Selling a House

—

What I Have Observed in 15 Years

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Introduction

At the end of June, my professional career reached forty-six years of uninterrupted activity.

Of these, the last fifteen have been dedicated to the property sector.

During that time I sold hundreds of properties and accompanied thousands of people, situations and circumstances.

Some were selling for the first time.

Others had been through the process before.

Some faced the decision with confidence.

Others with apprehension.

But there was something that seemed common to most of them.

The conviction that they knew, more or less, what awaited them.

And that selling a house would be a fairly simple process.

It is a perfectly understandable idea.

At first glance there is a property.

There is an owner.

There are documents.

There is a buyer.

At some point the parties reach an agreement and the sale happens.

That is how most people imagine the process.

The reality is usually different.

Over the years I have seen deals that seemed settled become unexpectedly complicated.

And others, which at first seemed unlikely, close without much difficulty.

I have seen expectations confirmed.

And others completely contradicted by events.

But above all, I observed a reality that repeated itself many times.

Most of the difficulties that arise during a sale have little to do with the property.

They have to do with people.

With decisions.

With expectations.

With time.

And with the way each person interprets the reality in front of them.

This book does not set out to teach sales techniques.

It does not aim to replace legal, tax or financial advice.

And even less to offer infallible formulas.

If there is one thing I have learned, it is that infallible formulas rarely survive contact with reality.

The purpose of these pages is simpler.

To share what I have repeatedly observed happening.

The situations that kept recurring.

The most frequent doubts.

The mistakes that were repeated.

And the small decisions that, more often than not, ended up making all the difference.

Throughout my working life I spent many years in consultancy.

When I decided to enter the property sector, I did not do so because I wanted to sell houses.

I believed, perhaps somewhat naively, that competent advisory work would naturally lead to the sale itself.

Experience showed me that reality is more complex.

But it also reinforced a conviction I have never abandoned.

The best decisions almost always come from a good understanding of reality.

It was this way of looking at the profession that gave rise to this book.

Because selling a house is, almost always, much more than selling a house.

And, usually, we only realise that when it is our turn.

1 — The decision to sell

Most sales do not begin with a buyer.

They begin with an idea.

It becomes an intention.

And, at some point, turns into a decision.

A process that sometimes takes months.

In other situations, years.

And one that is rarely as simple as it looks to an outside observer.

When someone puts a house up for sale, it is common to assume they simply want to move or realise a certain amount of money.

Sometimes that is true.

But, often, the reality is more complex.

Over the years I have seen people sell because they wanted to.

Others because they needed to.

And some because they felt they had no alternative.

There are career changes.

Family changes.

Divorces.

Inheritances.

Financial difficulties.

Retirement.

Moves to a new city or country.

New life projects.

Or, simply, events nobody could have foreseen.

Every sale has a story.

Even when that story is not visible to an outside observer.

One of the first questions any owner should ask themselves is simple:

Why do I want to sell?

The answer seems obvious.

But often it is not.

Because there is an important difference between wanting to sell, being able to sell and having to sell.

Those who want to sell usually have room to decide.

Those who can sell weigh up opportunities.

Those who have to sell often face circumstances that shape the entire process.

Understanding that difference helps to interpret many of the decisions that follow.

The asking price.

The urgency.

The willingness to negotiate.

And the way each offer is assessed.

I learned early on that understanding the true motivation behind a sale is often more important than knowing the property's features.

Because it is that motivation that ends up influencing almost everything that happens next.

Before thinking about prices.

About buyers.

Or about viewings.

There is a decision that deserves to be understood.

The decision to sell.

And the reasons that make it necessary.

2 — Hiring an agent: a decision more human than financial

One of the first decisions an owner faces has nothing to do with price.

Nor with paperwork.

Nor even with the property itself.

The question usually arises very early.

Am I going to handle this on my own, or am I going to ask for help?

For many years I watched this decision being weighed almost exclusively in financial terms.

How much is the commission?

How much will I pay?

How much will I save?

Very rarely did other questions come up.

Who is the person who will accompany me?

How do they work?

What can I expect from them?

