**HIBERNIAN ESTATES SELLER’S HANDBOOK. (2nd Draft)**

**Introduction**.

Welcome to Hibernian Estates. We are delighted to share our Seller’s guide with you. We hope you will find it useful.

It is based on nearly thirty years of experience and our expertise in various aspects of the Irish property market.

This guide was produced by Hibernian Estates to help you in the process of selling your property. If you have not sold property before or for a long time, you may find the prospect daunting. That need not be the case with Hibernian Estates here to help you on the journey.

If you are well used to buying and selling, please take a look. You may find something new.

In either case we will welcome your feedback. This guide is reviewed regularly and updated versions are available on our website: Hibernian Estates.ie

**Our commitment to you the Seller**

* At Hibernian Estates we prioritise the needs of the seller to make the sale happen.
* At Hibernian Estates we provide an experienced professional and enthusiastic service.
* At Hibernian Estates we study market trends and use this knowledge to achieve the best possible price for you.
* At Hibernian Estates we listen carefully to our clients to understand their needs and motivations.
* At Hibernian Estates we consider the unique circumstances of each sale, to offer the best advice, specific to our client.
* At Hibernian Estates we take pride in our communications to keep you up to date on the progress of your sale.
* At Hibernian Estates we provide straight talking, no nonsense feedback. We give you our opinions and we give you the facts.

**First Steps**

Selling your property, particularly your home is always a big decision and before you commit to this, we will give you the benefit of our years of experience in the Real Estate business. We take time at this stage to discuss with you and to analyse your options and priorities so that together we can identify your best way forward and how to meet your objectives if you decide to sell.

We understand that all sellers are different and are selling in different circumstances. It may be that a property is being sold in an Executors Sale, on behalf of a group of people each with different expectations or is being sold to facilitate change in personal or family circumstances. Some sellers may have sold property before and some are new to the process. We are here to help you, to apply our years of experience to your needs.

**Thinking it out**

There is no “one size fits all” approach at Hibernian Estates when it comes to marketing. Some clients prefer a high-profile marketing campaign with wide exposure on the internet and national media while others prefer a more low-key approach.

At Hibernian Estates, we have an extensive network of buyers looking to buy property. Some of our buyers are private individuals some are commercial investors. Most are experienced in the area of Property and are realistic about market trends and pricing. In our experience, our buyers express an interest only when they are in a position to buy and when a property suits them. They are not time wasters.

While we advertise your property on our website, **hibernian estates.ie**, National Media and Internet sites such as Daft.ie and My Home.ie we also introduce it to our network of buyers. This two-tier approach provides more scope to sell your property as quickly as possible at the best possible price without the cost of an expensive advertising campaign

When it is appropriate, we have the resources to provide marketing of industry standard, combining high quality brochures with exposure on national and local media, internet sites, our window display and unique “For Sale” signs.

**Protecting you.**

Hibernian Estates is licensed under the Property Services Regulatory Authority, a government body which oversees the property services industry in Ireland and as such we are obligated by law to adhere to certain procedures in dealing with our clients for our mutual protection.

**Property Services Agreement**

It is mandatory that we present the clients with two signed copies of our Property Services Agreement/Letter of Engagement, one of which should be returned to us signed within seven days.

This document sets out our terms and conditions such as:

1. Our fee structure and rates of commission.
2. Arrangements as to advertising your property.
3. The duration of the contract: how long you agree to allow us to market your property.
4. Details of our client account where deposits are lodged
5. The details of your property
6. The approximate value we place on your property.
7. Our obligations to you.
8. Your obligations to us.

This is an important document and is designed to support both the seller and the agent. It is also a long document and we recommend that you read it carefully. For most sellers, their property is the most valuable asset they have and it is important that you are clear about the arrangements we have made together. We will be happy to answer any questions you may have about the Agreement and to discuss its terms with you.

**Data Protection**

Hibernian Estates adheres to the provisions of Data Protection Legislation and all information in relation to our clients is held in accordance with the law.

**“ Know Your Client”**

Hibernian Estates is obliged by law to verify the identity of our clients who engage us to sell property and we need proof of identity from you in the form of a copy of your passport or other photographic evidence and possibly documentation such as PPS Number or a utility bill.

While this might be inconvenient it is necessary in order to protect sellers in circumstances where a third party might attempt to sell or advertise their property without their knowledge and to seek to protect clients from the upset of such an occurrence.

It is also necessary as part of obligations under Money Laundering legislation.

**Presenting your property**

As part of our marketing strategy we objectively evaluate your property and give you honest feedback in relation to its value. We also advise you how to maximise the value and therefore the price you can command.

As a general rule, the better presented a property is, the easier and quicker it will be to sell. If your property would benefit from some repairs and decoration we will advise you of this. We can also recommend an interior designer who specialises in “staging” houses for sale.

At each of these first steps, we listen to you, offer advice and keep you informed of progress.

**Playing your part.**

You can do a lot to help at this stage.

Important information relating to BER (energy rating), Planning, Title(ownership), Local Property Tax, Utilities etc should be assembled as they will be required as part of the marketing and conveyancing process.

You will also need proof of identity such as a passport, driving licence PPSN, and utility bill in your name, copies of which are required by ourselves and usually by your solicitor.

If your property is vacant you should ensure that locks, alarms etc are in working order and that you have supplied keys and entry codes to us to facilitate showing the property.

We would strongly advise you to keep the property insured until the sale is completed.

Prior to viewings, please ensure that your property is clean, tidy and safe. Being clean and tidy makes the property more appealing and gives viewers a better impression of its size and potential.

