



mihomes
property agents

probate sales specialists
mi-homes.co.uk



why mi homes *probate?*

*performance driven and
client focused:*



6.5%

FALL THROUGH RATE (FROM OUR OWN BUYERS VS. THE NATIONAL AVERAGE OF 35%)

.....



4.9%

FROM OVER 375 GOOGLE REVIEWS (THE HIGHEST NUMBER OF REVIEWS WITH A RATING OF 4.9 IN N14, N21, N13 & EN4)

.....



101%

OF ASKING PRICES ACHIEVED ON AVERAGE FROM ALL PROPERTIES SOLD (VS. THE NATIONAL AVERAGE OF 96%)

.....



£100,000,000+

RESPONSIBLE FOR OVER £100M+ WORTH OF PROPERTY SOLD FOR CLIENTS

.....

during the 9 years we've been serving the people of london and its wonderful home counties, we've helped hundreds of clients sell probate or inherited property.

our experience means we know just how emotional and draining this period can be for people.

in many cases, you are not just selling bricks and mortar, but letting go of treasured memories and deep emotional bonds. we never forget that, and compassion and passion are at the core of our service to people during these circumstances.

selling probate or inherited property can be a very complicated matter depending on the size of the estate. that's why we've created this introduction to it. the information we share is based on experience (and does not constitute legal advice).

established in 2016, we've become a trusted name in probate property sales. our certified, sales consultants undergo regular training to stay updated with industry standards. we prioritize maximizing value, by leveraging our extensive buyer database and high-quality marketing.

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beyond sales, we're dedicated to guiding clients through a seamless process and helping them transition smoothly. at mi homes, we're more than just estate agents; we're compassionate partners dedicated to alleviating the burden of probate property sales, whilst delivering the best possible results for our clients.

.....



a brief guide *to probate*

when selling a property left behind by a relative, probate is often involved. but what is it?

it's the formal permission needed to deal with someone's estate, basically their property, money, and possessions, when they die. if you are named in the deceased person's will as an executor, you can apply for probate.

but even if they didn't leave a will, depending on your relationship to them, you can apply to become the administrator of the estate. in most cases, you will need legal permission to sell their property, hence the need to apply for probate.

before applying for probate, it's advisable to prepare if a property is part of their estate. applying for probate can take between four and 16 weeks. however, you can market a property for sale during this time as you await the granting of probate.



10 ways to speed up *your property transaction*



prepare your home in advance:

arrange for a home clearance and cleaning company to visit the property, if required.



complete necessary paperwork:

gather all relevant documents related to the property, such as title deeds, planning permissions, warranties, and certificates. have these documents readily available for your solicitor. ensure probate has been granted, or have an understanding of genuine time periods of when it will be.



collaborate with your conveyancer/solicitor:

engage an experienced and efficient probate conveyancer who can guide you through the legal process. it's important that you work with them proactively, not reactively, so that when a sale is agreed they can immediately issue draft contracts.



insurance:

arrange vacant property insurance. ensure that the drainage and heating systems have been checked to prevent prospective damage being done.



be responsive and available:

respond promptly to enquiries and requests from your estate agent, potential buyers, and legal representatives. make sure you are accessible and provide any required information or documentation in a timely manner.



provide accurate property details:

ensure that all property details, including measurements, boundaries, fixtures, and fittings, are accurately listed in marketing materials and sales contracts, this will prevent delays and disputes later in the process.



be flexible with viewing arrangements:

accommodate potential buyers' requests for property viewings, even if they are outside regular business hours. being flexible will attract more interest and potentially speed up the sale.



consider a chain-free sale:

if possible, try to sell your property without being involved in a property chain (a situation where the sale is dependent on the successful purchase or sale of another property). a chain-free sale can significantly speed up the transaction process.



leasehold sale:

leasehold properties often involve management companies or freeholders who may have additional requirements or queries. be proactive and request for a full management pack pre-launch.





all eyes
on you

we realise that all homes require prime marketing.

at mi homes, we present our listings in their best possible light, investing in professional photography as standard, branded floor plans, and outsource the content writing of each instruction.

as well as delivering bespoke marketing services such as brochures, computer generated imagery (cgi), video and drone shots, we market on all major portals such as rightmove, zoopla, prime location, and on the market, not forgetting our own website as well as social media channels, ensuring maximum exposure for our clients in all the right places.