How will they actually be able to help me?

Experience led me to conclude that this decision is usually more complex.

And far more human.

Hiring an agent does not just mean paying for a service.

It means choosing someone to accompany a process that, for most people, happens only a few times in a lifetime.

It means delegating tasks.

Trusting them with information.

Sharing doubts.

And choosing who will be at your side during one of the largest financial operations many people will ever carry out.

It is not a trivial decision.

There is, of course, a technical dimension.

Naturally.

But there is also a relational dimension that is rarely valued at the outset and that ends up shaping many of the decisions that follow.

Over the years I met owners who were looking for nothing more than someone to publish listings.

And others who were looking for someone able to accompany them through moments of doubt, pressure or uncertainty.

The way a person communicates.

The trust they convey.

Their ability to explain complex situations.

Their willingness to listen.

All of this shapes the relationship that is built.

Curiously, I often saw two people convey exactly the same information.

And achieve completely different results.

One was listened to.

The other was not.

The reasons can vary.

Experience.

Empathy.

Credibility.

The way they communicate.

Probably a combination of all of it.

What I learned is that trust rarely comes from technical knowledge alone.

It comes, above all, from the way that knowledge is put at the service of people.

During a sale, doubts arise.

Difficult decisions arise.

Moments arise in which it is necessary to act quickly.

And, sometimes, deciding alone is far harder than it seemed at the start.

The commission is the most visible part of this decision.

But it is rarely the only one.

And it is not always the most important.

Because what is really at stake is knowing who will take on, alongside you, the responsibility of accompanying a process that can turn out to be fairly straightforward.

Or surprisingly complex.

3 — The price: what is your property really worth?

Few subjects stir up as much emotion as price.

And few decisions influence the outcome of a sale as much.

There is a question almost every owner asks.

What is my house worth?

The difficulty is that this question rarely has just one answer.

There is the emotional value.

There is the value the owner would like to achieve.

There is the value they need in order to carry out their plans.

And there is the value the market is willing to pay.

They do not always coincide.

And, at times, they are very far apart.

There is a reality I have observed time and again.

The market rarely rejects properties.

The market rejects prices.

This is perhaps one of the hardest ideas to accept when selling a house.

It is natural to think that, if nobody is buying, the problem lies with the buyers, the economy or the state of the market.

Sometimes it does.

But, in most of the situations I have witnessed, the difference lay between what the owner expected to receive and what buyers were actually willing to pay.

Everything sells, sooner or later, at the right price.

The real question is not whether the property will sell.

It is understanding how much time will be needed for seller and buyer to find a point of balance.

And that time almost always comes at a cost.

There is a situation that repeats itself often.

The owner asks for several opinions.

Receives different valuations.

And naturally tends to believe the one closest to what the owner would like to hear.

It is not irrational behaviour.

It is human behaviour.

We all prefer to believe the news that confirms our expectations.

The problem is that the market does not confirm expectations.

It simply responds.

And it responds very objectively.

Through viewings.

Through offers.

Or through their absence.

When a property stays on the market for a long time without generating interest, that response deserves to be heard.

Ignoring it does not change reality.

It only delays the moment of facing it.

There is also a less comfortable reality.

Not every professional presents a valuation based purely on the market.

Some promise prices that are hard to achieve.

Out of excessive optimism.

Out of conviction.

Or because they know a higher figure increases the chances of winning the listing.

It is a reality that exists.

And one that, unfortunately, does not always benefit the owner.

Because it creates expectations that will later have to be confronted with reality.

In the end, the price stops being just a figure.

It becomes a meeting point between two different expectations.

The seller's.

And the buyer's.

The sooner that balance is found, the greater the likelihood that the sale will proceed calmly, without the wear and tear that time almost always brings.

4 — The paperwork: the problem nobody wants to see

There is a subject that rarely excites anyone who has decided to sell a house.

The paperwork.

It is understandable.

Documents do not make a property more attractive.

They do not generate viewings.

They do not, in themselves, increase its market value.

But they can stop a sale from happening.

Or, in some cases, stop the property from truly being ready to enter the market.

