

Guide

How Sheldon Bosley Knight can protect your property sale from falling through



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Introduction.

Every year, around 300,000 property transactions collapse, costing sellers and buyers an average of £3,337 and 6 months of wasted time.

It's completely legal to walk away from a property transaction - which means fall throughs happen far too often.

We know how stressful and frustrating this can be.

That's why we offer additional services for sellers and buyers who want extra protection, peace of mind, and a far greater chance of getting their move across the finish line.

Two ways to secure your sale.

If your last sale fell through, you don't have to go through that again.

At Sheldon Bosley Knight, we offer two powerful options to protect your sale and give you more certainty from the start:

1. Selling by Auction – exchange contracts immediately, making the sale legally binding on the spot
2. Gazeal Reservation Agreement – locks in commitment from both sides at offer stage, reducing the risk of fall throughs

Both options help you move forward with confidence, security, and control - you simply choose the one that best fits your goals.

Option 1: Selling Your Property At Auction.

Selling at auction isn't just for properties needing renovation work.

If you're looking for a faster, more secure route to completion, selling your home at auction could be the perfect solution - no matter the condition, style, or type of property you're selling.

Through our in-house auction team, you can sell with confidence, knowing your buyer is fully committed the moment the hammer falls.

While 29.8% of traditional house sales fall through in the UK (The Negotiator), the auction fall-through rate is less than 1% - making it one of the most secure ways to sell your property.

Why choose auction?

1. Guaranteed security

At auction, contracts are exchanged and a deposit is paid immediately at the fall of the gavel. That means minimal risk of the buyer changing their mind, no renegotiations, and no chain collapse to worry about.

2. Informed buyers only

Before bidding, every potential buyer receives a full legal pack prepared by your solicitor. They know everything about your property—its title, condition, and any key details—so they're fully informed before committing to buy.

3. Fast, fixed timelines

Completion usually takes place within 20 working days of the auction. That gives you certainty and a clear date to plan around—particularly helpful if you're in a chain and need to reassure everyone involved that your sale is secure and time-bound.

4. Competitive bidding

With extensive marketing across property sites and auction-specific platforms, auctions often attract multiple interested buyers, helping you achieve the best possible price on the day.

5. Expert guidance from start to finish

Our auction team will guide you through every step—from arranging your auction valuation and setting a reserve price to preparing the legal pack and marketing your property.

Is auction right for you?

Auction isn't for everyone, but it's a great choice if you:

- Want to sell quickly and securely
- Have already experienced a sale fall through.
- Are selling a vacant, tenanted, or unique property
- Need fixed completion dates for chain certainty

Isn't auction just for homes that need a lot of renovation work?

Not at all. Any property or land can be sold at auction, regardless of its condition. From modern family homes and investment properties to plots of land and unique buildings, almost anything can be sold. The only criteria are that the property has a title and you can prove ownership.

Can people buy at auction with a mortgage or do they need to pay cash?

Buyers don't have to be cash-only. Modern auctions allow buyers to bid even if they're purchasing with a mortgage. They'll need to pay a deposit and sign a contract as soon as the hammer falls, then typically have 20 working days to complete — giving time for mortgage arrangements to finalise.

Will my property sell for the same price at auction?

Every auction property is marketed with the same care and attention as a traditional sale. We create a bespoke marketing plan for every property and advertise widely to attract the right buyers — both locally and nationally.

Buyers can bid in person, online, by phone, or by proxy, ensuring maximum reach and competition on the day.

To safeguard you, a reserve price is agreed in advance, so your property will only sell for a price you're happy with.

Can I accept an offer before the auction?

Yes. Pre-auction offers can be received and accepted if they meet your agreed conditions. Your property won't be withdrawn from the auction until contracts have been exchanged, giving you complete peace of mind if you decide to accept an offer early.

What happens if my property doesn't sell at auction?

If your property doesn't reach its reserve price, it won't be sold on the day. However, many properties sell shortly after the auction through post-auction negotiations with registered bidders. Your auctioneer will continue to work to secure a sale, often within days.

What are the costs involved in selling at auction?

You'll pay an auction entry fee and your solicitor's cost for preparing the legal pack. A buyer's premium (paid by the purchaser) is also standard. The exact fees depend on your property and circumstances, and your auction valuer will provide a full breakdown upfront.

How long does the process take from start to finish?

Typically, once you've instructed the auction team, your property can be entered into the next available auction — usually within a few weeks. After the sale, completion usually takes place within 20 working days, meaning you could sell and move faster than through a traditional private sale.