“being on the market” *is totally different to being effectively marketed...*

DIGITIZE YOUR MARKETING

effective marketing is a critical factor that often gets poorly executed. at mi homes, we make this a priority.

it begins with professional photography of your home to emphasise its best features with lifestyle shots, opposed to simply documenting certain rooms. staging your home and depersonalising is always a huge recommendation as it makes a significant difference to the amount of interest your property attracts.

we will openly suggest improvements that will increase the overall value of your home resulting in a faster sale at the best possible price. the days of simply ‘sticking it online’ and hoping for the best is a thing of the past and being proactive at every stage will yield results. before you do decide on which agent to instruct, go online to the agent(s) you are considering using, and have a look at how they are marketing their existing properties, and ask yourself, if your home was presented in such a way, would you be happy?

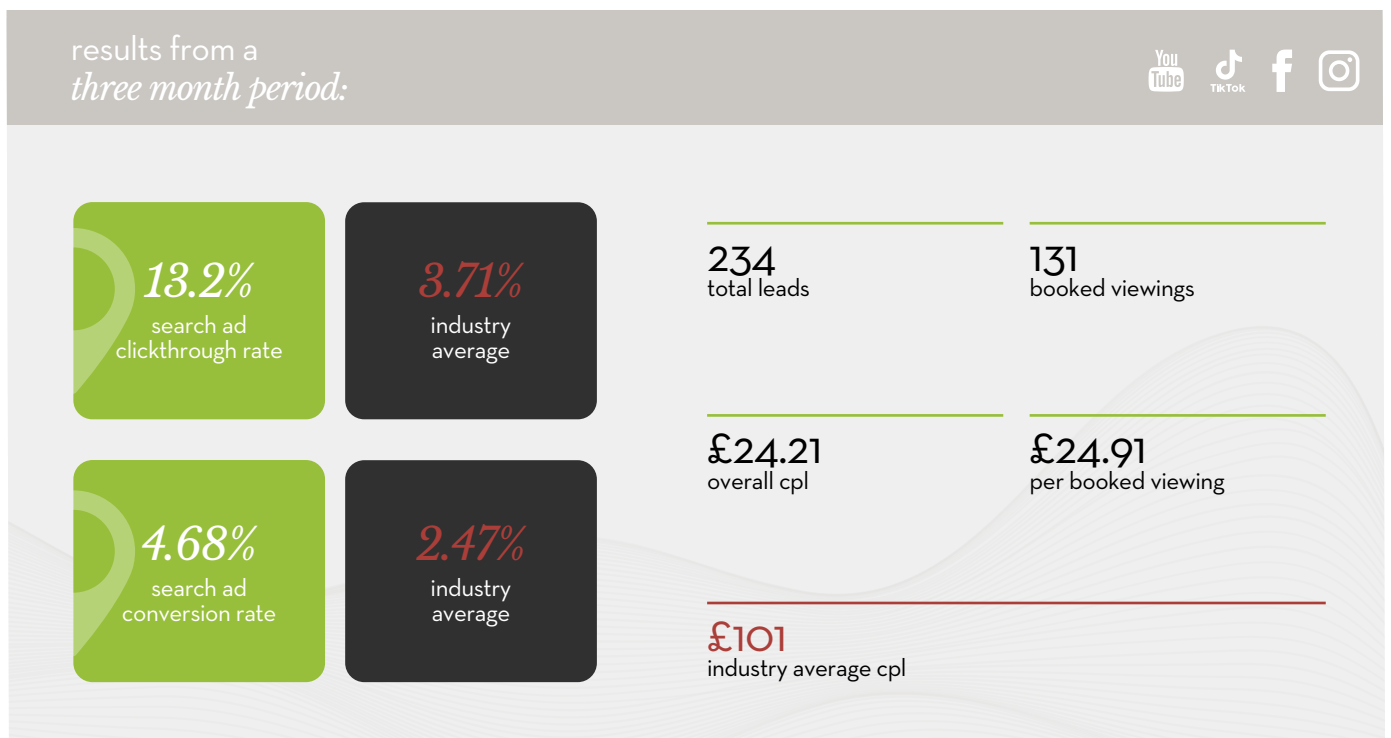
in addition to our outsourced marketing material, we have partnered with a digital marketing agency who have helped us generate hundreds of enquiries on previous/existing homes which completely outperform the leads generated by the portals. the digital campaigns are set up to generate qualified leads, as the system is target market focused, resulting in a higher viewing to offer ratio.

