



EXPERT
ADVICE
INSIDE

CARVERS

What Really Happens

Once Your Home Goes Up For Sale?

The honest guide to the bit nobody explains.
Everything that happens between going live and agreeing a sale.

Contents

Thirteen short chapters covering everything that happens between your home going live and a sale being agreed.

01	Welcome	PAGE 03
02	Your home is live: what happens first	PAGE 04
03	Viewings: what to expect	PAGE 05
04	Feedback: the two kinds, and the silence	PAGE 06
05	Quiet weeks: when they're normal and when we act	PAGE 07
06	Price conversations: what the market is telling us	PAGE 08
07	Searching for your next home without adding pressure	PAGE 09
08	Letters, leaflets and other agents	PAGE 10
09	How we know whether it's working	PAGE 11
10	Offers: the number is only half the story	PAGE 12
11	Talk to us	PAGE 13
12	Your questions, our answers	PAGE 14
13	Final word	PAGE 15

The bit nobody really explains

Most sellers are given plenty of advice about how to get their home onto the market, and almost none about what happens once it is there. That gap is where the worry tends to live.

The weeks between your home going live and a sale being agreed can feel strangely quiet, even when a great deal is going on behind the scenes. There will be busy days and flat days, viewings that go beautifully and produce nothing, silence where you expected news, and news when you weren't expecting any.

None of that means something has gone wrong. Usually it means the process is doing exactly what the process does.

It also helps to remember that the people viewing your home are going through their own version of this: weighing a major life decision, juggling their own finances, often looking at more than one home at a time. Understanding that does not slow your sale down. In our experience, it is usually what gets you to the best outcome the fastest.

Here is to a smooth move.

James & Henry Carver

Carvers

01



James & Henry Carver

There is no such thing as a silly question... we would far rather you asked us than sat at home wondering.

We have written this guide because we would rather you knew all of that in advance than discovered it one worrying week at a time. It is based on what we see happen, over and over, with real sellers and real buyers, in plain English, because we do not much like jargon either.

Nothing here is designed to manage your expectations downwards. It is designed to take the mystery out of a stretch of the process that can otherwise feel like nothing is happening, and to explain what we are actually doing and watching for while it feels quiet.

Your home is live: what happens first

02

The photographs are up, the details are out, and your home is now in front of buyers. Here is what usually happens next.

The opening burst

The first couple of weeks are often one of the biggest bursts of attention your home will receive. Everyone already registered and actively looking sees it within a few days of each other, which is one reason getting the price and presentation right from day one matters so much – though it is far from the only window that counts. New buyers enter the market every week and competing homes sell or come off, so a slower start does not mean your chance has passed.

Then it settles, and activity stays uneven

Enquiries usually slow to a steadier trickle as the audience narrows to buyers newly starting their search. That is normal, not a sign interest has died. You may have three viewings in a weekend and then nothing for ten days, because buyers' timing is driven by things that have nothing to do with your home: work, school holidays, mortgage arrangements, their own sale falling into place. A quiet fortnight is a quiet fortnight, not a verdict.

What is happening in the quiet times?

On the days when nothing appears to be going on, we are still contacting matched buyers, following up enquiries, chasing feedback, keeping an eye on comparable homes nearby, and reviewing how your listing is performing. If it ever feels too quiet to you, tell us – we would much rather have that conversation in week three than in week twelve. Section 9 explains exactly what we are looking at while we have it.

Something doesn't look right? Tell us

When your listing first goes live, you will probably read it more closely than anyone else ever will. If a photograph, a description detail, the floorplan, or a fact about the property looks wrong, tell us straight away. We check everything before launch, but you know your home better than anyone, and it is always better to correct something early than have it become an issue later.

Viewings: what to expect

03

Viewings are the part sellers most look forward to and most dread, often within the same hour.

01 Expect the numbers to vary

Some homes sell on the second viewing. Others take considerably longer. There is no magic number, and comparing your total with a friend's is rarely useful, because no two homes, prices or moments in the market are the same.

02 Expect short notice

Buyers often ask to view the same day or the next, usually because they are fitting it around a busy working week, not because they are being inconsiderate of yours. We will always check with you first, but the more flexible you can be, the more buyers you will reach.

03 Expect the occasional no-show

Cars break down, childcare falls through, and a small number of people simply do not turn up. More often than not the reason is genuinely mundane, not a lack of respect for your time. We will always chase, and we will always tell you.

