



COAST & COUNTRY

— REAL ESTATE —

Choosing the best method
to *sell your* home



Which method is *best for you?*

There is no single “best” method. The right approach depends on the property, your circumstances, and the current market conditions at the time of listing. At Coast & Country, we review every factor carefully before recommending the method that will deliver the strongest result for you.

Across 2025, the market showed signs of imbalance, with well over half of all property listings eventually reducing their asking price, or worse, not even selling. These reductions are often driven by increased competition between similar homes and softer buyer demand. Unfortunately, once a price is reduced publicly, it can weaken the seller’s negotiating position. Buyers can see the price history and may assume the property is struggling to sell, often resulting in lower offers.

This is where choosing the right method becomes essential.

The Strategic method

can help avoid price reductions by generating strong early interest and creating competition among buyers. It draws attention quickly, positions the property correctly from day one, and encourages higher-quality offers.

The Open Market method

remains a solid option in balanced or buoyant markets, giving sellers flexibility and time to negotiate at their own pace.

The Off-Market method

offers a more discreet approach, allowing sellers to test genuine buyer interest without committing to a public launch or creating a visible price history. This can be especially valuable if timing, privacy, or personal circumstances are key considerations.



The *Strategic* method



The *Open Market* method



The *Off Market* method

Whichever method you choose, our goal is the same – to guide you confidently, protect your position, and achieve the best possible outcome for your home.

The *Strategic* method

Creating competition, maximising value.

When selling a property in the UK, the traditional route (known as private treaty) usually involves listing a home at an asking price and inviting buyers to negotiate. While this works for many, it can sometimes limit momentum and slow negotiations, particularly when the market favours buyers.

At Coast & Country, we take a more dynamic approach.

Our Strategic method is designed to spark genuine excitement and competition among buyers, helping you achieve the strongest sale price possible, in the shortest time.

Why It Works

Rather than relying solely on traditional pricing, we strategically position your property to attract a surge of interest.

By setting the marketing price around 5-10% below the expected sale value, we create a sense of urgency and competition that draws in multiple motivated buyers.

We also carefully align the listing price with search brackets on Rightmove and other portals to ensure maximum visibility.

Example...

If your home is valued at £450,000, we might recommend:

- Marketing initially at £425,000 for two or three weeks, hosting two to three Open Home events.
- If interest is limited, adjusting to £400,000 for a further two weeks with additional open home events.
- Within just four to five weeks, this approach typically results in multiple viewings and competing offers, giving you choice and negotiating power.

On the Day

Our open homes run for between one and two hours, with 15 to 20 minute viewing slots for each buyer, fully accompanied by our experienced agents.

This structure not only allows us to manage viewings efficiently but also lets buyers see others attending, reinforcing demand and competition.

Every attendee is pre-qualified, with full financial and chain details verified before any offer is presented.

The result...

- Increased buyer engagement
- Faster, more confident sales



The *Open Market* method

A steady, familiar approach.

The Open Market method of marketing is the most common way to market property in the UK. Your home is placed on the market with a set asking price, and buyers are invited to negotiate based on their level of interest. While this method is well-established and widely understood, it can sometimes lack urgency, particularly when there are more properties for sale than active buyers.

At Coast & Country, we use the Open Market method where appropriate, combining it with professional marketing and careful buyer management to help secure the best possible outcome.

Why It Works

The Open Market method offers a calmer, more flexible route for sellers who prefer a steady, low-pressure process. It allows you to adjust the asking price in response to real-time interest and feedback, and gives room for negotiations to be shaped around your goals, whether that's securing the strongest price or choosing a buyer who fits your preferred timescale.

This approach also gives buyers the breathing space they need to arrange viewings, finance, and surveys, making it particularly effective in balanced or confident markets where demand remains steady.

Example...

If your home is valued at £450,000, the Open Market method may involve:

- Marketing somewhere between £465,000 to £475,000 to allow room for negotiation.
- Monitoring market response over four to six weeks, or even longer.
- Making adjustments to the asking price if needed to maintain momentum. In this case, if the price needs adjusting, the next logical asking price would be £450,000, which can result in offers below this figure.

During the Marketing

Your home is listed; current registered buyers are contacted and enquiries from property portals such as Rightmove are dealt with. Viewings are then booked over the course of the coming weeks/months.

We qualify every enquiry before arranging viewings, ensuring only serious and proceedable buyers attend.

Our experienced negotiators then manage offers carefully to secure the best balance of price, position, and reliability.

The result...

- Familiar and flexible sales process
- Control over timing and negotiation
- Suited to high-demand markets



The *Off Market* method

A private, discreet alternative.

The Off-Market method is ideal for sellers who prefer a quieter, more controlled way to sell their home. Rather than listing on Rightmove and other public portals, we discreetly introduce your property to a carefully vetted group of qualified buyers from our database. This allows you to test interest without formally “going live”, protects your privacy, and avoids the stigma of price reductions or long marketing periods, while still attracting strong, motivated offers.

At Coast & Country, we manage the entire process with complete confidentiality, ensuring your home is shown only to genuinely suitable and proceedable buyers.

Why It Works

The Off-Market method is designed for sellers who value privacy or want to gauge interest before committing to a full launch. It works particularly well for unique homes, high-value properties, and situations where you would prefer a low-profile sale or need discretion while navigating personal circumstances. By limiting access to only the most relevant buyers, we create a sense of exclusivity that often results in serious, high-quality interest.

Example...

The Off-Market method allows you to maintain full control over the pace and visibility of your sale and would involve the following:

- Sharing the property discreetly with selected active buyers who match the profile for your home.
- Arranging private, pre-qualified viewings over a 2–3 week period.
- Reviewing early feedback and offers without committing to a full marketing launch.
- If strong interest is received, negotiating directly with buyers to secure a sale.
- If interest is limited, seamlessly transitioning to a full Open Home or Traditional launch, without any visible price history or time-on-market record.

During the (Off) Marketing

Your home is introduced privately to a hand-selected group of financially qualified buyers who closely match your property. Where appropriate, additional targeted exposure can be added through discreet social media activity. Viewings are arranged confidentially and around your schedule. We handle all enquiries personally and negotiate any offers with the same rigour as a public sale, focusing on price, position, and suitability.

The result...

- A discreet, controlled sales process
- Early insight into buyer interest without committing publicly
- Reduced risk of price changes or visible time on market
- Ideal for unique, high-value, or personal circumstance sales



Always guiding
you home



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