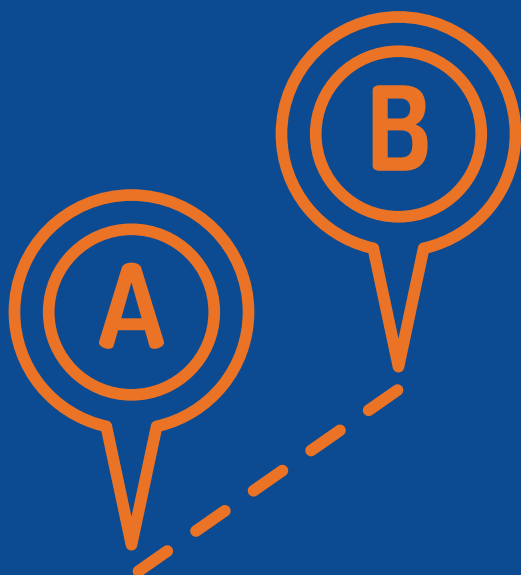


Guide

A Guide To Property Performance



Contents.

Introduction	3
Rotate Photos	4
Guide Price Range	5-6
Rightmove Products	7-8
Test New Pricing	9
Plan B	10
Repeat Strategies	11
2% Price Change	12
Relist As Day 1	13-14
Timeframes	15
Paid Ads (Social Media)	16
Board & Actively View Properties	17
Other Things You Can Try	18
Final Message	19

Introduction

At Sheldon Bosley Knight, our number one goal has always been to help homeowners achieve the best possible price for their property in the current market and hold ourselves accountable for performance once a property is live.

We are committed to a proactive approach, ensuring every homeowner can confidently say, “Sheldon Bosley Knight are doing everything possible to sell my property.”

The strategies outlined in this guide are backed by extensive research—analysing data from our own records, Rightmove, and even case studies from innovative companies like Netflix.

However, it’s important to note that market conditions can sometimes challenge the initial price range we’ve provided.

By trusting our process and implementing the strategies detailed in this guide, you’ll maximise your chances of securing the best price in the current market.

Optimal Timeframe:

We often hear homeowners say, “I’m not in a rush to sell.” However, this mindset might not help you get the best price for your property.

According to Rightmove data, properties tend to attract the most interest within the first six weeks of being listed.

Beyond this period, interest can start to decline as buyers gravitate towards newly-listed properties. If a property lingers on the market, it’s easy for potential buyers to assume there’s an issue with it.

Don’t believe us? Try searching by “oldest listed” on Rightmove, and you’ll see plenty of properties that have been overlooked and the strategies in this guide haven’t been implemented.

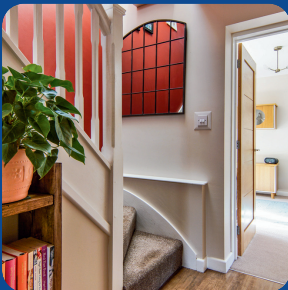
To help you maximise your decision making, we’ve included optimal timeframes for implementing each approach.

Rotate Photos.

We regularly change the leading photos based on how well the property is performing. People often scroll quickly on their phones, and if the first photo doesn't **grab their attention**, they'll move on. It's similar to what Netflix does—they test different images to find the ones that catch viewers' eyes and make them click on a show.

If you have a photo you'd prefer as the main one, just let us know, and we can update it on your property performance update day.

Optimal Timeframe: continuously



Guide Price Range.

When it comes to selling your home, attracting the right interest is key—and that's where a guide price range can really help. If your property hasn't sold by the end of week 4, we'd recommend adding a guide price range to the summary, key features, and listing description.

This range will reflect the valuation range provided, for example, £200,000 to £210,000. If your current asking price is £210,000, the listing would say:

Guide Price Range £200,000 - £210,000

Why add a range?

It helps to catch the attention of buyers searching within that price bracket, encouraging more viewings. One common concern we hear from homeowners is, "But won't that stop people from paying the full price?"

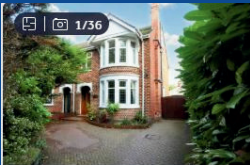
The answer is not always—generating more interest and viewings often creates the interest needed to negotiate higher offers. Remember, it's ultimately your decision on any offers.

It's all about finding the price that creates viewing demand.

Here’s how Holyhead Road homeowners successfully used the guide price range:

- 14th October 2024 – The property was listed.
- 9 viewings between 14th - 31st of October
- 1st November – A guide price range was added
- 1st November to 9th December 14 more viewings
- 9th December, an offer of £350,000 was accepted.

By making key changes at the right time, the homeowner still achieved the £350,000.



