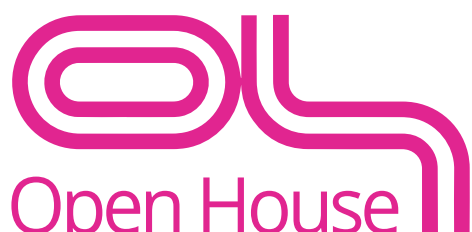
Open House

local agent internet prices

**Exceptional value with a  
comprehensive & personal service**



**SELLING, BUYING, LETTING & RENTING WITH THE LOCAL EXPERTS**

  
Open House  
Cannock

**Your Local Estate  
& Lettings Agents**

[www.openhousecannock.co.uk](http://www.openhousecannock.co.uk)





# Welcome

Prepare to save £1000's by selling or Letting your home through Open House.

Get the most out of what we believe today's estate agents should provide for their customers; a combination of in-house services with all the benefits of an online estate agency for advertising and marketing, at an unbelievable low cost.

## Choose Open House...

Low cost doesn't mean a lesser online-only service. With a ten-year company history of utilising online technology Open House Cannock provides our customers with all the combined services and benefits the best high street and online estate agents combined should offer.



**Professional people  
delivering exceptional value**

**Why wouldn't you?**



***"We sold our house in less than a week using Steve at Open house. Loved the fact we could contact him anytime with any queries. Excellent service and the fees were less than any others. We would recommend using Open House to anyone."***



***"Brilliant service. Steve got me a tenant in 3 days when another company had been trying for 12 weeks! He's helped the tenants sort any problems they've had and has fully managed the property for me for months now with no issues. Thanks Steve!"***



# Contents

Page 3 - 4	Why Open House
Page 5 - 6	Top Tips for your home
Page 7	Mortgages
Page 7	Solicitors Introduction
Page 8	Solicitors for Sellers
Page 9	Solicitors for Buyers
Page 10	Summary
Back Cover	Contact Details







# Choosing Open House is probably one of the best decisions you will ever make

Whether you're buying or selling, whether you're a tenant or a landlord our Open House Estate Agents give you much more for your hard earned buck.

Of course, feel free to spend your precious time searching for a better alternative, late nights searching the internet for a better option, long phone calls when you are left feeling not quite as confident as you should, simply feeling let down by your current local agents.

Whether it's a speedy sale you're after, pay upfront or pay on sale, renting your property or looking for your perfect new home thousands of our happy clients will tell you to look no further. Stop wasting your time with other estate agents and simply join the Open House revolution.

**Online and in-house, we have the local knowledge and industry expertise to turn your property adventure into a fairy tale not a nightmare.**



*"Steve has been fantastic. He has been a great help and nothing has been too much trouble. Open House sold my property quickly and kept me informed throughout the whole process. I'd not hesitate to recommend them because it's reassuring to know someone is at the end of the phone who will help with anything you need. Excellent and professional. Thank you."*

## SELLERS

# Sell your house with the best possible service & for only £399 (inc VAT)

Save 1000's selling property with Open House Cannock. We provide excellent value, combining in-house services & an online comprehensive service at an unbelievable price.

For just £399 (inc VAT), you'll get a Cannock Estate Agent with unrivalled local knowledge, combined with expert online marketing on: **rightmove**  **Zoopla**  **PrimeLocation.com** 

**Also you'll get a** free property valuation, regular sales and marketing updates with 24/7 support, colour sales particulars, professional advert with up to 25 photographs, 2D floor plan, stand out For Sales board. We'll also arrange appointments, get view feedback and manage offer negotiations for you too.

*Sell your home easily & cheaply with your local experts. Call or email for more information or to arrange an appointment.*

### FEE OPTION 1

#### **Sell for £399 - No Completion Fee**

Pay upfront for just £399 (inc VAT).

### FEE OPTION 2

#### **Sell for £699 - No Sales - No Fee**

Pay after completion for just £699 (inc VAT).

## BUYERS

# Find your ideal property in Cannock

If you're a first-time buyer or looking to make your next property move, Open House Cannock makes buying a house an exciting experience for everyone involved, not a nightmare.

Our local high street expertise coupled with our colossal online presence means our Open House agents know and understand the Cannock area, meaning we can provide the best service for all your property needs.

*Alternatively, you can always call or email us to arrange an appointment, to do the search for you.*

## LANDLORDS

# Let your property with a fully managed service for only a 6% (inc VAT) Fee

If you are looking to rent out your property, we can help you get the most for your money.

Allow us to find you a suitable tenant. We will professionally market your property with excellent photographs, a floor plan and full description. We will then reference check your tenant and hand the tenant over to you.