If you have not already appointed a solicitor to handle the conveyancing on your behalf, now is a good time to do so. Like Estate Agents, solicitors are obliged to issue documents similar to the Letter of Engagement we issue and to verify your identity. It is very useful to have this taken care of at this stage.

If there are tenants in place in your property, please advise them of the sale, arrange for viewings and vacating the property if that is necessary.

Hibernian Estates can assist you in the proper procedures to be followed in relation to tenants and we can help them find alternative accommodation if required.

**Viewings.**

At Hibernian Estates it is our policy to conduct viewings according to government health recommendations with the health and safety of our staff, clients, and viewers in mind. Therefore, individual viewings if possible are conducted by prior arrangement. If this is not possible, we hold extended viewings with buyers allocated a certain time by appointment.

At Hibernian Estates we endeavour to conduct viewings to fit in with household routines and the seller’s wishes.

**Offers.**

Within a few days of the viewings we contact buyers to ascertain their level of interest and whether they intend to make an offer.

All offers are recorded in accordance with PSRA regulations and we evaluate each offer to identify the buyer most likely to complete the transaction within your timeframe.

We will advise you as to the suitability of each potential buyer. The highest offer is not always the one that will be successful as there are factors to consider apart from price. For example, a higher offer from a buyer who is waiting to sell their own house may not be suitable if you wish to sell quickly.

At this stage in the negotiations it is very important to consider the merits of each offer objectively and with our years of experience in the property business, we are ideally placed to advise you as to the right decision.

**Deposit.**

On the acceptance of the offer a refundable deposit is paid by the buyer in order to secure the transaction. This deposit is paid to us and we lodge it in our clients’ account.

**Conveyancing.**

In Ireland conveyancing, which is the legal work done to transfer the property between buyer and seller is usually done by two solicitors, one of which acts for the seller, the other for the buyer.

We contact the solicitors of the buyer and the seller and advise them that the transaction is underway. We supply the solicitors with information such as contact details, the offer accepted, the identification of the property and they undertake to issue contracts.

In order to complete the contracts and conveyancing processes either solicitor may require additional information about the property; about issues such as planning, rights of way, title, mortgage. It is important to have this information and paperwork available as it helps avoid delays.

With our vast experience our team can advise you where to find what is needed and liaise with the solicitors on your behalf if that is appropriate or if you request us or give us permission to do so.

It is in everyone’s interest to complete transactions as efficiently and effectively as possible and we are committed to assisting our clients wherever and whenever appropriate in this process.

**“Contracts”**

At this point, you hear about contracts being exchanged. This refers to the agreement to transfer the property from seller to buyer. While most contracts are very straightforward and standard, there may be exceptions and the buyer’s solicitor will examine all of the circumstances of the property you are selling to protect his client and sometimes this may be reflected in the wording of the contract.

It is vital that you are clear about the terms under which you are selling the property such as the time scale of the transaction, whether there are clauses in it such as, for example, “subject to planning” “subject to finance” “ subject to a Surveyor’s report”. Most of these issues are agreed at the negotiating stage, but it is vital that the contract you sign reflects what you have agreed. We would strongly advise you to clarify all of these issues with your solicitor as soon as possible after accepting an offer and before signing contracts.

It is important to remember that you cannot sell the property to anyone else once you have signed a contract unless the buyer cannot satisfy his or her obligations.

For various reasons, some sales fall through at this stage and the seller may lose time and perhaps money in the process so it is important to be clear and well organised from the outset to minimise the risk of this occurring.

At Hibernian Estates we endeavour to fulfil our obligations as Agents and experts in the area of buying and selling property and will advise you in that capacity.

We will help in facilitating surveys and liaising on your behalf with professionals involved, to expedite the transaction.

The reality is that these transactions, while structured, may be unpredictable and their success depends on all parties involved playing their part efficiently and with integrity to minimise uncertainty

**Hibernian Estates is committed to supporting effective and efficient transactions. The majority of sales are completed within the expected timeframe and within the agreed terms**.

**Concluding the transaction.**

When the solicitors for both the buyer and the seller are satisfied that all of the terms of the contract have been fulfilled, the transaction may be then concluded, the money passed over to your solicitor and the property transferred to the buyer.

We issue an invoice detailing our fees and expenses which we deduct from the deposit we have been holding in our client account and refund the balance to your solicitor to be repaid to you. If there is not enough in the deposit to cover our fees and outlay, we invoice your solicitor for the balance which is normally paid to us when he/she is finalising that part of the transaction.

**Remember!**

**Hibernian Estates is an independent estate agency licensed by the Property Services Regulatory Authority. We are not part of any group or franchise and our sole commitment is to the seller, our client.**

**We are not affiliated to any financial institution or brokerage and offer no financial services.**

**We are not affiliated to any insurance company or other organisation associated with the Property business.**

**We accept no commissions from the professionals with whom we come in contact in the course of our business.**

**If we recommend the services of such professionals, it is as a courtesy to our clients, to enhance their choices and because we have had successful interactions in the past or they have been highly recommended to us.**

**We are paid only by our clients and work only for our clients.**

**/ends**

**Many thanks for taking the time to read our guide. If we can help you further please contact us in person ,by appointment, at our office at 29 Francis Street, Dublin 8.**

**By Phone: 087-0786797/01- 53 777 33**

**By e-mail: info@hibernianestates.ie**

**Via our new Website: hibernianestates.ie**

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**DISCLAIMER. (Draft. TBC)**

**This guide is for general information purposes only. It is not intended to be used in place of professional advice and Hibernian Estates take no responsibility where it is relied on in the absence of advice from a trained legal, financial or other relevant professionals .**