



We sell homes, not just houses

Selling Guide



Clancys Solicitors and Estate Agents is a *family firm*

*with traditional values, trust and
dedicated service at its heart.*

40 years

For more than *40 years*
our company has been
providing professional,
friendly and transparent
legal and estate agency
services to clients
across Edinburgh, the
Lothians and Fife.



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As one of Edinburgh's longest-standing ESPC members, we look back on many years of experience in buying and selling property, however, our focus is firmly fixed on the future. On embracing innovation, on taking a dynamic approach to the ever-changing property market and on upholding our high customer service standards. Moving forward we hope to widen our impact both on the property market but also on the community we serve through our charity work and community engagement with local groups, initiatives and organisations.

Our dedicated property experts and in-house legal professionals would be delighted to guide you through the (sometimes daunting) process of selling your home and buying a new one, with the aim of making the entire transaction as swift and smooth as possible.

As a family company, we understand more than most the importance of a smooth transition from one generation to the next. In addition to estate agency, we also specialise in succession planning for both business and personal affairs.

Please don't hesitate to contact us with any further questions or queries, by phone or online.

We sell **homes** *not just houses*

Buying and selling property is one of the most significant legal and financial transactions you'll ever undertake.

Irrrespective of your stage in life – whether first-time buyer, upsizer or downsizer – the process can be fraught with complication and stress. That's why it's so important to have trusted and experienced property and legal professionals by your side. Whether buying or selling, we'll always take the time to understand your individual situation and key objectives.

We aim to make the buying and selling process as smooth and stress-free as possible, leaving you free to make plans for the future. Our dynamic sales approach is geared towards generating competitive interest in your property and achieving the best possible sale price – placing you in the best possible position to purchase your new home. Our in-house conveyancers then work swiftly and expediently to ensure the sale (and purchase) transaction goes through without a hitch.

Ask about **our**
database



Part of our service is our comprehensive buyer database. So if you're in the process of selling and still searching for your perfect new home, we can add you to our buyers' list. You'll be the first to hear when we list a new property that matches your criteria.



From our **family**, *to yours*

Clancys Solicitors and Estate Agents is now in its second generation, with father, son and daughter all working together to continue the family business. Over the years we have grown through recommendations from satisfied estate agency clients who have then engaged us in aspects of family law and estate planning. Whatever their requirements or stage in life, our clients can rely on our in-depth knowledge, professionalism and outstanding service.

CONVEYANCING

Our dedicated sales negotiators and in-house conveyancers work closely to guarantee the smoothest possible sale transaction, which cannot be underestimated for clients in a chain i.e. those selling one home in order to buy another. In this respect, our small size is also our strength: we can guarantee a level of personal attention, streamlined service and transparency that other, larger firms simply cannot.

ESTATE PLANNING

Estate Planning allows you to determine what happens to your affairs when you are no longer around or no longer able to make decisions, so you can rest assured that your loved ones are protected both financially and legally. Our team of legal experts are on-hand to provide personalised, robust support and advice on drafting a will* and granting power of attorney**.

**A will is a legal document in which you specify what should happen to your money, possessions and property (referred to as your 'estate') after you die. You can also make provisions for your dependents, including financial and custody arrangements. If you don't make a will, your estate may not be distributed in line with your wishes but according to the law.*

***A power of attorney is a legal document that grants another person the right to make legal, financial and welfare decisions on your behalf in the event that illness, injury or other factors render you unable to make these decisions yourself. Granting a family member or close friend power of attorney gives you peace of mind and protection for the future.*

Innovative *Property Marketing*

Working in partnership with Property Studios – a dynamic property marketing agency with a passion for property – we promise our clients innovative, inspired and bespoke marketing solutions to suit every property and budget.

Whether you're selling a studio flat or a country estate, we'll develop a tailored strategy to ensure your property reaches the widest possible audience and captures the attention of lots of prospective purchasers through clicks, shares and likes.



MARKETING CHANNELS

Traditional 'For Sale' boards in our brand colours will always attract attention from passers-by but we recognise that the majority of property searches begins online. That's why we advertise our properties across the widest range of online property portals, and digital and print media. All of our listings appear on our website www.clancys-solicitors.co.uk and on our popular Instagram, Facebook and Twitter pages. We also advertise with ESPC, SSPC, Zoopla, OnTheMarket and PrimeLocation.



Property Studios has also harnessed cutting-edge technology to offer an unrivalled range of optional marketing products to make your property stand out from the competition:



HD Film and Drone Photography



3D and Virtual Reality Tours



Virtual Staging and Renovation



Step-by-step *Selling Guide*

Your property sale is in safe hands with Clancys and to give you added peace of mind, we've put together a step-by-step selling guide so you can track the progress of your sale.

1



PRE-SALE VALUATION

Even if you're just considering the idea of moving home, why not contact us to arrange a free, no obligation pre-sale valuation. This helps you create a realistic budget for your next home (taking into account applicable fees, taxes and other expenses) and helps you understand the current market conditions.

2



DEDICATED SALES NEGOTIATOR

You'll be assigned a dedicated sales negotiator who will deal with all aspects of your sale.

3



PROFESSIONAL MARKETING TEAM

Property Studios – our expert property marketing partner – will contact you to arrange a suitable date and time for the professional photoshoot, during which time the photographer will also draft your property floorplan. Prior to this appointment, Property Studios will send you hints and tips on how to best prepare your property for the photoshoot.

4



HOME REPORT

We'll instruct a chartered surveyor from our trusted partner network to conduct the survey for the Home Report, which is a legal requirement for all residential property sales in Scotland. The survey can often be conducted at the same time as the photoshoot. You'll also be sent the Property Questionnaire to complete and return.

5



DRAFT BROCHURE

Within 48 hours of the photoshoot you'll be contacted by a copywriter from Property Studios for a friendly chat about your property, followed by the first draft of the marketing brochure for your approval.

6



ASKING PRICE

Once the marketing brochure and Home Report have been approved, we can agree the asking price (based on the HR valuation) and make the final preparations for listing your property on the market.

Client *testimonials*

“ Jason & Katherine (Seller & Buyer)

Thanks for all your help when selling our flat.

“ Claire (Buyer)

Dear Clancys

A very belated thank you for all your hard work. I hugely appreciate your level headedness and grit throughout the process.

Best Wishes

“ April (Seller)

Professional and very trustworthy. I would highly recommend.

“ Beverley, Neil & Scarlett

To Clancys

Thanks so much for all the help in securing us our new home.

Giving *back*

Clancys Solicitors and Estate Agents has been supporting the people of Edinburgh, the Lothians and Fife for more than 50 years, and our commitment to this community goes far beyond legal and property services.

Two Edinburgh-based organisations – Make 2nds Count and Edinburgh Children's Hospital Charity – hold a special place in our heart and we are proud to be regular supporters of each.



Make 2nds Count is dedicated to making women and men living with Secondary Breast Cancer count. The charity funds medical research that will contribute to advancing an increased quality of life for patients and supports patients and families affected by this incurable disease.

Guided by the belief that nothing should get in the way of being a child, Edinburgh Children's Hospital Charity exists to transform the experiences of children and young people in hospital so they can be a child first and a patient second. Edinburgh Children's Hospital Charity supports and complements the work of Edinburgh's Royal Hospital for Sick Children (The Sick Kids) as well as other children's healthcare settings across Scotland.



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