Holyhead Road, Coventry, CV5

Semi-Detached 4 3

Guide Price Range - £340,000 - £350,000 | Sought After Location
Coundon | Utility & Downstairs W/C | Close to Local Amenities &
Main Station | EPC Current: 67 Potential: 79 | Approx. Total Floor

£350,000

SOLD STC

Key features

- Guide Price Range: £340,000 - £350,000
- Utility & Downstairs W/C
- EPC Current: 67 Potential: 79
- Garage & Driveway Offering Ample Parking
- Two Bedrooms With En-Suites
- Sought After Location Coundon
- Close to Local Amenities & Train Station
- Approx. Total Floor Area Sq. M. 146
- Immaculately Presented Throughout
- Brilliant Storage Areas

Description

Guide Price Range:

£340,000 - £350,000

Rightmove Products.

We don't typically recommend launching with a Rightmove product.

Why?

Because the first two weeks are when your property will naturally see the most views, making an additional paid product unnecessary in most cases. We've tested this approach ourselves—initially launching properties with products—but found that even without them, properties were selling quickly with the right approach.

That said, **Rightmove products can still be valuable as part of an overall strategy.** For instance, if your property has had viewings in those first weeks but things have gone quiet, a Rightmove product can give it that extra push without immediately needing to add a guide price range or lowering the price.



Here's a closer look at what Rightmove products can offer:

Rightmove Premium Listing (we often recommend this product: it's a lower cost, lasts the duration of your listing and we can change the message on the sticker):

Your property grabs more attention with this large advert, with bigger images, four pictures on display and a sticker such as “No Chain”. We can test different labels to make sure we grab the right attention for your property and will rotate them if it makes sense.

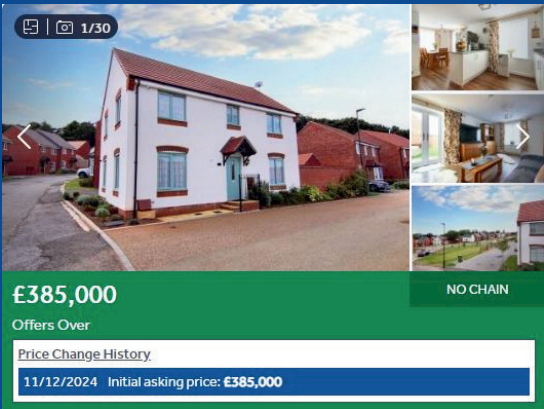
Rightmove Featured Property (expires after 7 days):

Your property listing will appear at the top of the Rightmove search results page and again as a standard listing – twice the visibility!

Rightmove products aren't essential for every property, but when used strategically, they can be effective.

Speak to your valuer if you want us to purchase a Rightmove product for you.

Optimal Timeframe: Week 3 + but as part of a strategy



Test new pricing.

If you've updated your photos and added a guide price, viewings are coming in and feedback is positive but you aren't getting the right offers, we normally suggest testing a new price.

Before we go to the Plan B pricing discussed with your valuer, we may test a price somewhere in the middle.

At this stage, if you're not getting many viewings, we may suggest moving straight to the Plan B price here (see next page for more detail).

Optimal Timeframe: week 4 -6 weeks

Plan B.

If you've updated your photos and added a guide price but still aren't seeing more views on Rightmove or getting positive feedback after viewings, don't worry! It's time to go with the Plan B marketing price your valuer suggested.

Optimal Timeframe: week 4 - 6



After switching to plan B, we'll continue rotating the leading photos, possibly implement another guide price range, and you may add a Rightmove product for the first time.



2% Price Change.

We'll admit it—we don't always get the price range spot on, or sometimes the market just doesn't respond how we expect. These things happen. When this occurs, one option we have is to adjust the property's price by 2% or more.

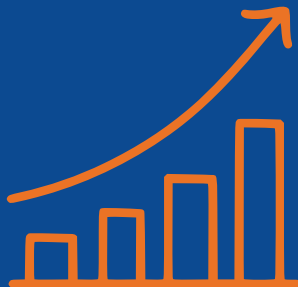
Here's why this can be helpful.

According to Rightmove, when a property's price is reduced by at least 2%, Rightmove automatically email it to potential buyers signed up for alerts in the first part of your postcode. Therefore, you'll see an increase in property views - with the aim of a percentage of those turning into actual viewings.

This process, called a "refresh," can help generate fresh interest in your property and can lead to more enquiries.

That said, it's important to ensure the new price looks appealing. A change of 2% doesn't result in a tidy round figure. For example, reducing £200,000 by 2% brings the price down to £196,000. While technically correct, research from Rightmove suggests that buyers can be put off by random prices because they stand out, but not in the right way.

Optimal Timeframe: within 3 – 6 weeks of implementing plan B



Relist as Day 1.

