SELLERS / FREE DOWNLOAD

Offers, Negotiation and Choosing a Buyer

Choose the offer that has the best chance of completing.

Look past the number

Ask the agent about the buyer’s mortgage position, deposit, chain, onward sale, preferred timescale and whether the offer depends on particular conditions.

Compare certainty and speed

A slightly lower offer from a prepared buyer may suit a seller better than a higher offer reliant on several transactions. No buyer is guaranteed until exchange, however.

Be clear about inclusions

Agree which appliances, fitted items, curtains or garden equipment are included, subject to the formal TA10 and contract. Avoid misunderstandings after a survey or second viewing.

Negotiate with evidence

Discuss survey findings calmly. If a buyer requests a price reduction, ask what evidence supports it and what alternative—repair, paperwork or specialist opinion—might resolve the issue.

Keep communication open

Once an offer is accepted, give your conveyancer the details promptly and create a clear route for resolving outstanding documents and questions.

FIVE QUESTIONS TO ASK

☐ Has funding been evidenced?

☐ Is there a property chain?

☐ What conditions attach to this offer?

☐ What is the realistic timeline?

☐ What happens if survey issues arise?

COMMON MISTAKES TO AVOID

- Choosing solely on highest headline offer
- Making promises that conflict with contract terms
- Letting weeks pass without checking progress

TRUSTED SOURCES

https://www.gov.uk/selling-a-home

https://www.gov.uk/buying-a-home

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