.....

– this is the future of property marketing, and it helps ‘create buyers’ opposed to waiting for them.

.....

below is a case study which emphasises its performance, and why it is essential to an efficient sales program:





effective *strategies*

there should be strategy applied to every step of the sales process to ensure that the execution of it is managed in the right way. the appropriate strategies to implement do depend on the location, price, size and condition of your property, as well as the number of properties similar to yours which are being listed at the same time (and of course, your own circumstances).

we have documented a number of optional strategies available to implement to ensure the best possible financial outcome is achieved with the sale of your home.

viewing *strategies:*



- view in response to individual requests
- mutually agree one day a week for viewings
- “allow a 10 day hold off from viewings, and organise a viewing launch date”

pricing *strategies:*



if your pricing strategy is executed in the right way, the lower you list, the higher you can achieve! there are a number of pricing strategies you can implement such as:

- guide price
- fixed price
- offers in the region of
- offers in excess of
- price on application

anti-stagnation strategy *(if any)*



your property will gain maximum amount of interest within the first two weeks of being exposed to the market.

to prevent the property from ‘stagnating’ online, there are a number of options for your agent to make the most of:

- re-ordering of photos
- new ‘seasonal’ photos
- upgrading to a premium or featured listing
- changing the pricing strategy (this should always be left as the last resort)

what you should be *asking your agent*

“choosing the right agent is the biggest and most important decision to ensure you realise maximum value on your one, and only opportunity to sell your biggest tax free asset”.



what efforts and expense does your agent go *to when marketing a home?*

we go to a huge expense when marketing as well as focusing on the finer details to ensure your property is represented as best as it possibly can be. on average (depending on the size of the property), it costs us over £950 to market each home for sale. this excludes the added optional expense of videography, computer generated imagery or even bespoke social media adverts.



what is their average *fall through rate?*

the UK average is as much as 35% which is scary figure. if the agent in question is proud of their fall through rate, they will know it off the top of their head. the higher the fall through rate, the less confidence you should have to instruct the agent. a high fall through rate represents two things: one, their buyers are not fully vetted before rushing into negotiations to agree a sale with their client, and two, their ability to progress the sale may be weak. our fall through rate is 6.5% and we know that the hard work begins once the sale is agreed.



how much experience of *specialist probate sales does the agent have?*

we have been transacting on probate sales ever since our inception of business in 2016, whilst helping, guiding and achieving for our valued clients along the way.



what is their average percentage *of asking price achieved?*

the average throughout the country is 96%. so when instructing an agent, don't simply focus on the 'cheapest' fee because that could quickly become your most expensive decision. the lower the figure, the more likely it is that the agent consistently overvalues their clients' properties, or that they don't implement the optimum strategies to achieve the best possible resale value. we are proud to say that we are one of very few agents averaging over 100% of asking price. choose an agent with a proven track record of performance as this will be your most cost effective and valuable decision.



how long their *sole agency agreements are?*

if an agent asks you to commit to a crazy 4, 6, 10 or even 16 week sole agency agreement, this should ring alarm bells. at mi homes we do not have a contractual period, just a 14 day notice period (which has not been enforced to date). we feel that it is against the best interests of a vendor to sign a sole agency agreement and it is only in the interest of the agent. we believe clients' interests should always be put before our own and this is reflected in the way we manage our sole agency agreements. putting it simply, we want people to work with us because they want to, not because they have to.



our *communication*



WHATSAPP

dedicated whatsapp group



ONLINE PORTAL

bespoke online portal



PERFORMANCE REPORTS

detailed property performance reports (fortnightly)



“if you just communicate, you can get by, but if you communicate skilfully, you can work miracles.”