04 Expect some viewings to be quick

A viewing that lasts eight minutes is not automatically a bad sign, and one that lasts an hour is not automatically a good one. Some buyers know almost immediately, others are simply thorough. They are imagining a whole new life inside your walls in twenty minutes, which is no small ask.

05 Not every viewing is a potential buyer

And that is not a wasted viewing. We qualify everyone we bring round, but sometimes a buyer only discovers a property is not for them once they are standing in it, which a photograph could never have told them. That is the viewing doing its job, not failing at it.

06 Second viewings are a genuinely good sign

It usually means the property has survived a buyer's first round of decision-making and there is something worth exploring further. Not a guarantee of an offer, but meaningful interest.

A few things that genuinely help

A quick tidy before each viewing, especially the kitchen · Pets settled somewhere safe and out of the way · Warm in winter, cool and aired in summer · Lights on and curtains open, whatever the time of day · The front path and entrance clear, because the first impression starts at the gate

The two kinds, and the silence

This is the single most misunderstood part of being on the market. There are two completely different kinds of feedback, from different people, at different times.

01 Your agent's feedback from the viewing itself

What we saw and heard while standing in your home with the buyer: where they lingered, what they measured, what they asked about twice, whether they went quiet halfway round. Expect this quickly, and expect it to be honest, including the parts that are not especially flattering. It is often the more useful of the two.

Buyers with strong, immediate interest are generally easier to engage afterwards. Buyers who have decided against a property are much more likely not to respond at all, often because they would rather avoid an awkward conversation about why your home was not the one. It rarely comes from indifference. Most buyers know how much a home means to the people selling it, and silence is often their clumsy way of avoiding a conversation that feels uncomfortable for both sides, not just yours. So please do not read silence as bad news about your home. Read it as a buyer who has moved on, which they were always free to do.

What matters far more than any single comment is the pattern. One person mentioning the second bedroom is an opinion. Five people mentioning it is information we can act on.

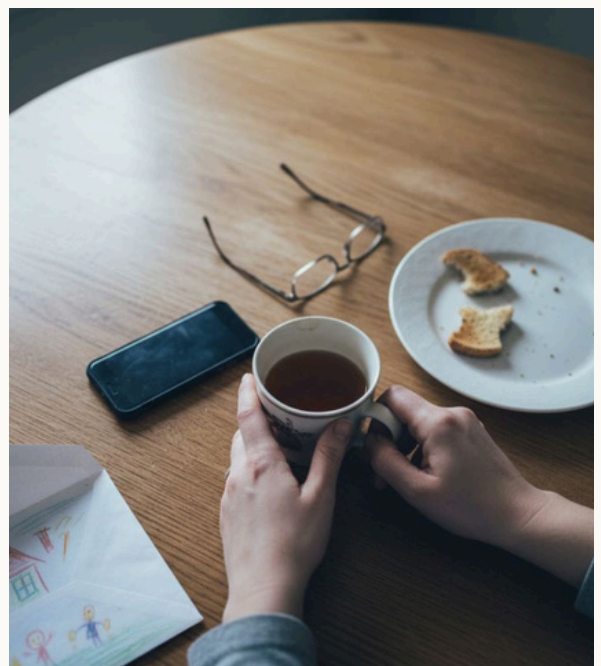
✓ Feedback we may be able to influence

Photography, presentation, viewing availability, the description, marketing approach, price positioning.

The job is never to react to every comment. It is to spot the pattern, and change the things that will genuinely improve the outcome.

02 The buyer's own feedback, after they have gone away

Here is the honest truth that catches most sellers off guard. Very often, it never comes. We call, we email, we follow up, and we hear nothing back. That is not us failing to chase, and it is not a reflection on your home.



✓ Feedback we cannot change

Road position, garden orientation, bedroom dimensions, distance from the station, neighbouring properties, or a buyer simply preferring another house.

Quiet weeks: when they're normal and when we act

05

We don't wait for a property to become stale before asking difficult questions. Periodically, and not only when you ask, we look at:

1

Portal activity

Whether the numbers seeing your listing are holding up, dropping off, or simply moving with the rest of the market.

2

Enquiry levels

How many people are actually getting in touch after seeing it online, not just looking.

3

Viewing numbers

Whether enough of those enquiries are turning into people through the door.

4

Viewing-to-offer conversion

Whether viewings are leading anywhere, or quietly piling up without progressing.

5

The pattern in repeated feedback

Whether the same comment keeps coming up across different buyers.

6

New competing properties

What else has come onto the market nearby since you launched, and what it's priced at.

