Seller’s Guide

Your home. Your sale. Properly prepared.

Choose the right route, prepare the property and understand every decision before completion.

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ONE

The two kinds of sale

A conventional open-market sale advertises the property, invites viewings and looks for the best price the market will pay, over whatever time that takes. A direct investor introduction approaches investors who buy directly, prioritising speed and simplicity over the final figure.

ROUTE ONE

Open-market sale

Designed to pursue the best price the market will pay.

Your home is presented to the market, viewings create demand and buyers compete on both price and position.

EXPOSURE	Public marketing and viewings.
PACE	Set by demand, the buyer's chain and the legal work.
TRADE-OFF	More moving parts and a less predictable timetable.
BEST FIT	Sellers who put the strongest achievable price ahead of speed.
PREPARE FIRST	Photography, viewing availability, an EPC and a legal file ready for enquiries.
TEST THE OFFER	Ask how the buyer is funded, whether there is a chain and when they can realistically complete.

Before the property goes live

1. Agree the marketing plan and the first viewing window before launch.
2. Choose a solicitor early so buyer enquiries do not start from a standing stop.
3. Judge every offer by price, funding, chain position and proposed timing together.

ROUTE TWO

Direct investor introduction

Designed to prioritise speed and simplicity over the final figure.

Designed to prioritise speed and simplicity over the final figure.

EXPOSURE	No public marketing; the property is introduced to investors.
PACE	Fewer marketing steps, subject to the property, title and buyer being ready.
TRADE-OFF	An offer, if one comes, is normally below potential open-market value.
BEST FIT	Sellers who value a shorter, simpler route more than the highest possible figure.
PREPARE FIRST	Clear title information, honest access to the property and the same sound legal file.
TEST THE BUYER	Confirm who is buying, how funds are proven and which conditions remain before exchange.

Before considering a direct offer

1. Compare the figure with the likely net open-market outcome, not only the headline price.
2. Ask for the proposed timetable and every condition in writing.
3. Remember that a direct introduction still needs a ready buyer and normal legal work.

TWO

The nine decisions

Every sale turns on the same nine decisions, in the same order. Each one below links to the full explanation on the Dukes site.

STAGE 01

Decide your route

What matters most to you, and which kind of sale fits it.

01 Decide what matters most

Price, timing and certainty pull against each other in almost every sale. Deciding which one leads before you start is the single choice that makes every later decision easier.

Start with a personal sale outlook dukesestate.com/sales/valuation/

02 Understand the two kinds of sale

A conventional open-market sale advertises the property, invites viewings and looks for the best price the market will pay, over whatever time that takes. A direct investor introduction approaches investors who buy directly, prioritising speed and simplicity over the final figure.

Read the full route comparison dukesestate.com/sales/

03 Check the numbers first

Before anyone values anything, know what the sale has to clear. Three figures decide whether a sale makes sense at a given price.

Prepare for a sales valuation dukesestate.com/sales/valuation/

STAGE 02

Prepare the property and paperwork

The documents and choices that stop a sale stalling later.

04 Gather title and tenure information

The legal work runs fastest when the paperwork is ready before it is asked for. Start with what you own and on what terms.

See the document stage dukesestate.com/sales/selling-process/#journey-documents

05 Assemble the property documents

Buyers' solicitors ask for the same documents on almost every sale. Collecting them now, rather than mid-transaction, keeps the momentum you will want later.

Open the EPC guide dukesestate.com/epc/

06 Choose your solicitor or licensed conveyancer

The seller is responsible for the legal contract that transfers ownership, and your conveyancer drafts it, answers the buyer’s enquiries and negotiates its details. Choosing early means the contract pack can be ready the day you accept an offer.

Understand conveyancing dukesestate.com/sales/selling-process/#journey-conveyancing

STAGE 03

Be ready for offers and legal work

How to judge an offer, and what happens once you accept one.

07 Prepare for viewings or investor assessment

Whichever route you take, someone is going to look carefully at the property. First impressions are cheap to improve and expensive to ignore.

Prepare for marketing and viewings dukesestate.com/sales/selling-process/#journey-market

08 Judge offers on more than the number

The headline figure is one part of an offer. The buyer behind it decides whether that figure ever becomes money.

Learn how to compare offers dukesestate.com/sales/selling-process/#journey-offers

09 Know what the legal work involves

Accepting an offer starts the conveyancing, not the celebration. Between acceptance and completion sit the buyer's searches, enquiries and mortgage arrangements — and the exchange of contracts that finally makes the sale binding.

Follow the legal process dukesestate.com/sales/selling-process/#journey-conveyancing

THREE

Four answers worth finding quickly

Do I need an EPC before the property is marketed?

Yes. A valid Energy Performance Certificate is required before marketing, lasts ten years and must be produced by an accredited assessor.

Is an accepted offer legally binding?

No. In England and Wales, either side can still withdraw until contracts are exchanged.

Is a direct investor introduction the same as selling to Dukes?

No. Dukes introduces the property to investors who buy directly; Dukes is not the buyer, and a buyer or acceptable offer cannot be promised.

When should I choose a conveyancer?

Choose a solicitor or licensed conveyancer early. They can open the file and prepare the contract pack before an offer arrives.

Before you rely on this guide

This is general information, not legal, financial, surveying or tax advice. What applies depends on the property and your circumstances. An offer is not legally binding in England and Wales until contracts are exchanged.

GOV.UK — Selling a home
https://www.gov.uk/selling-a-home

GOV.UK — Preparing to sell
https://www.gov.uk/selling-a-home/preparing-to-sell

GOV.UK — Energy Performance Certificates
https://www.gov.uk/selling-a-home/energy-performance-certificates

GOV.UK — Offers and negotiations
https://www.gov.uk/selling-a-home/offers-negotiations

GOV.UK — Transferring ownership (conveyancing)
https://www.gov.uk/selling-a-home/transferring-ownership-conveyancing

GOV.UK — How to sell a home
https://www.gov.uk/government/publications/how-to-sell-a-home

Information reviewed 8 August 2026.

Bring the property. Bring the real question.

Tell us about the property, or call the office if you would rather speak first. You will receive a personal view of the likely range and route, not an automated instruction.

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