- jim rohn



recommended *specialist probate solicitors*



anupama bhatia

senior associate

nockolds

35 great st. helen's
london
ec3a 6ap



☎ (0) 20 3892 6819

✉ abhatia@nockolds.co.uk



samantha anastasiou

principal solicitor

anvoner law solicitors

sópers house, sopers road
cuffley, hertfordshire
en6 4ry



☎ (0) 20 8449 0003

✉ samantha@anvoner.co.uk

why *sole agency?*

*better results, a concentrated marketing campaign,
and fluidly executed.*

.....

would you use two solicitors to do the same job for you? you usually instruct a single one and trust them 100% - this is the attitude you should have with your estate agent too. it is so important that you instruct a single agent because more than one listing online can make you appear desperate and really affect the position and ability of your agent to negotiate you the best possible resale price of your property.

when vendors instruct more than one agent, they think they will get both agents competing against each other. in fact, what that actually does is remove the focus on doing the very best for their client, to focusing on their own best interests as the agent, and all they begin to care about is beating the other agent to the deal, but disregarding the focus on achieving the best possible price for their client as well as conveniently brushing aside the importance of ensuring the buyer(s) they are 'recommending' have been fully vetted and are actually capable of completing on the purchase. to conclude, sole agency instructions mean you will (statistically) achieve a higher price and have a higher chance of avoiding a 'fall through' provided the right agent is chosen from the outset. you will be getting the very best exposure with mi homes and when the time comes, we know our team are most capable to achieve the best financial outcome (highest on your sale, lowest on your purchase).





buyer & seller *testimonials*

“i wanted to share my exceptional experience with mi homes during the sale of my parents home. the whole team provided outstanding service, from start to finish. their professionalism, dedication were truly commendable. the marketing photos they produced were exceptional, showcasing the property in its best light and attracting a lot of interest. from the moment i enlisted their services to the closing of the sale, they ensured a smooth and successful process. i cannot thank the entire team enough for their exceptional support. i highly recommend mi homes to anyone seeking a seamless property sale experience.”

– *ahmad rachid* ★★★★★
(seller)

“i’ve had an excellent experience with selling my property through mi homes, from the marketing, right through to the point of completion. hussain and pio were very professional and supportive throughout. communication was always prompt via a whatsapp group that made life so much easier! i would have no hesitation in using mi homes again or recommending them to family and friends. thank you so much!”

– *vishal patel* ★★★★★
(seller)

“professional, decent and warm-hearted agents. i was pleased to have come across when looking for to find our new home. parmida is a wonderful representative who was helpful and supportive every step of the way. i strongly recommend mi homes.”

– *john magoulianitis* ★★★★★
(buyer)

“we purchased our home from mi homes earlier this year. they were extremely professional, always stayed in touch to provide regular (and accurate) updates and kept their word about making the transaction complete in the time frame we had agreed as part of our offer. having worked with many agents over the last 18 years, it’s very easy for me to say they have been one of my favourites to deal with.”

– *barry christoforou* ★★★★★
(buyer)

“pio at mi homes was amazing. he supported us every step of the way and was a kind and reassuring presence during the process. our dream has come true and i cannot recommend him enough.”

– *harry harrington* ★★★★★
(buyer)

“mi homes were our selling agents. the team saw our sale through from beginning to end, and were extremely respectful of our circumstances. we had a whatsapp group chat with them which worked great for us. they were always keeping us up to date and attended to our queries whenever we needed them. thanks once again!”

– *sophia joyram* ★★★★★
(seller)



3 mistakes to avoid *when selling your home*

01 OVERPRICING

this is arguably one of the easiest mistakes to make when selling as naturally everyone wants to achieve the highest sales price for their home and rightly so. however, statistically, the lowest priced properties sell for more and the highest priced properties sell for less. this is a fact. if a property appears as really good value, lots of buyers will want to view it and likely put an offer forward. that competition (of buyers) will drive the price up to real market value. think of a property auction...

guide prices are set very low to entice buyers to the auction room - more buyers brings more competition, leading to a higher price achieved.