7

Homes nearby that have sold or reduced

Fresh evidence of what buyers are actually prepared to pay right now.

8

Whether the original pricing strategy still makes sense

Pulling all of the above together honestly, rather than assuming day one was right forever.



We won't promise a fixed schedule of day seven, day fourteen, day twenty-one, because every home and every market moment is a little different. But the message is simple: silence from us does not mean nothing is happening, and reassurance from us does not mean the strategy stays unchanged indefinitely, whatever the evidence says. If something needs to change, we will bring it to you, with the evidence behind it, rather than wait for you to ask.

Price conversations: what the market is telling us

06

At some point, we may raise the idea of a price conversation. It is worth being clear about what that actually is, because it is very often misheard.

What sellers often hear

Sellers frequently hear “we need to think about the price” as “we got the valuation wrong.” That is usually not what is happening. At launch, a price is set using the best evidence available at the time: comparable sales, our experience of the local market, and the competition your home is up against that moment.

What is actually happening

Once your home has been live for a while, a new kind of evidence exists that simply was not available before: how real buyers have actually behaved towards your specific home. A price conversation, when we have one, is us reacting to that new evidence, not admitting the original figure was wrong.

The new evidence

Portal numbers, enquiry levels, viewing conversion, and the pattern in feedback are all evidence your home did not have on day one – and it would be a disservice to you to ignore it just because the original number felt right at the time.

Sometimes nothing about your home has changed at all

What has changed is what the market has told us since it went live. If we ever bring the price to you, it will be as a decision made with evidence – viewing numbers, enquiry levels, the themes in the feedback, and what comparable homes nearby have actually sold for – never out of frustration. The decision is always yours.

Searching for your next home without adding pressure

07

Selling is only half the reason you are doing any of this. The exciting half is what comes next, and we would never ask you to switch that off while your own home is on the market.

Look. Research. Set up alerts. Build a shortlist. Go to viewings. Get a feel for the streets, the schools and the journey to work. All of that is genuinely useful, and it will make you a faster, more decisive buyer when your moment arrives. If something genuinely exceptional comes up, talk to us before ruling out a viewing on the grounds that you are not yet proceedable – sometimes the right property appears and its seller is willing to entertain someone who is close but not quite there.

Where we would ask you to be careful is emotional, not practical. There is a real difference between looking properly and letting yourself become emotionally committed to a specific home before you are in a position to secure it.

It is also worth remembering that the buyers currently viewing your home are, in their own way, exactly where you are about to be. The patience you are hoping for from them now is the same patience you will be hoping to receive once you are the one falling for somewhere new.



How that tends to go

You view it. You love it. You start mentally arranging the furniture. Then one of two things happens. Either it sells to somebody who was ready to proceed, and you feel a real sense of loss over a home that was never actually yours. Or it stays available, and every quiet week on your own sale starts to feel like a personal failure, which piles pressure on you to accept an offer you are not happy with. Neither outcome helps you, and neither is really about the house. It is about spending, emotionally, money you do not yet have.

The good news: a shortlist kept warm is a genuine asset. The day you agree a sale, you become a proceedable buyer with a list of homes you already like and an agent ready to get you through the doors quickly. That is a strong position to be in.

Letters, leaflets and other agents

08

Once your home is visibly on the market, you may suddenly become very popular with estate agents.

01 Why the letters arrive

Cards, letters and leaflets will start arriving from other agencies, often along the lines of “we have a buyer looking for a home just like yours.” Most are templated and sent in bulk to everyone currently on the market. It arrived because your home is on the market, not because a specific buyer named your address, and it does not mean anything is wrong with your existing marketing.

02 You are under no obligation

Some agents will follow up in person. You are under no obligation to invite anybody in, discuss your sale, or book a valuation on the spot. “No thank you, we are happy with our agent” is a complete answer.

03 Before signing anything with another agency

Talk to us first and check your contract carefully. Your home is already listed on the portals where buyers actually search, so a second agency rarely reaches anyone genuinely new – it usually just means the same house listed twice in front of the same people, which can start to look like a property that is struggling. Depending on your agreement, it can also leave you liable for two fees on one sale rather than one.

04 If they genuinely have a buyer

The simplest thing they can do is introduce that buyer to us directly. A real buyer wants to see the house, and that is the quickest way to make it happen.



How we know whether it's working

09

It is easy to assume that no news means no progress. In reality, a listing that is working well gives off clear signs long before an offer lands – so you can recognise real success when you see it, rather than only relax once an offer is in hand.

