

Guide

The Most Important Weeks of Your Property Sale




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LAND AND
PROPERTY
PROFESSIONALS

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Introduction

When your property first goes live, the clock starts immediately.

Serious buyers are already watching, comparing, and making decisions and the first few weeks on the market can have a huge impact on the final outcome of your sale. In fact, the strongest interest, the highest engagement, and often the best offers all tend to happen early.

This guide looks at **the first 12 weeks after your property goes live**, showing how buyer activity changes from week 1 through to week 12 and the likelihood of securing a sale at each stage.



Why the highest valuation isn't always the best

The property market is highly competitive, and most homeowners will invite 2 or 3 estate agents out for a valuation before deciding who to instruct. Because it's called a "valuation," it's easy to assume the highest figure is the best option. **However, in some cases, valuing a property higher can simply be part of an agent's strategy to win the instruction and sign you into a lengthy tie-in period.**

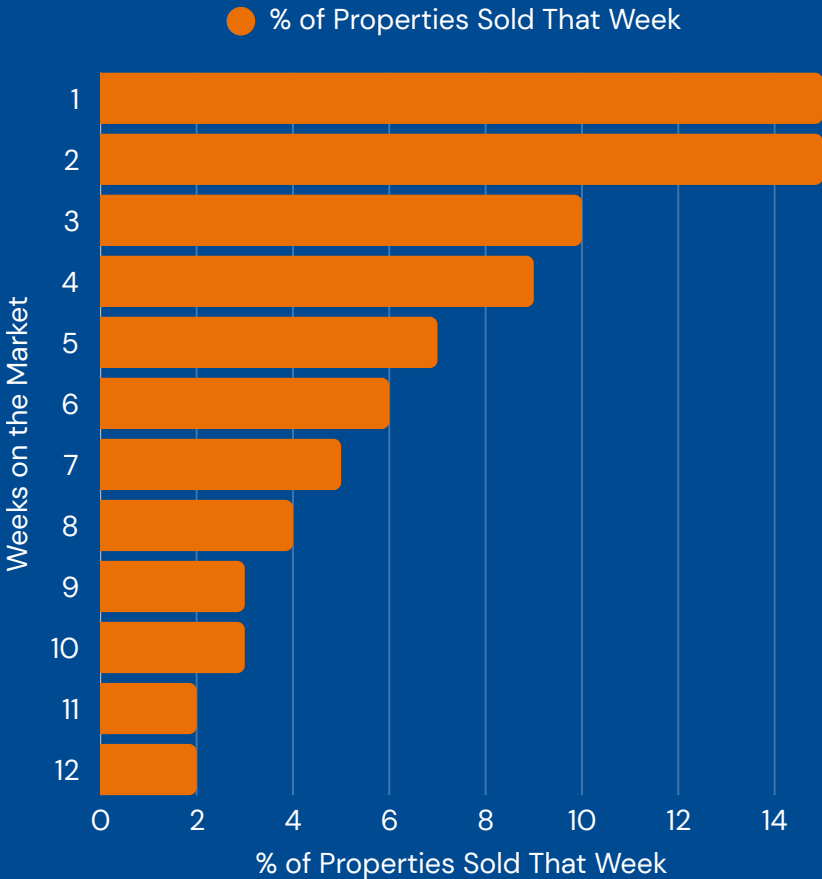
The most important thing is not choosing the highest number - it's choosing the right pricing strategy. **A strong valuation should be based on in-depth research, comparable properties, current market conditions, buyer demand, and a clear marketing plan.**

Pricing correctly from the start gives your property the best chance of generating strong interest, attracting serious buyers, and achieving the best possible outcome. You should always have a price range with a Plan A and Plan B strategy.

Once your property goes live, real market data, buyer feedback, and viewing activity will help determine any changes that may need implementing. It's not always a case of simply moving from Plan A to Plan B - sometimes small strategic adjustments can make the biggest difference.

When do homes actually sell?

Percentage of homes going SSTC by week in the UK, based on a share of all homes that would go on to sell (not all homes listed).*



*based on UK property market data and reconstructed market performance analysis using insights from Rightmove, Zoopla and TwentyEA.