02 CHOOSING THE CHEAPEST AGENT

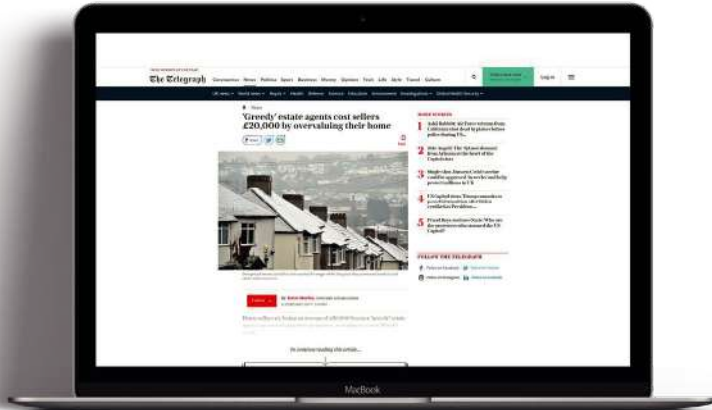
what's the difference between an estate agent and a great estate agent? 4% of your asking price, that's what. according to extensive research, the average estate agency achieves just 96% of the asking price whereas great agents achieve between 99-100%. on a £1m house, that 4% difference equates to £40,000 more for your property - this is not to be overlooked. anything great, though at first more expensive, will offer better value overall.

how many times have you opted for the cheaper option, only to have to purchase a better quality version in the end? as the saying goes: buy cheap, buy twice. estate agents are no different; there are the good, the bad, the ugly and the remarkable.

as an example; you have a house which you're planning on marketing at £500,000. agent 1 is offering to sell it for 1% but has a track record of achieving 97% of asking price, and agent 2 is offering 2% but has a track record of achieving 100%... which is the cheaper agent? agent 1 right? no. agent 2 is because they're more likely to achieve you £15,000 more for your house but only charge you £5,000 more making you **£10,000 better off**. that's what it's all about... the end result.

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after all, the 'cheapest agent' can quickly become the most expensive, as they say, 'you always get what you pay for'.



03 MAKING THE ASSUMPTION THAT HOUSES SELL THEMSELVES

irrespective of your views on estate agents, instructing the right agent brings so much value to your sale as houses do not sell themselves. here's why:

- houses cannot value themselves at the correct level to achieve maximum interest.
- they cannot photograph themselves in a way to attract maximum viewings.
- they cannot describe themselves in a way to give potential buyers just enough info, but not too much... to encourage them to step foot through your front door.
- they do not promote themselves in the places they will be seen the most.
- they do not continuously analyse and review the marketing and make changes where needed to avoid stagnation.
- they do not arrange viewings in a way which creates a sense of competition and urgency.
- they do not carry out viewings in a way that starts and ends the viewing in the area of the house that the buyer is most drawn to in a property.
- they do not negotiate the best price for themselves (on average between 5-10% more than a buyer's initial offer).
- they cannot follow up on viewings, addressing possible concerns and beginning negotiations.
- they do not negotiate the best price for themselves (on average between 5-10% more than a buyer's initial offer).
- they do not progress the sale solving the inevitable problems along the way. (chains collapsing, survey issues, slow solicitors, etc)

...but mi homes can.

reasons to entrust us with *the sale of your probate property*

we understand the complexities and sensitivities involved in this process, which is why we specialize in guiding you through every step, ensuring a smooth and efficient sale. here's why you should entrust us with the sale of your probate property:



expertise in probate sales:

probate sales require specialized knowledge of legal, financial, and real estate processes. our team comprises experts who understand the intricacies of probate laws and regulations. we handle the paperwork, legal formalities, and negotiations with precision, saving you time and hassle.



compassionate and supportive approach:

dealing with the loss of a loved one is challenging, and selling their property can be emotionally taxing. our team offers compassionate support throughout the entire process. we prioritize clear communication, empathy, and respect for your needs and emotions.



tailored marketing strategies:

every probate property is unique, and it requires a customized marketing approach to attract potential buyers. we develop tailored marketing strategies highlighting the property's strengths and appeal to the target audience. from professional photography to strategic listing placements, we ensure maximum exposure for your property.





extensive network and resources:

with years of experience in the real estate industry, we have built a vast network of professionals, including attorneys, appraisers, and contractors. this network allows us to address any legal or property-related issues promptly and efficiently, streamlining the selling process.