1

Strong early clicks and enquiries

Buyers are doing exactly what we want them to in the first couple of weeks: taking notice and getting in touch.

2

Viewings turning into second viewings

One of the clearest signs a buyer is seriously weighing up your home, not just browsing.

3

The same thing coming up more than once in feedback

When several buyers independently love the same feature, that is the market confirming your home's real strengths.

4

Steady interest week to week

A sign the price is set correctly for what buyers are actually prepared to pay right now.



Think of it like buying fresh bread. You do not wait until closing time hoping the loaves left on the shelf are the best ones. You go early, and take the best looking loaf while it is there.

And the clearest sign of all: an early offer. If an offer lands in the first couple of weeks, that is not luck, and it is not a reason to hold out for something better. It is usually the strongest evidence you will get that the price, the presentation and the timing are all working exactly as they should. Waiting on the assumption that a higher offer must be coming is a gamble, and more often than not it works against you: a home that lingers on the market starts attracting buyers looking for a bargain rather than buyers who love it. “Wait and see” is not a strategy. It is a hope, and an early offer on a home that is working is something far more solid than that.

Offers: the number is only half the story

10

When the first offer arrives, it may not be the number you were hoping for. Try not to judge it by the opening number alone.

An opening position, not an insult

The person making a low offer has almost certainly never met you, and their number is shaped by their own budget and borrowing, often alongside another home or two they are weighing up. It is rarely a judgement on yours.

It is not where you start. It is where you end.

We have seen offers that felt insulting become sales the seller was genuinely delighted with, and we have seen sellers reject an opening offer outright, in the heat of the moment, and never find out how far that buyer would have come. Every offer is an invitation to keep talking. A rejection given in anger closes a door that one given calmly leaves open.

Before you decide anything

We will tell you what sits behind the number. Do they have a property to sell, and is it under offer or not yet listed? Are they in a chain, and how solid is it? Is their mortgage agreed in principle, or an assumption? Do their timescales suit yours? Cash, first-time buyer, or investor?

Worth knowing: the legal bit

In England and Wales, we are legally obliged to put every offer to you right up until contracts are exchanged, including one that arrives after you have already accepted another. We would do this anyway, but it is worth knowing it is not simply a courtesy. Under our industry's code of practice, we are also expected to establish a buyer's source and availability of funds and pass that on to you alongside their offer.

A slightly lower offer from somebody genuinely able to move can be worth considerably more than a higher one that cannot proceed. We will give you our honest view, and then the decision is entirely yours.

Talk to us

If you take one thing from this guide, please take this.

Tell us what you are thinking. If you are worried, disappointed, frustrated, or simply unsure what is going on, say so. You will not offend us, and you will not be a nuisance. In our experience, almost every seller who ends up genuinely unhappy started out as a seller who was mildly concerned about something and did not mention it for a fortnight.

✓ What you can expect from us

01 Honest updates

Including the ones that are not what you were hoping to hear.

03 Every offer put to you

With the full picture behind it.

05 Fair, respectful treatment of every buyer

Because how they are treated shapes the offer that eventually lands on your desk.

Tell us what you would like done

differently. More contact or less, updates by message rather than phone, another look at the photographs, a fresh look at the wording, or an honest conversation about price – just ask. It is your home and your move. We would far rather adjust than have you sitting at home wishing we would.

02 Viewing feedback as soon as we have it

And an explanation when there is none to give.

04 A straight answer

Whenever you ask a direct question.

06 No pressure

To accept anything you are not comfortable with.

Selling a home is a partnership for a few months, and partnerships work when both sides talk. The process very rarely goes wrong because somebody said something. It goes wrong far more often because nobody did. So please, pick up the phone. That is genuinely what we are here for.



Your questions, our answers

12

The four questions sellers ask us most often once their home is live – answered the way we would answer them across the kitchen table.

QUESTION 01

It has been two weeks and we have had no viewings. Should we panic?

No, but it is worth a conversation. Two quiet weeks can be nothing more than timing. Consistently low interest through the busiest phase of a listing usually points to one of three things: the price, the presentation, or the marketing. We would far rather look at that honestly with you early than leave it for months.

QUESTION 03

Should we reduce the price?

Sometimes, and only ever as a decision made with evidence rather than out of frustration. Before we would ever suggest it, we would look at viewing numbers, enquiry levels, the themes in the feedback, and what comparable homes nearby have actually sold for. The decision is always yours.

QUESTION 02

Somebody viewed twice and we have heard nothing since. What does that mean?