What the data shows



30%

of homes sell in the first 2 weeks

Highest buyer activity
New listing momentum



48%

sold by week 4

Peak opportunity window
Serious buyers making decisions



58%

sold by week 6

Feedback becomes clearer
Pricing starts to matter more



76%

sold by week 12

Momentum slows
Buyer pool becomes smaller

The truth about selling your home

**Most homes don't sell over
time...**

**They sell at the start or they
struggle later**

What really happens on the market:

Up to 48% of homes that will sell, sell in
the first 4 weeks

By week 6, over half of successful sales
have already happened

By week 12, around 70% of homes that
will sell... have sold

**After 12 weeks, only 14-15% of properties
left on the market will go on to sell.**

What this means for you

If your home hasn't sold in the first few weeks:

You've already missed your biggest opportunity window

The number of active buyers starts shrinking

Buyers begin to ask:



“Why hasn't this sold yet?”

What happens after 12 weeks?

If a property has not agreed a sale within the first 12 weeks, it is usually a sign that a significant change is needed to re-engage buyers. Rightmove often recommends that any price adjustment should be meaningful — typically around 5% — to attract fresh interest and encourage buyers who may have previously overlooked the property.

However, pricing decisions should never be based on time alone. Any changes should also take into consideration the market data, buyer feedback, viewing levels, and overall response collected since the property first went live. This allows the strategy to be reviewed properly and ensures any adjustments are made with purpose, not panic.

Simply leaving a property to stagnate on the market is often the worst strategy to continue with.

What most sellers don't realise

Homes that don't sell early, often:

- Get less interest over time
- Require price reductions
- End up selling for less than they could have achieved

The best offers usually come early

That's because:

- New listings create urgency
- Buyers compete when interest is high
- Strong demand = stronger prices

Simple Way to Think
About It:

You don't get more
buyers over time -
you get fewer.

**Your first 4 weeks
on the market will
determine your final
sale price.**

The biggest mistake sellers make

Starting too high and “testing the market”

What actually happens:

- You miss the early wave of serious buyers
- Your listing becomes “stale”
- You end up reducing later - often below where you could have started

According to research by Zoopla, when surveying sellers whose homes didn't sell in the last 3 years, 34% admitted their home was listed at too high a price.

Among those who sold, 53% had to reduce their asking price to attract a seller.

Additional data shows that for every 5% homes were priced over the local market average, their chance of selling reduced by 5%.

Homes 10% over the local market average were 10% less likely to sell.

This data goes to show the importance of pricing right from the start.

Not only will this help you attract more potential buyers and boost your chance of a sale, it also helps you sell faster.



Disclaimer:

The statistics and market trends shown in this guide are based on UK property market data and reconstructed market performance analysis using insights from Rightmove and TwentyEA, covering the period from **January 2021 to May 2026**.

Figures are intended as a general guide to typical market behaviour and may vary depending on location, property type, price range, and market conditions.

For example, homes priced above £750,000 often take longer to sell, as they rely on finding a more specific buyer and the buyer pool is naturally smaller. Around 55–60% of successful sales are agreed within the first 12 weeks.

Final message

When your home first comes to the market, it gets the most attention from serious buyers. In fact, nearly half of all successful sales happen within the first 4 weeks. This is when buyer demand is at its highest and when you have the best chance of achieving a strong price. After this, interest usually starts to slow down. By around 6 weeks, most active buyers have already viewed the property, and by 10-12 weeks, many of the homes that are going to sell have already done so.

That's why **pricing your home correctly from day one is so important**. Starting too high can mean missing the most important window of buyer interest, which can lead to fewer viewings, longer time on the market, and price reductions later on.

Our job is to help you achieve the best possible price. We do this by creating strong interest and competition while buyer demand is at its highest. If we get that right from the start, we give ourselves the best chance of selling in the first 12 weeks and for the best possible price.

It's also why we use our **Guide to Property Performance**, which is built around the first 12 weeks of your sale. This allows our team to stay proactive, monitor feedback closely, and make sure we maximise the most important weeks of your property being on the market.



- GARY (DIRECTOR) &
THE SHELDON BOSLEY
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