transparent and honest communication:

honesty and transparency are the foundations of our business. we provide you with realistic expectations regarding the sale of your probate property, including pricing guidance and market trends. you can trust us to keep you informed at every stage of the process, providing regular updates and feedback from potential buyers.



negotiation skills:

selling a probate property often involves negotiation with multiple parties, including heirs, creditors, and potential buyers. our skilled negotiators advocate for your best interests, striving to achieve the most favorable outcome for you. whether it's negotiating the sale price or resolving disputes, we are committed to securing the best possible deal.



efficiency and timeliness:

we understand the importance of completing the probate sale in a timely manner. our efficient processes and proactive approach ensure that your property is marketed effectively and sold promptly. we work diligently to minimize delays and expedite the closing process, allowing you to move forward with peace of mind.



continued support beyond the sale:

our relationship with you doesn't end at the closing table. we remain available to address any post-sale concerns or questions you may have. whether you need assistance with relocating or referrals for estate-related services, we're here to help.

selling a probate property can be a daunting task, but with mi homes on your team, you can navigate the process with confidence and ease.

what to consider when *selling a probate home*



LEGAL PROCESS:

understand the probate process in your jurisdiction. probate laws vary by state or country, so it's essential to follow the correct legal procedures for selling the property.

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EXECUTOR/ADMINISTRATOR RESPONSIBILITIES:

if you're the executor or administrator of the estate, you have fiduciary duties to the estate and its beneficiaries. you must act in the best interest of the estate and ensure that the property is sold at fair market value.

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TITLE ISSUES:

title issues can be common in probate properties. ensure that the title is clear and free of any liens, disputes, or claims. it may be necessary to work with a real estate attorney or title company to resolve any title issues.

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PROPERTY MAINTENANCE AND REPAIRS:

assess the condition of the property and determine if any repairs or maintenance are needed before listing it for sale. making necessary repairs can increase the property's value and appeal to potential buyers.

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MARKET CONDITIONS:

consider the current real estate market conditions in your area. factors such as supply and demand, interest rates, and economic conditions can affect the sale of the property.

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APPRAISAL AND PRICING:

obtain a professional appraisal or valuation of the property to determine its fair market value. pricing the property appropriately is crucial for attracting potential buyers and maximizing the sale price.

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what to consider when *selling a probate home*

BENEFICIARY APPROVAL:

depending on the jurisdiction and the terms of the will, you may need approval from the beneficiaries before selling the property. ensure that you comply with any legal requirements and obtain the necessary consent from the beneficiaries.

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MARKETING STRATEGY:

develop a marketing strategy to promote the property to potential buyers. this may include listing the property on multiple listing services (mls), online platforms, and working with a real estate agent experienced in probate sales.

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DISCLOSURE REQUIREMENTS:

familiarize yourself with the disclosure requirements for probate properties in your jurisdiction. you may be required to disclose certain information about the property's condition, history, and any known defects.

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NEGOTIATION AND SALE PROCESS:

be prepared to negotiate with potential buyers and manage the sale process from start to finish. this may involve reviewing offers, negotiating terms, and coordinating with legal and financial professionals to complete the sale.

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TAX IMPLICATIONS:

consider the tax implications of selling the property, including capital gains taxes and estate taxes. consult with a tax advisor or accountant to understand the tax consequences of the sale.

