

Home Sellers' Guide

Ogilvy Chalmers is one of the original firms of East Lothian estate agents and chartered surveyors, so you can benefit from our excellent local contacts and market knowledge.

Our 4-Step Estate Agency Process

Ogilvy Chalmers takes great care when we put properties onto the market; our dedicated team will guide you through the whole process, using our robust, 4-step approach to property marketing:

1. Free valuation survey with professional advice on the marketing options.
2. Your property fully onto the market.
3. Viewings, feedback and advice on options.
4. Negotiations and conclusion of missives.

Marketing your Home

We aim to provide an estate agency service which is that little bit different.

Our approach to marketing your home will bring out its personality and make it stand out with an eye-catching Ogilvy Chalmers 'for sale' board, window displays (printed and/or digital presentation), brochure and advertising.

We ensure your property benefits from a comprehensive internet marketing strategy on our website, with good exposure on leading property portals, such as Rightmove, Zoopla (and its network of websites), and Prime Location.

If the opportunity arises, we'll also get your home featured in editorial.

Our estate agency service includes external assistance from professional designers and copywriters for distinctive, bold and effective marketing which presents your home at its best and brings out its character.

Have a look at our [estate agency case studies](#).

Presenting your home

First impressions count.

Do you need to: redecorate the front door, the hall and some important rooms? Declutter the house? Undertake any maintenance? Tidy up the garden?

To maximize your sale price, you should consider whether you need to make any small but important property improvements and how best to 'stage' (present) your home.

As 'the complete property company', Ogilvy Chalmers can cover all bases for you; we can provide advice on maintenance and improvements, putting you in contact with good tradesmen, and bring in our Architects, if necessary.

Please call 01620 824000 or email Ogilvy Chalmers for a [free pre-sale valuation](#) and advice on selling your home.