Usually it means they are thinking, talking it over with someone, checking their finances, or comparing your home against one or two others. Second viewers are rarely casual. We will stay in contact with them and tell you the moment we know more.

QUESTION 04

Another agent says they have a buyer for our home. What should we do?

Ask them to introduce that buyer to us. If the buyer is real, they will want to view, and we can arrange it straight away. Please also check the terms of your agreement with us before signing anything with anybody else.

There is no such thing as a silly question. Whatever yours is, ask it — that is genuinely what we are here for.



Final word

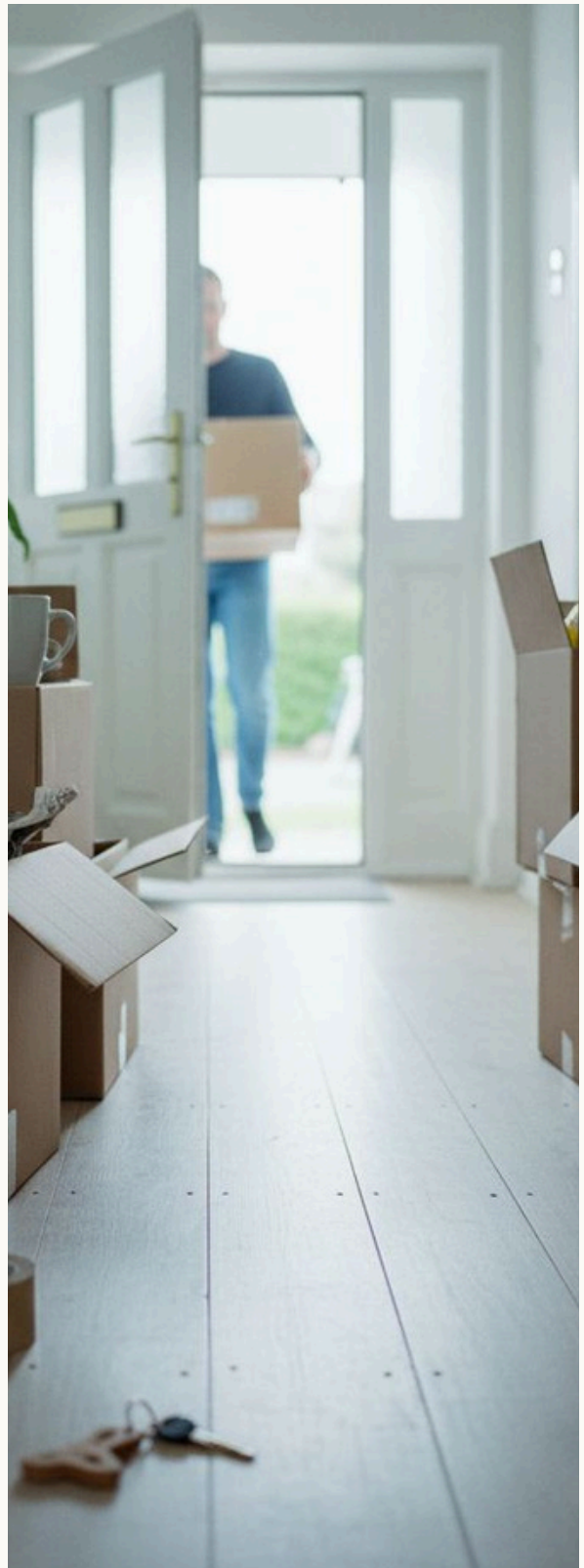
13

Being on the market is a strange few weeks. You are living completely normally in a home that is also, quietly, a product being sold. You are tidying more than usual, answering questions about your own house, and waiting on news from people you have never met.

The buyers walking through your home are, in their own way, going through exactly the same thing: weighing a big decision, hoping it works out, and hoping the person on the other side of it is fair to them too.

If nothing else stays with you from this guide, let it be this. Quiet weeks are normal. Silence from a buyer is rarely about your home. A low offer is a starting point, not an insult. Waiting for a mythical better offer is a gamble far more often than it is a strategy. And whatever is actually worrying you, from one line in a feedback call to a fortnight with no viewings, the answer is always the same: tell us.

Nationally, the average home currently takes around nine weeks to find a buyer, according to Rightmove's House Price Index, and that is before solicitors, surveys and searches even begin. If your own sale feels slower than you had hoped, the evidence says you are very likely sitting right on the national average, not falling behind it.



The information in this guide does not constitute legal or financial advice.

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LET'S KEEP TALKING

Quiet weeks are normal. Tell us what you're thinking.

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Network