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mi homes probate
successes

29 morton way
southgate, n14 7hs

sold in 2022
for £755,000

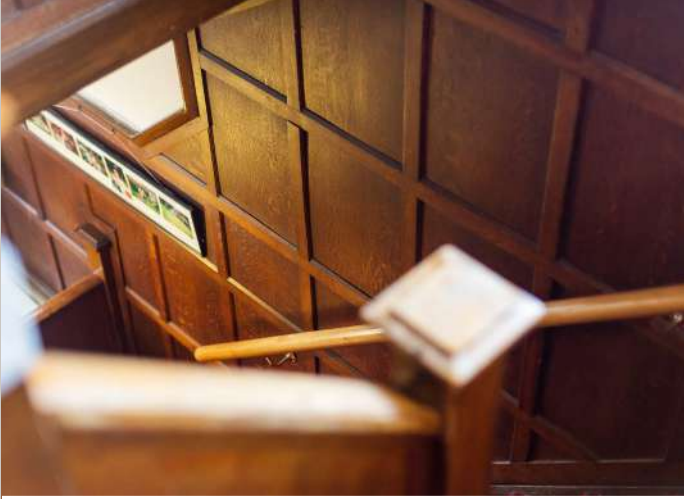




5 belgrave gardens
oakwood, n14 4ts

sold in 2022
for £830,000





mi homes probate
successes

12 fairgreen
hadley wood, en4 0qs

sold in 2022
for £1,520,000





mi homes probate
successes

flat 6, ruskin court
winchmore hill, n21 1qj

sold in 2023
for £296,000

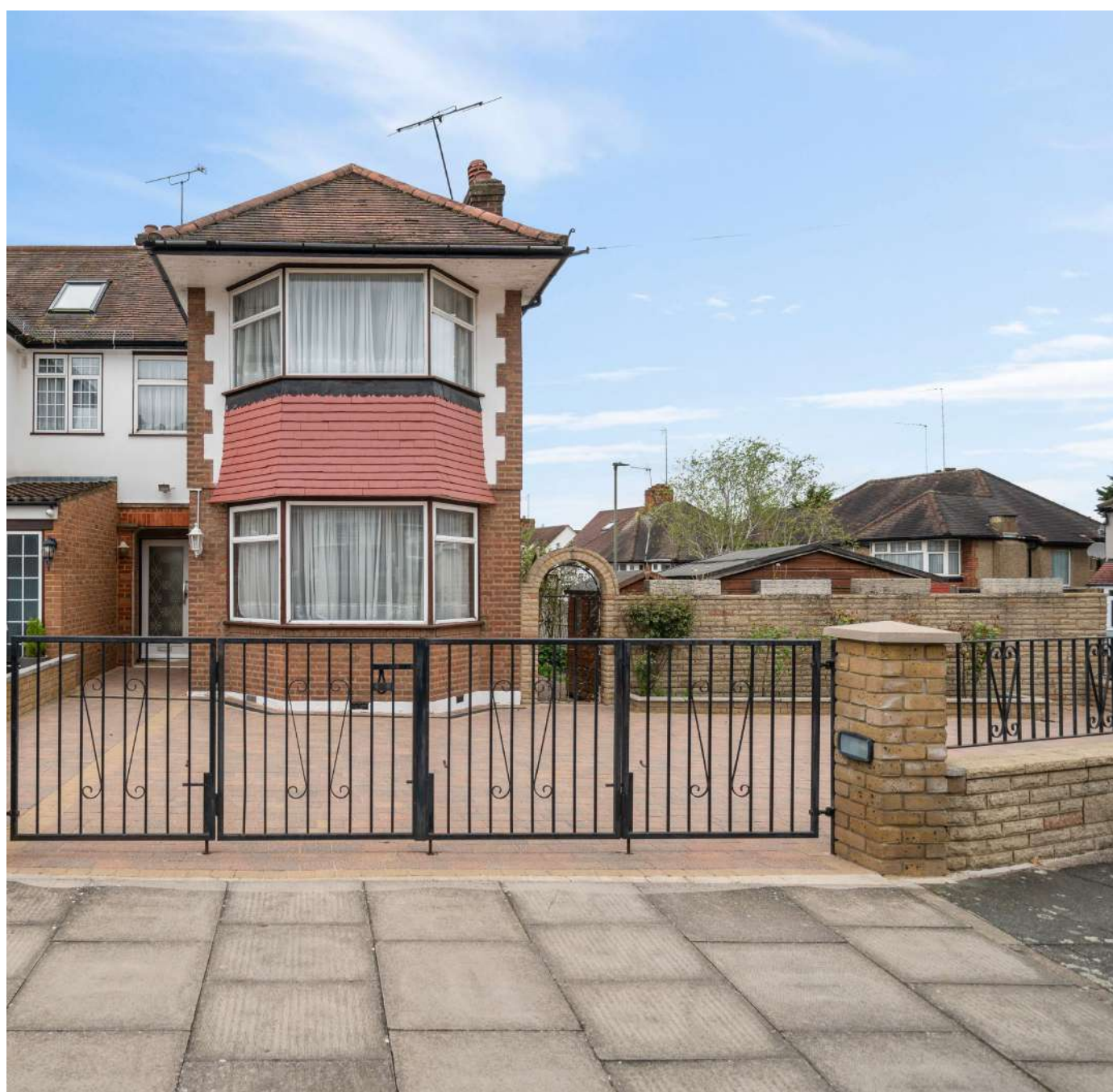




mi homes probate
successes

43 cowper road
southgate, n14 5rr

sold in 2024
for £785,000





35 enfield road
enfield, en2 7es

sold in 2024
for £780,000





for sale board *or no for sale board?*

yes, you 100% should.

it has become common knowledge that virtually all buyers (97%) will search online for a property and therefore, vendors don't see the need to have a for sale board, but there are still many valid reasons to have one, below is a list of a few:

ONE

buyers do still jump in the car on a sunday and drive around areas they would be interested in buying in to get a 'feel for the area'.

.....

TWO

friends / family from outside the area visiting family may well be 'thinking' of moving to your area but not actively looking and the fact your house is on the market, may just spur them to take the next steps.

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THREE

during our time as agents, we have lost count of the amount of people who say to us 'if that house comes on the market, i would love to buy it' or 'i would love to buy a house in x road'. so by having a board, you attract what we call the 'opportunist buyer'. the buyers who aren't actively looking, but would be interested if your house popped up on the market.

.....

FOUR

without one, you cannot say you are ticking every box and doing everything possible to find a buyer as quickly as possible for the highest possible price. yes the board outside your house helps your estate agent with brand awareness too, but so what? the relationship between you and your estate agent is exactly that, a 'relationship' so what's wrong with helping each other?

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we hear many reasons why property owners don't want a for sale board:

"i don't want to worry the gardener"
"i don't want my neighbours knowing"
"we don't get a lot of passing traffic"

look again at the examples above. is it worth potentially missing those opportunities for the sake of upsetting the gardener? your neighbours will soon know you are selling when people are waiting outside to view your house? focus on you, and ensure you are creating as much exposure for your home as possible.

