

CUI
CITY & URBAN INTERNATIONAL

A SELLER'S GUIDE

Selling your London *home.*

A seller's guide by City & Urban International. Senior people, honest pricing and a buyer database that works from day one.

PROMISE · PRACTICE · PEACE OF MIND

MARYLEBONE · SHOREDITCH · WORLDWIDE

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Promise. Practice. Peace of mind.

PROMISE

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The right buyer, the right price, *without* the drama.

30+
YEARS IN LONDON

100+
YEARS COMBINED EXPERIENCE

22k
OVERSEAS INVESTOR DATABASE

A boutique agency means a senior negotiator on your sale from valuation to completion, not a junior with a target. We cover all of London, with a predominant focus on the City, East and West London.



Promise.

Five commitments we make to every seller, in writing, before you instruct us.

What you can hold us to.

01	**Honest valuation**	Evidence-led pricing from comparable sales and live demand, never a flattering number to win the instruction.
02	**One senior point of contact**	The person who values your home negotiates your sale and sees it through to completion.
03	**Weekly reporting**	Viewings, feedback, portal performance and our recommendation, every week, in plain English.
04	**Qualified buyers only**	Proof of funds and position checked before anyone crosses your threshold.
05	**No hidden fees**	One agreed fee, payable on completion. No marketing charges, no withdrawal penalties.



PART TWO · PAGES 07 TO 10

Practice.

Pricing, presentation and marketing: the three things that decide how quickly, and how well, a London home sells.

The first fortnight decides everything.

A home attracts the most attention in its first two weeks on the market. Price it correctly and you create competition; overprice it and the best buyers move on, leaving you to chase the market down.

Evidence

Comparable sold prices, not asking prices.

Demand

Live applicants registered for your type of home.

Strategy

Guide price, launch timing and the plan if it stalls.





PRESENTATION

Buyers decide in the first eight seconds.

Before launch we walk your home with you, room by room, and give clear advice on what to change and what to leave alone. Then we commission the photography, floor plan and virtual tour that do it justice.

- Professional photography & twilight shots
- Measured floor plans
- 360° virtual tours
- Staging & decluttering guidance
- Written copy that sells the lifestyle, not just the rooms

MARKETING & REACH

Seen by the right buyers, everywhere they look.

High-level exposure on every major UK property portal, direct matching to our registered buyers, and introductions through our overseas investor database and partner locations from Lake Garda to Hong Kong.



Rightmove & Zoopla
Featured and premium listings

Registered buyer matching
Direct contact the day you launch

Off-market first
Discreet launch before public exposure

Overseas investors
22,000-strong database and partner offices



Peace of mind.

An accepted offer is the start, not the end. We stay on it until the keys change hands.

FROM OFFER TO EXCHANGE

A third of sales fall through. Ours don't have to.

Sales progression is where most agents go quiet. We chase solicitors, surveyors and mortgage lenders weekly, flag problems early, and keep you and your buyer talking.

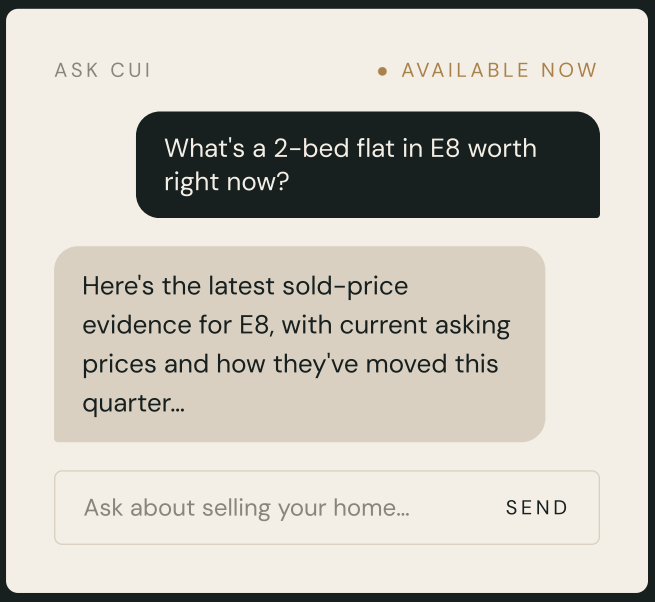
Week 1	Offer qualified, memorandum of sale issued, solicitors instructed on both sides.
Weeks 2–4	Searches ordered, survey and mortgage valuation booked, draft contract reviewed.
Weeks 5–8	Enquiries answered, mortgage offer received, any renegotiation handled by your negotiator.
Exchange	Deposit paid, completion date fixed. We co-ordinate keys and handover on the day.



Questions at 11pm? *Ask CUI.*

Your intelligent London property advisor, available 24/7. Instant valuations, sold-price evidence and straight answers on the selling process, with a specialist ready when human advice matters.

- What's my home worth today?
- What have similar homes nearby sold for?
- Should I sell before I buy?
- What does selling actually cost?



Registered, protected and clear.

City & Urban International are registered members of the Property Ombudsman, Property Redress Scheme, NAEA, ARLA and UKALA. Client money is protected by UKALA Total Loss CMP, a Government-approved scheme.



The Property Ombudsman	Property Redress Scheme	NAEA Propertymark
ARLA Propertymark	UKALA	UKALA Total Loss CMP

BOOK A VALUATION

City & Urban International

Start with a free, honest valuation.

Open Monday to Friday, 10:00am to 6:30pm. Evening and weekend appointments by arrangement.



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020 7729 3344

BOOK A VALUATION

Free market appraisal from a local specialist.

INSTANT VALUATION

A guide figure online in under a minute.

ASK CUI

Your intelligent London property advisor, 24/7.

cityandurbaninternational.com

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