We will also provide the contract AND provide a comprehensive inventory for only 50% of the first month's rent (min fee £300).

Don't forget, we can take care of the management of the tenancy for only 6% (inc VAT) of the monthly rental, and this includes a FREE Tenant Find service (usually £250 inc. vat).

*If you're not sure what is best for your rental property don't worry give us a call or email for more information or to arrange an appointment.*

## TENANTS

# Find your ideal property in Cannock

We do the legwork to find the right flat, house or apartment for you!

Open House Lettings take the hassle out of renting and make your property search as quick and smooth as possible.

*Alternatively, you can always call or email us to arrange an appointment, to do the search for you.*

# How to make your home more valuable and sell faster.

Preparing your home for viewers, or “staging” as it’s called, is important. It will not only ensure your property is sold faster but can potentially add thousands of pounds to its value.

## Declutter – but don’t depersonalise

- Get rid of all the excess stuff that has accumulated in every nook and cranny. Put it in storage or give it to a friend
- People need to be able to envisage what the property would look like if they were living there. People often find this difficult, so make it easy for them to see all the fantastic living space you’re offering them
- Don’t make it look like a generic hotel; leave some personality. Apart from anything else it gives unimaginative buyers suggestions as to what they might do
- People are often buying into a lifestyle as much as a property. Show them the attractive side of your lifestyle
- Consider removing any bulky furniture that makes the room feel small and replacing it with smaller furniture

## A fresh lick of paint

- Neutral paint will make your home seem lighter and bigger
- It will enable the viewers to more easily imagine how they would adapt the rooms to their needs
- It will be easier for the buyers to move in and use the rooms immediately than if the walls were still bright purple or lime green
- Create a good first impression – give the front door a new coat of brightly coloured paint

## Fix and clean

- Make any minor repairs necessary – holes in walls, broken door knobs, cracked tiles, torn or threadbare carpets. Many buyers want to move in without making changes, so allow for this
- Clean everything until it sparkles. Get rid of limescale, clean and repair tile grout, wax wooden floors, get rid of all odours, hang up fresh towels. This will make the place more appealing and allow viewers to imagine living there
- Tidy up the garden: cut bushes back, clean the patio and furniture of lichen and dirt, and cut the grass. While this doesn’t add much value to your home it makes it more likely to sell as people visualise themselves using the garden

## Update the kitchen

**The kitchen is the most valuable room in a house. It is worth the most per square foot and can make the difference when buyers are unsure**

- Consider refacing your kitchen cabinetry. This is much cheaper than installing new cabinetry and often as effective
- Upgrading kitchen counter tops is expensive, but can add serious value
- Declutter the surfaces and just leave a bowl of fruit out. Take out any bulky appliances
- Consider upgrading the plumbing fixtures and white goods, but keep in mind that while that could make your property sell faster, you will be unlikely to recoup their full value



## Light and airy

- Wall mirrors make a room look much bigger and lighter. Consider putting some up, especially in smaller rooms or hallways
- Clean windows inside and out and replace any broken light bulbs. Making the place feel light and airy makes rooms feel bigger and the property more attractive
- Ensure that you have lamps on in any dark corners
- Putting a soft light bulb in the bathroom can create a warm glow

## Light a fire

- If it's a cold evening, or even chilly day, light your fire. Consider burning some pinecones for the delicious smell. This will make your home feel warm and inviting. If you don't have a fire then ensure the fireplace is clean

## Make it look pretty

- Make sure the windows are properly dressed with blinds or curtains as naked windows make a place feel impersonal and run down. Buy some cheap ones if necessary
- Plants and flowers bring colour, life and light to a room and they also smell delicious. So does that fruit bowl on your kitchen counter

## Get the right smells

- Bad smells are the single biggest turn off for prospective buyers. Don't just cover them up, fix the source of the smell. Clear drains, wash bins, open windows, air the kitchen from old cooking smells, get rid of furniture that is embedded with cigarette smoke, and wash any grimy bed sheets
- If you are a smoker, place bowls of vinegar around the house and leave out for three days. Though the vinegar will smell when you open the windows it will disappear quickly taking most of the stale cigarette smell out with it
- Conversely, good smells can make a property feel like an alluring home. While it might be impractical to bake fresh bread, cakes or brownies for every viewer that visits your home, you could perhaps brew some fresh coffee

## Obvious conversions

- If there are any obvious conversions – adapting the garage into extra rooms or going up into the loft – and you have some spare cash, why not take advantage of this cash cow rather than letting the new owners make easy money out of improvements. You should usually recoup your money
- If you don't have enough spare cash to make the conversion, consider getting planning permission anyway.



