Morrison Estates

THE SELLERS GUIDE

Selling with Confidence.

Expert advice, outstanding presentation and a transparent sales process - from your first valuation to completion.



YOUR HOME. OUR EXPERTISE. A BETTER MOVE.

Opening Doors to a Better Move.

PSRA LICENCE 004334

SELLING WITH MORRISON ESTATES

Your Sale Starts Here

Personal advice, clear instructions and a straightforward process - with no upfront agency fees.

VALUATION & INSTRUCTION

- Free, in-person valuation with an experienced local property expert.
- A detailed written advice letter setting out our valuation, recommended approach, service and terms.
- Secure online signing of our Terms of Engagement.
- No upfront agency fees - our selling fee is payable on completion of the sale.

COMPLIANCE MADE EASIER

- PSRA instruction documents issued for secure signing through DocuSign.
- Secure upload of identity and proof-of-address documents for anti-money-laundering checks.
- Upload your existing Building Energy Rating (BER) certificate, or arrange for a new BER assessment.
- Guidance on preparing the property and documents before launch.

We handle the details, so you can focus on your next move.

Our experienced auctioneers and sales team guide you through each stage, explaining the process and keeping you informed.

SELLING WITH MORRISON ESTATES

Marketing That Moves People

A considered marketing strategy, professional presentation and exposure to qualified buyers.

PROFESSIONAL PRESENTATION

- Photography appointment arranged, with property photographs and descriptions previewed before launch.
- Floor plans included as standard, with the opportunity to provide additional comments for your listing.
- Practical presentation and staging advice, with property refresh services where appropriate.

MAXIMUM MARKET EXPOSURE

- Proactive contact with our database of qualified buyers and targeted email alerts.
- Access to corporate and relocation buyers, including clients of leading international companies.
- Listings on Daft.ie, MyHome.ie, Morrisonestates.ie and associated property channels.
- Over EUR 500 worth of premium advertising included when you instruct us.
- Exclusive coming-soon alerts to registered buyers.



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Viewings, Offers & Offr

Qualified buyers, accompanied viewings and transparent bidding - with you in control.

VIEWINGS & BUYER QUALIFICATION

- Accompanied property viewings organised by our team.
- Buyer qualification and identity verification.
- Online viewing calendar and timely updates on booked appointments.
- Buyer comments and viewing feedback shared with you.

OFFERS & NEGOTIATION

- A dedicated negotiator focused on achieving the strongest possible price and terms.
- Bidders register through our website and provide supporting documentation.
- Offr digital bidding portal records offers and notifies participating bidders of changes.
- Real-time visibility of offers and bidder activity, with transparent transaction records.
- Bid deadlines may be agreed where appropriate.
- Private treaty or auction sale methods supported by a structured digital process.

Transparency builds confidence.

Our Offr-powered process helps sellers track offers clearly while giving buyers confidence in a professionally managed bidding experience.

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SELLING WITH MORRISON ESTATES

From Sale Agreed to Sold

Consistent communication, experienced guidance and practical support until the keys are handed over.

COMMUNICATION & COMPLETION

- A consistent point of contact from valuation to completion.
- Regular communication with you throughout the marketing and sales process.
- Contact with the purchaser and their representatives once the sale is agreed.
- Liaison with vendor and purchaser solicitors to help progress the transaction.
- Coordination of access and key release to authorised third-party suppliers where approved by you.
- Practical updates on surveys, valuations, contracts and the expected completion process.

One experienced team. Every step of the way.

Selling a home is a major decision. Our role is to combine personal service, professional advice and modern systems to make your move as smooth and successful as possible.

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Ready to make your next move?

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