If your property still hasn't sold subject to contract, we're sorry. If you've followed all our advice, we hold our hands up and admit we likely got the price wrong for the current market. There's always a solution - The next step would be to relist your property as a "Day 1" listing on Rightmove, which can help to attract more attention.

At this stage, even with a significant price adjustment, the listing may struggle to gain traction. **By relisting as a brand-new property on Rightmove, your home will attract fresh attention from buyers.** We've seen this strategy work time and time again to secure a sale.

Rightmove has strict rules about how long a property must be off the market before it can reappear as a "Day 1" listing, but don't worry—we can automatically list your property with our sister company, Bayzos, so you can skip the wait and appear as Day 1 immediately.

Optimal Timeframe: month 3 onwards

Why this works.

By 12 weeks, the window of premium-price opportunity has closed.

Here's what the national stats show:

- 69% of all sales happen within the first 12 weeks
- Only 14-15% of still available after 12 weeks eventually sell without significant intervention
- After 90 days online, sellers typically accept 95% of asking price (a 5% drop)

Staying on the market past 12 weeks means you'll likely get less for your property.

Properties “rested and relaunched” have a dramatically higher success rate.

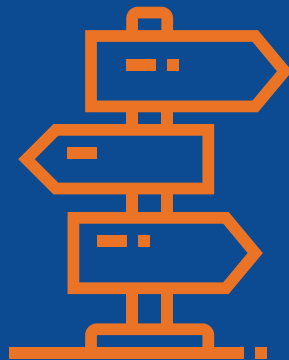
- Relisted homes have a 42% chance of selling — almost 3× higher than properties left online to stagnate.

This is exactly why relisting with Bayzos works so well.

And because they're linked to us, you don't have to get new photos taken or provide more information about your property. We'll pass everything over so it's all taken care of.

Sometimes, property timelines need to be flexible to suit your unique situation. For instance, we might go live at a higher price if the homeowner requests or if the property is still getting lots of viewings, we might keep it at the same price for longer.

Our recommendations are always based on key factors like Rightmove data, current viewings, and viewer feedback. Some homeowners may also choose to skip certain strategies based on their motivation to sell or the feedback they've received.



Paid Ads on Facebook.

It's important that we give honest advice as opposed to telling homeowners what they'd like to hear.

Ads on platforms such as Facebook and Instagram are unlikely to get your property sold. We often have homeowners asking us to push on socials - **the biggest benefit in doing this is pushing the Sheldon Bosley Knight brand, as opposed to getting a property sold subject to contract.**

With that said, if you'd like to use paid ads then please do let us know.

However, we strongly recommend that you share the listing in the local community groups and on your own Facebook page as it's free.

As a business, we're only allowed into these groups once a week.

It's also important to:

Have A Board Up

Got a for-sale board outside? Great — that's another marketing box ticked! If not, it's worth thinking about. Boards might seem old-school, but they still work.

Sometimes it's a neighbour or a family member nearby who spots the sign and suddenly decides to make a move. You never know who might see it!

Start Viewing Early

If you're planning to move, start looking for your next home as soon as you can. Some sellers hold off browsing sites like Rightmove until their sale is agreed, but it really helps to get a feel for what's out there. Even if you find something and it goes under offer, that's completely normal.

By viewing early, you'll understand the market better and might even find opportunities to negotiate. Want some tips on how to negotiate like a pro? Just ask — we're happy to help.



Other things you can do to help your property sell.

Share your listing on social media

The average person has 300 connections on social media. And each of those connections has an average of 150 people in their sphere of influence, whether that's friends of friends, colleagues, family, or loose connections.

By sharing your listing and asking friends or family to share, you can get a lot more attention on your property listing.



Consider sharing your listing in local community groups

Community groups on Facebook or other social channels are a great place to share your listing and get the attention of people nearby who may be interested in your property.

As a business, we're only allowed to post in most groups once a week but you'll have free reign to share your listing whenever it suits you.

Final message from the team.

Estate agents often have a reputation for overvaluing homes to win business, tying sellers into long contracts, and later suggesting significant price changes, blaming the market. At Sheldon Bosley Knight, we're working hard to change that.

We're committed to full transparency in how your property is performing, and our process ensures we stay proactive rather than reactive. The only difference between properties we've sold and those still on the market is how potential buyers have responded.

We're always looking for ways to improve the chances of achieving the best possible price for your property.

Want to explore how we can help you sell your home? Scan to book a valuation with your dedicated local valuer.

Got any ideas? Please share
them -
[marketing@sheldonbosleyknight.
co.uk](mailto:marketing@sheldonbosleyknight.co.uk)
Good luck with your sale!



MIKE AND THE
SHELDON BOSLEY
KNIGHT TEAM