Over the years I have seen countless situations where the paperwork seemed to be in order.

Until the moment it no longer was.

An area different from the one on record.

A building that was never formalised.

A usage licence that was never applied for.

A change made many years ago that was never legalised.

At first glance, these seem like minor details.

As long as nobody needs them, they go almost unnoticed.

The problem is that, in a sale, sooner or later someone may spot these issues.

And, once that moment arrives, they can no longer be ignored.

Paperwork rarely creates value.

But it can destroy opportunities.

For years, many owners tend to give little importance to a property's documents.

In reality, they are filed away after completion and left there. Sometimes for decades.

They never had any problems.

They have lived in the house for so long.

They pay their taxes.

Everything seems to be in order.

Until a genuinely interested buyer comes along.

It is usually at that point that small administrative irregularities stop being small and start holding up the entire sale.

In some cases, an honest assessment of the situation leads to the conclusion that the property should not go on the market before these issues are resolved.

Delaying the start of marketing by a few weeks can prevent months of delays, uncertainty, or even the loss of a genuinely interested buyer.

Documents have also changed over the years.

For a long time, it was enough to have them.

Today that is no longer enough.

Today, many of the documents needed to sell a property have an expiry date or must reflect the property's current situation.

It is an administrative reality that owners do not always appreciate.

Because a document can be correct.

And, even so, no longer valid for use in a sale.

Checking the paperwork no longer just means confirming it exists.

It also means confirming it is up to date and can be used once a buyer comes along.

A sale has a curious feature.

It brings to the surface matters that had remained invisible for a long time.

Issues that never caused any difficulty suddenly demand answers.

And those answers are not always quick.

Nor always easy to anticipate.

The buyer wants security.

The bank wants guarantees.

The professionals involved want evidence.

And the paperwork is one way of confirming that all of this exists.

Not because anyone doubts the owner.

But because everyone needs to be certain that what is being sold genuinely matches reality.

A sale can survive difficult negotiations.

It can survive minor disagreements between buyer and seller.

It can even survive some delay.

But it may not survive paperwork problems that could have been resolved before the property went on the market.

And, when that happens, the most common feeling is frustration.

Not because the problem is necessarily serious.

But because, in most cases, it could have been avoided.

I have learned that paperwork is rarely the subject most talked about during a sale.

But it is often one of the subjects that most influences its outcome.

Because when a documental problem arises, it usually arises at the worst possible time:

when buyer and seller already believed the hardest part was behind them.

5 — Time: the one resource nobody can recover

There are factors that influence a sale which nobody can control.

The economy.

Interest rates.

Demand.

The banks' decisions.

And there is one factor that, in one way or another, influences all the others.

Time.

Time plays a part before, during and after the sale.

It is there when the owner puts off a decision.

When a process takes longer than expected.

And it keeps acting even when nothing seems to be happening.

Because time does not wait.

It simply passes.

One reality became clear to me throughout my career.

Many owners believe that waiting has no consequences.

In practice, waiting is also a decision.

And, like any decision, it produces consequences.

Sometimes positive ones.

But, often, different from those expected.

Time changes the market.

It changes economic circumstances.

It changes buyers' needs.

It makes options disappear.

And it also changes the life of whoever is selling.

What looks like a comfortable decision today may no longer be one a few months later.

Not because anyone made a mistake.

But because, meanwhile, the world moved on.

There is a situation that repeats itself often.

The owner puts the property up for sale with a very specific goal.

Buying another house.

Helping a child.

Paying off a loan.

Starting a new life project.

While the sale has not happened, those goals remain on hold.

And, sometimes, they even stop being achievable under the conditions originally envisaged.

Because the money the sale would free up may no longer be enough to achieve what seemed perfectly possible a few months earlier.

The market, too, keeps moving forward.

The properties that once served as points of comparison stop being available.

New competitors appear.

Lending conditions change.

Buyers' priorities evolve.

None of this happens because of a single owner.

It happens because the market never stands still.

That is why time is rarely neutral.

While we wait, something is changing.

We do not always notice what.