purposeful
negotiation

successful, and respected by all parties involved in the buying & selling process, our property consultants understand what is required, and then deliver on their promise until final contracts are signed and delivered.

we are proud to confirm that each of our sales consultants are qualified as certified negotiators. our true value is optimised when we create the opportunity to negotiate the best possible price on your behalf. you have one single opportunity to sell your prized asset, so ensure you have the most performance focused team on board to maximise your financial position.





giving back to
charity



we are extremely proud to say that mi homes sponsor the dogs trust and noah's ark childrens hospice.

as animal lovers and dog owners ourselves, we can't help but to support dog's in need in any capacity. noah's ark children's hospice is another charity we support, the cause itself speaks volumes and goes without saying as to why we support this worthy organisation.

we also hope to take part (as a team) in a charity run in the near future.



as further commitment to our contributions to the above charities, in the hope we are instructed to move you onto a new chapter in your life, we will contribute .5% of our banked fees and split them equally to the above charities.

our *mi story*

established in 2016, mi homes was formed by founding director nicholas kyriacou, who set out to make a change in an industry which deserves it. with a property background, him, like you, have had difficult experiences with estate agents, and he knew there was a better way.

so, in many ways, mi homes was born out of frustration, which has quickly developed into a great pleasure, to serve clients in a way that they warrant to be, after all, what is more important than ensuring you are in the right hands when selling what is most likely to be your most expensive asset?

our ethos is to simply be the best kind of different. we aim to make a mark on an industry we deem as broken. these aren't just words. we operate differently, charge differently and perform differently.
now you have heard our story, let us help you create yours.

nicholas kyriacou - director



BRITISH
PROPERTY
AWARDS

2022

★★★★★

GOLD WINNER

ESTATE AGENT



mihomes
property agents



+44 (0) 20 7323 9574



PROBATESALES@MI-HOMES.CO.UK



MI-HOMES.CO.UK



9 ONSLOW PARADE, HAMPDEN SQUARE,
SOUTHGATE, N14 5JN



MI.HOMES



MI HOMES
#youdeservemore