Your next steps:

To explore this option, the first step is to book an auction valuation with our auction team.

They'll advise on whether auction is the best option for your circumstances, provide guide and reserve prices, and walk you through the auction process.

Option 2: Gazeal Reservation Agreement.

Gazeal provides a property reservation agreement that locks in commitment from the buyer and seller as soon as the offer is accepted.

That means you're protected from wasted time, unexpected costs, and last-minute letdowns.

Get upfront commitment and protect your finances.

How does Gazeal protect buyers and sellers from fall throughs?

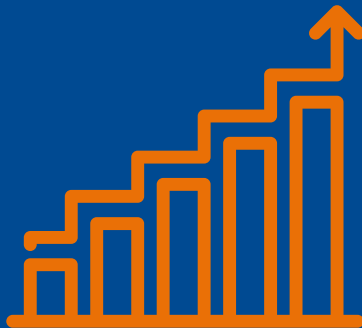
- Stronger commitment – Buyers and sellers sign a digital reservation agreement at the point of offer, committing them to the sale
- Transparency upfront – Key property information is prepared early, so buyers know what they're committing to

- Price protection – No last-minute renegotiation of the sales price
- Financial security – If someone walks away without good reason, the other party receives compensation (minimum £2,000)

The result?

More certainty, less stress, and a far higher chance of moving successfully.

- Without Gazeal: **only 60% of property sales complete**
- With Gazeal: **93% of property sales complete**



How Gazeal's reservation agreement works.

- Transparency built in → Buyers get access to key property information upfront, reducing surprises later
- Offer accepted → Buyer and seller sign a reservation agreement
- Commitment secured → Both sides choose their level of guarantee and agree the terms
- Protection in place → If either side withdraws without good reason, the other receives compensation



Who does Gazeal protect?

Sellers are protected from:

- Buyers who misrepresent their situation (e.g., claiming to be chain-free).
- Mortgage or credit issues that weren't disclosed.
- Unreasonable completion deadlines.
- Buyers trying to drop the price before completion.

Buyers are protected from:

- Sellers accepting a higher offer mid-process.
- Sellers changing their mind about moving.
- Unreasonable deadlines.
- Sellers demanding more money last minute.

We know the fear of another fall through can hold you back from moving.

With Gazeal, you don't have to feel like you're gambling. Instead, you can go back on the market with:

- More certainty
- More security
- More confidence

Common questions.

Do I have to use this service if buying or selling with Sheldon Bosley Knight?

No - it's completely optional. But we recommend it if you want an extra layer of certainty.

How much does it cost?

The property information pack is a free service. The reservation agreement starts from £250 + VAT per person and pricing depends on the agreed guarantee.

How is a reservation agreement different to exchanging contracts?

Exchanging legal contracts happens much later in the conveyancing process. With Gazeal, the reservation agreement locks in commitment as soon as the offer is accepted.

You won't legally own your new home until the exchange of contracts and the transfer of the property's title deeds – but you're financially protected in the meantime.

What if something genuine goes wrong or the survey flags up serious problems?

The agreement is fair and flexible. For example, if a bad survey, problems with the title deeds, mortgage issues, or a broken chain make it impossible to proceed, no penalties apply. Additional conditions may be added by mutual consent between the buyer and seller.

As a seller, how can I withdraw without penalty?

- If the buyer gave incorrect information
- If the buyer misses agreed timescales
- If the chain below the buyer collapses
- By mutual consent with the buyer

How much could I be compensated if my transaction falls through?

At least £2,000 but up to £10,000, depending on the level of guarantee agreed upfront.

How does the agreement work in a chain?

The agreement is not dependent on other people in the chain having a reservation agreement. If at any point the chain collapses, then the agreement simply pauses and can be restarted if both parties mutually agree.

Final message from the team.

Moving home is exciting - but it's also one of the biggest financial and emotional commitments you'll ever make. The last thing you need is the stress of a collapsed sale.

With a Gazeal agreement or sale by auction, you're not just relying on good intentions - you're securing real commitment, real protection, and real peace of mind.

We want every move to be as smooth and stress-free as possible. If your last sale fell through, don't let that stop you moving forward.

If you're ready to put your home back on the market, or you want to explore auctions or Gazeal agreements, get in touch with your dedicated valuer by WhatsApp or email and we'll advise you based on your unique circumstances.

Have any questions? Email us at marketing@sheldonbosleyknight.co.uk - we'll be happy to help.

Book Valuation

MIKE AND THE
SHELDON BOSLEY
KNIGHT TEAM