But we almost always discover, later, that something did change.

And, paradoxically, rarely in our favour.

I hold a conviction the years have only reinforced.

Time resolves everything, one way or another.

Sometimes it creates opportunities.

Other times, it lets slip ones that will hardly return.

The hard part is knowing, at the moment of deciding, which of these we are living through.

Some decisions are postponed.

Other processes become drawn out.

The causes may differ.

The consequences often converge.

Because time does not distinguish between those who waited by choice and those who waited out of necessity.

It simply kept moving forward.

In the end, time turns out to be one of the most influential participants in any sale.

It does not speak.

It does not negotiate.

It does not sign contracts.

But it is present in every decision.

And, unlike almost everything else, it is the one resource that, once lost, nobody can recover.

6 — Viewings: the decision begins long before the offer

A viewing begins long before anyone steps inside the house.

It begins with the photographs.

With the description.

With the location.

And, above all, with the expectation all of this creates.

By the time the buyer reaches the property, they rarely start from scratch.

They have already spoken to the agent and checked the expectation created by the images.

They have already re-read the description looking for the detail they missed.

Or, perhaps, have not yet read it carefully.

In most cases, they have already formed a first impression.

The viewing will simply confirm it, change it, or undo it.

Not everyone who views a property is a genuine buyer.

Some are simply getting a feel for the market.

Others are accompanying family or friends.

Some come because someone sent them a listing.

Some come chasing a dream, an ambition or a life project that may, or may not, come true.

And some are still trying to work out what kind of house they are actually looking for.

I have known people who started out viewing detached houses and ended up buying flats.

And others who were searching in the city and ended up buying a retreat in the countryside.

Buyers do not always know, from the outset, what truly makes the most sense for them.

That discovery, too, is part of the process.

The genuine buyer usually arrives with a very simple goal.

To sense whether they can picture part of their life there.

They are not just looking at rooms.

Nor just at square metres.

Nor just at where they might put a particular piece of furniture or an appliance.

They are trying to sense whether they can live in that space.

It is a far more emotional decision than we sometimes like to admit.

That is why preparing a house for viewings does not mean staging an artificial scene.

It means showing what the house genuinely is.

Anyone who has lived in a property for many years naturally grows used to the spaces, the objects, and even the small imperfections.

They simply stop noticing them.

The buyer is in exactly the opposite position.

They look at everything.

They observe.

They compare.

They look for answers to questions they may not even have put into words yet.

What feels perfectly normal to the owner can become a distraction, or an unnecessary doubt, for whoever is viewing.

A clean, tidy, well-lit house prepared to receive visitors is not there to impress anyone.

It is there simply to let the buyer focus attention on what truly matters: the property.

The owner, too, plays an important role.

Not everyone experiences that moment the same way.

Some prefer not to be present.

Some ask in advance what the best option would be.

And some insist on attending every viewing.

None of these choices is, in itself, right or wrong.

It all depends on how that presence is handled.

I have seen owners help create an atmosphere of trust and closeness.

But I have also seen others unintentionally get in the way of the viewing.

Trying to help, they drew attention to details the buyer had not even noticed.

Answered questions nobody had asked.

Or introduced doubts that simply did not exist before.

They naturally did it with the best of intentions.

But it did not always have the desired effect.

An owner's presence can be an asset.

Or it can become a distraction.

It all depends on the sensitivity to know what role to play at each moment of the viewing.

There are viewings where communication flows naturally from the first minutes.

In others, that rapport never truly appears.

Neither situation, on its own, determines the outcome of the sale.

But it does shape the way everyone experiences that moment.

And, at times, a quiet viewing is worth more than one where too much was said.

The viewing is, above all, a moment of observation.

The buyer observes the property.

Almost always, without exception, they measure reality against what they had imagined.

Sometimes they are pleasantly surprised.

Other times, quite the opposite happens.

Seeing a property is always different from imagining it.

Even after looking at photographs, floor plans or detailed descriptions.

The agent observes the buyer.

Trying to inform.

But trying, too, to understand.

The doubts.

The concerns.

The goals.

The stage of life they are in.

