

# Homeowners get smart and sell faster through WOW Property

Submitted by: WOW Property

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WOW Property, the nationwide fixed fee estate agent, is selling its properties faster than the average high street estate agent simply by getting the price right.

This success challenges several current sources; Hometrack states the average time to sell is 77 days?, Rightmove's average property time on the market is 89 days?, and RICS who are reporting that estate agents are selling on average less than one property per week across the UK?.

With the recession looming closer, there are a significant proportion of homeowners who are forced to sell. The successful sellers will be those who are cost conscious and price their homes correctly by using the best resources available to them. The internet is proving to be an invaluable tool to search for local house prices, reputable estate agents and it is reported that over 75% of successful home movers use the internet to search for property?.

Although Rightmove has just announced that new sellers are now marketing their properties at 4.9% less than 12 months ago and the average property asking price is now £229,691? the market is not as bad as it may appear. The 'smart' sellers are pricing their property correctly to get buyers through the door thereby increasing the number of offers with one ultimate goal – to sell their home fast at an acceptable price. Some sellers are even trading up and taking advantage of getting more square footage for their money, yet there are still homeowners who have put their head in the sand waiting for the buoyant market to return. Notably, the Council of Mortgage Lenders is expecting a total of around 45,000 properties being taken into possession this year? – those needing to sell now should take heed!

WOW Property offers a nationwide, complete estate agency service for just £999. Utilising the internet to advertise its portfolio on all the top property websites WOW has achieved an average sell time on the market of 57? days.

An example of this is a seller from Banbury, Oxford. WOW sold the home in just 54 days, saving the vendor £5687 in fees (based on an average high street estate agent commission of 1.75%).

Gareth Robinson, CEO comments: "In the past, many estate agents have been guilty of setting sellers expectations too high which has resulted in minimal viewings, fewer offers and in a falling market ultimately less money for the seller. We are commonly witnessing sellers being more pragmatic by taking the view that it is better to lose a little now than being forced to accept substantially less next year when the market has fallen further. Asking prices are being discounted by up to 20% and in fact, WOW has consistently proven that if a property is priced correctly that we will sell the home on average within 57 days."

Customers are able to contact the sales team on 0845 0000 999 or via the website [www.wowproperty.co.uk](http://www.wowproperty.co.uk) for further information.

For further information about WOW Property, please contact Annie Buchanan via [annie@wowproperty.co.uk](mailto:annie@wowproperty.co.uk) or 07876 654322

Notes to Editors:

WOW Property employs over 200 professionally trained estate agents with expert local knowledge throughout England and Wales. WOW sells properties in 57? days in the current economic climate and also offers a growing and comprehensive portfolio of properties for sale.

Like a traditional high street estate agent, the local WOW agent will provide an expert valuation, prepare professional sales particulars, advertises on ALL the top UK property websites and offers accompanied viewings. No other nationwide estate agent provides a fully comprehensive marketing service at a fixed fee of £999 excluding VAT on a no sale, no fee basis.

In addition to the expert local agent, sellers will benefit from a dedicated account team who will manage every aspect of the sale from one super branch. The process begins from marketing of the property, arranging viewings, negotiating offers and co-ordinating the smooth progression of the sale with all parties through to completion. Implementing a business model with low overheads enables WOW to keep its cost to a minimum and pass on the savings to its valued customers.

Source: Hometrack 27th October 2008 (<http://www.hometrack.co.uk>)

Source: Rightmove House Property Index Report, October 2008-10-23  
(<http://miranda.hemscott.com/static/cms/5/2/8/2/binary/7799602197/301022.pdf>)

Source: BBC News 14th October 2008 (<http://news.bbc.co.uk/1/hi/business/7668017.stm>)

Source: Rightmove (<http://www.rightmove.co.uk/for-agents.rsp>)

Repossession figures: (<http://www.cml.org.uk/cml/media/press/1952>)

The average time taken to agree a sale on all of WOW's sold properties is currently averaging 57 days over the last three months.