*“Our house sold in 3 days with Open House Cannock! Steve was great and kept up to date with us via text which meant we got more regular updates whilst we were at work. The process was as simple and smooth as can be, the for sale board was erected the very next day! Open House Cannock offer the full package, cheap prices, fast turnaround, real value for money and professionalism at all times!  
I would not hesitate to recommend Steve At Open House Cannock.”*

## MORTGAGE ADVICE

# Get the best deal and expert financial advice to buy your next property

Here at Open House Cannock our qualified independent mortgage advisor has helped families, couples, individuals and businesses find their dream homes and buy to let properties.

With many years experience working for high street banks, as independent advisors you can be assured of the best deal to suit you.

Finding a home is stressful enough, we can help you all the way through the mortgage process of: identifying the best deal, helping you complete paperwork and on hand for any queries, you may have.

**Find out more, get in touch**

## CONVEYANCING

# Make your home move as smooth and quick as possible

We have dealt with many solicitors and found some are very much better than others.

We are happy to discuss with you which solicitors/conveyancers get great feedback from our Open House sellers and buyers, and provide you with a choice when considering which suits you and your needs, rather than forcing you to use one we recommend.

**Solicitors or Conveyancers are a vital part of the house move process.**

**We know, from experience, that finding a good solicitor is well worth doing.**

**TO HELP YOU LOOK FOR THE RIGHT SOLICITOR OR CONVEYANCER FOR SELLING OR BUYING A PROPERTY, CONSIDER WHAT THEY SHOULD DO FOR YOU**



# What conveyancing solicitors should do for a Seller

In a nutshell, they ensure they successfully transfer legal ownership of residential property (freehold or leasehold, registered or unregistered) from you to your buyer.

The skill and efficiency of your conveyancing solicitor can mean the difference between a smooth or stressful process. Conveyancing quality can range wildly by those who offer their services in the market place.

**PLEASE REMEMBER - IT IS YOUR CONVEYANCER'S JOB TO GET YOU TO AN EXCHANGE OF CONTRACTS AS EFFICIENTLY AND IDEALLY AS PROMPTLY AS POSSIBLE.**

**Whoever you select as your conveyancer, to ensure you know that you are receiving actual quality, you should expect the following, as a minimum:**

- If your deeds are registered at the Land Registry your conveyancer can instantly obtain a copy and dispatch contract papers to your buyers the very same day you instruct them.
- You can be given your copy of the contract to sign. As a result you are signed up and potentially ready to exchange as soon as your buyers' solicitor is ready to do so.
- Early on, your conveyancer obtains a record of the balance owing on your mortgage (if any) and they prepare a statement of the net proceeds owing to you. This avoids any nasty surprises later on, in case you overlooked a deduction (e.g. estate agent's bill, a second mortgage, early mortgage repayment penalty).
- Your Buyers will review the contract papers, and if they wish to raise any questions, your conveyancer should attempt to deal with them, but if they require your input then should ideally email or telephone them through to you and request your answers – to keep up the pace of your house move. Post is a slow approach.
- Once the buyer is happy with the contract papers and replies to their questions, (and your related purchase is ready if applicable), a specific move date is set, and the buyer's finances are in place, it should be possible to proceed to exchange contracts.

**NOTE:** Exchange of Contracts is simply a telephone call between the buyers' and sellers' conveyancing solicitors to confirm that each party will not back out (as either party can until exchange), and will move (i.e. complete) at a fixed date shortly in the future. This then allows house clearance, carpet ordering (etc) and property removals to be booked without fear of cancellation and lost deposit.

**Once Contracts have been exchanged the deal is legally binding. You and the buyer are fully committed to the transaction and cannot withdraw without facing substantial damages and penalties. Exchange of Contracts can be a lengthy and often frustrating process depending on the number of parties in the chain. Your conveyance should aim to shield you from this though the process can only move forward as quickly as the slowest person in the chain.**

- Your moving date, or more commonly 'completion date', is normally a week or two after Exchange of Contracts. Your conveyancer will prepare by requesting a final mortgage repayment amount calculated to the specific move date. They will also telephone/email you a day or two before completion just to check you are ready.
- On the date of completion they receive the remaining sale price from the buyer's solicitor. On receipt they will authorise the release of keys through the Estate Agents (where there is one). The Buyer collects the keys from the Agents. Any spare keys can be put through your letterbox.
- They pay your Estate Agents, re-pay your mortgage provider and deduct their legal fees before sending you the net proceeds (or carrying them over to any related purchase).