And the conditions under which that decision might be made.

When accompanying the viewing, the owner observes both.

And naturally tries to understand more.

Each person looks at the same moment.

But each is searching for different answers.

What seems obvious does not always match reality.

When the viewing ends, there is still one important moment left.

The feedback.

It is through this that the owner learns what happened, from the agent's perspective.

The more accurate, well-contextualised and confident that communication is, the more useful the decisions that follow will be.

Because, often, what determines the next step is not just what happened during the viewing.

It is the way that viewing was understood.

At the end of every viewing there is really only one question that matters.

Can the buyer picture themselves living there?

If the answer is yes, the viewing has done its job and may have opened up a genuine opportunity.

If the answer is no, a second viewing is unlikely to change that first impression.

I have learned that a good viewing is rarely the one where most is said.

It is usually the one where the buyer can walk through the house at ease.

Observe.

Think.

And form their own opinion.

But the work does not end when the buyer walks out the door.

It continues in the analysis of the viewing.

In clarifying any doubts that arise.

In the quality of the feedback passed on to the owner.

And in the follow-up that can turn a good viewing into an offer.

Because the decision to buy does not happen when the viewing ends.

It often begins, quietly, within it.

7 — The market's response: when expectation meets reality

There is a moment in almost every sale when expectations stop resting on predictions and start being tested against reality.

It is when the market responds.

That response can take very different forms.

An offer may come in below the asking price.

An offer may come in at exactly the asking price.

In less common situations, several interested parties may appear at the same time, pushing the price above what was initially expected.

And there is still another possibility.

The market may simply not respond at all.

That, too, is a response.

None of these situations means, on its own, that the strategy adopted was right or wrong.

Every property has its own reality.

Every moment in the market is different.

Every location has its own appeal.

And every response must be interpreted within the context in which it happens.

It is precisely here that the expectation set before the property went on the market starts to be put to the test.

Because, often, the greatest difficulty is not accepting the market's response.

It is understanding it.

An offer is not just a figure.

It is also information.

It shows the seller how the market is valuing that property at that moment.

It may confirm the owner's expectations.

It may contradict them.

Ignoring that information rarely helps in making better decisions.

Because each offer helps to gauge whether the path being followed still makes sense, or whether the moment has come to rethink it.

I have seen situations where a rejected offer was followed, weeks or months later, by a sale completed at a lower price.

Almost always, quietly.

Not because anyone made an obvious mistake.

But because, meanwhile, reality had changed.

Sometimes the owner received information they did not have before about how the market was really reacting to their property.

In other situations, it was simply discouragement setting in.

The initial expectation gave way to reality.

And what had once seemed insufficient came to be seen differently.

Often, it was simply time doing what it so often does: changing the way we look at our own decisions.

I also learned another truth.

The best offer is not always the highest one.

Some offers come with stronger financing.

Others with none.

Some with fewer conditions attached.

Others that convey greater certainty of completion.

And some seemingly very attractive offers never make it to completion.

Judging an offer on price alone can lead to hasty decisions.

There is also a reality many owners are unaware of.

When a buyer makes an offer, that decision may not concern that property alone.

They may have identified several alternatives.

They may be making offers on more than one property at the same time.

And they may be waiting for the different responses before deciding which genuinely makes the most sense for them.

From the seller's side, it is natural for that offer to feel unique.

As though it had been made exclusively for their property.

That is not always the reality.

This does not make the offer any less genuine.

But it does change how it should be read.

It is precisely here that the experience of whoever is handling the sale can make a difference.

Because, often, the agent has information and context that help the owner better understand what is genuinely at stake.

Not every offer means the same thing.

And not every offer should be assessed in the same way.

There are also situations where several buyers show interest in the same property at once.

When that happens naturally, it can mean the property has features that are hard to find, or that the price set closely matches what the market is willing to pay.

There are also commercial strategies designed to encourage that kind of competition among buyers.

In certain circumstances they can produce results.

In others, they can create expectations that are hard to confirm when real demand does not match the enthusiasm initially generated.

The difference is not always obvious.