**FOR BUYERS**

# What conveyancing solicitors should do for a Buyer

In a nutshell, they ensure they report to you the implications and risks in their successfully transferring legal ownership of residential property (freehold or leasehold, registered or unregistered) from your seller to you.

The skill and efficiency of your conveyancing solicitor can mean the difference between a smooth or stressful process. Conveyancing quality can range wildly by those who offer their services in the market place.

**PLEASE REMEMBER - IT IS YOUR CONVEYANCER'S JOB TO GET YOU TO AN EXCHANGE OF CONTRACTS AS EFFICIENTLY AND IDEALLY AS PROMPTLY AS POSSIBLE.**

**Whoever you select as your conveyancer, to ensure you know that you are receiving actual quality, you should expect the following, as a minimum:**

- Without any delay, your conveyancing solicitor will chase the selling lawyers for the legal papers.
- On receipt, they should do 2 things:
  1. check through the sellers' contract papers and raise enquiries on any deficiency.
  2. send off the usual conveyancing searches (Local Authority, drainage, church repair and environmental etc.).Both 1 and 2 can take several weeks or more, unless there is a pre-agreed time scale both lawyers are working to.
- Once they are happy with the search results, and the contract papers, they should do 2 things:
  1. Send you a single written summary – in plain English – of all the contract papers they have received telling you about your boundaries, items being left at the Property, any previous building works/alterations that have been disclosed, any restrictions in your deeds which you will have to comply with (i.e. no alterations, no business use, no trade vehicles/caravans at the Property) etc.
  2. Along with the Report, they also send you the Contract for signing and request a 10% deposit, (unless you are also selling in which case they would hope to use your Buyers 10% deposit to fund yours) both for sending back to them - they will hold them both until you give permission for us to exchange Contracts.
- They check your finance is in place ready to allow them to safely exchange contracts:
  1. Either that your mortgage offer has been issued to you (and a covering letter by the lender to your conveyancer too) or
  2. You have private means of purchasing in place without needing a mortgage
- After any outstanding issues with your survey and enquiries have been dealt with, an actual move date is finally agreed, (and your related sale if any is also ready) and finances are in place, it should be possible to proceed to exchange contracts.
- Your moving date or more commonly 'completion date' is normally a week or two after Exchange of Contracts. Your conveyancer will prepare by requesting mortgage funds, and by carrying out Land Registry searches to ensure that the Sellers have not added anything on to their title deeds, which you would otherwise take over (e.g. a second mortgage). They also telephone/email you a day or two before completion just to check you are ready.
- On the date of completion (they receive your own Buyer's money if you have a related sale and then) they transfer the remaining purchase price to the sellers' solicitor. On receipt they authorise the release of keys through the Estate Agents (where there is one). You collect the keys from the Agents. They will telephone you to confirm that you may collect your keys and move into your new home.
- While you move in to your new home, they continue working for you behind the scenes. They will pay stamp duty on your behalf to the Inland Revenue and register your ownership of the property with the Land Registry.





*“Great professional and friendly service offered by Steve throughout. Always available at the end of the phone or by text even out of hours. Helped us sell within 8 weeks. Very reasonably priced. I would definitely recommend.”*

## Summary

Working with and for you to sell your property is what we do. Providing all of the elements that are required to make the process for you physically, emotionally and financially as comfortable as possible.

- *Fixed fee options to suit you, with pay upfront or pay on completion. Your choice, both are exceptional value.*
- *Free property valuation, colour sales particulars, professional advert with up to 25 photographs, 2D floor plan, stand out For Sales board.*
- *We'll also arrange appointments, get view feedback and manage offer negotiations for you too.*
- *Regular sales and marketing updates with 24/7 support.*
- *Our local expertise coupled with our colossal online presence means our Open House agents know and understand the Cannock area*
- *All the things you would expect from the best high street and online estate agents with a local friendly and professional team.*

***Our business has been built on referral by those who decided that neither the local high street or online estate agents provide what they required. Not just based on price, although a fixed fee at the outset makes sense, it's about value without compromising on services. A combination of the expected and the added services we personally provide makes sense when looking to sell.***





**Contact your local experts when selling, buying, renting or letting.  
Call or email for more information or to arrange an appointment.**



**Call our Cannock Office: 01543 327 873**

**Call anytime 24/7: 0333 577 9880**

**Email: [cannock@localagent.co.uk](mailto:cannock@localagent.co.uk)**

**[www.openhousecannock.co.uk](http://www.openhousecannock.co.uk)**

**Your Local Cannock Estate & Lettings Agents**

**Appointments can be made to meet  
at Open House Stafford Offices**