But time almost always reveals it.

Turning down an offer is the owner's right.

Accepting it is too.

What matters is that the decision is made with the best information available at that moment.

Because every offer represents a real opportunity.

A better one may come along.

Naturally.

But nobody can guarantee that it will.

Nor when it will.

The market does not know how much the owner would like to receive.

The market simply responds to the conditions that exist at that moment.

That is why every response deserves to be weighed calmly.

Neither excessive excitement.

Nor immediate rejection.

When the time comes to decide, what truly matters is gathering information, context and composure.

Every offer deserves a response.

Even the ones that, at first glance, seem unreasonable.

Because a decision made on emotion alone is rarely the best decision.

An offer is never just a number.

It is often the first real response the market gives to the expectations of whoever decided to sell.

8 — The agreement is in place. The work is not yet done.

There is a moment in selling a property when everything seems settled.

Buyer and seller have reached an agreement.

The terms have been accepted.

There is understanding between both sides.

For many people, this is the moment a natural sense of relief sets in.

After all, the deal has been struck.

Nothing could be further from the truth.

In practice, one of the most demanding stages of the whole process is just beginning.

It is a less visible phase.

Less emotional.

But almost always more demanding.

And, often, more wearing.

Because it only takes one of the several things still in progress to fail to move forward as expected for everything to have to be rethought.

One of the most common situations relates to financing.

Sometimes the buyer believes their loan has been approved.

In reality, there is only a favourable simulation.

Or a preliminary indication that, on the face of it, there should be no difficulties.

But formal approval is a different matter.

And that difference can completely change the outcome of the sale.

Then comes the bank valuation.

It may confirm the price agreed between buyer and seller.

It may come in slightly lower.

Or reveal a significant gap.

When that happens, the buyer may no longer meet the financial conditions originally expected.

And what looked like a mere formality turns, once again, into a negotiation.

Even when the valuation matches the agreed price, not everything is automatically resolved.

There are still internal procedures at the lending institution.

Paperwork.

Checks.

Approvals.

And, sometimes, situations neither party had anticipated.

There are also deadlines that do not depend on the buyer's or the seller's will.

Some documents need to be updated.

Institutions have to respond.

Services operate at their own pace.

Every day of delay naturally increases the anxiety of those waiting to complete the deal.

It is precisely at this stage that the agent's role becomes important again.

Because someone has to follow the process.

Confirm that each step is moving forward as expected.

Anticipate difficulties wherever possible.

Find solutions to resolve them.

And keep both buyer and seller informed about what is genuinely happening.

Much of this work is practically invisible.

But that does not make it any less important.

It has never happened to me personally, but over the years I have come to know of sales that seemed complete and, in the end, did not go through.

I have also known others where unexpected difficulties arose but were overcome because there was dialogue, composure and a will to find solutions.

The difference rarely lay in whether problems existed.

It lay in how they were handled.

There is also an unwritten rule every seller should know.

There is always something.

A document issued with an incorrect detail.

A bank cheque that, in the end, is not one.

A piece of information everyone thought had already been provided.

It is not always serious.

But completion rarely happens exactly as it was pictured at the start.

In some cases, the surprise gets resolved.

In others, it does not.

When a sale falls through at this stage, the impact tends to be particularly hard on both sides.

The buyer feels the loss of a house already pictured as home.

The seller watches a deal, once thought practically done, disappear."

And both lose something they will never get back.

Time.

It is perhaps at this stage that one understands, better than at any other, a reality that runs through the whole selling process.

An agreement represents a very important step.

But it remains just that. A step.

Until completion, there are still decisions to be made, procedures to finish, and events that nobody fully controls.

That is why caution remains a good adviser.

Even when everything seems on track.

Because, in a property sale, real peace of mind only arrives once the Land Registry has recorded the change of ownership.

9 — After the sale: when the process ends... and continues

Completion day finally arrives.

After weeks or months of work, decisions, doubts, documents, viewings, offers and unexpected turns, buyer and seller sign the document they set out to reach.

There are greetings.

Handshakes.

Hugs.

Wishes of happiness.

There is a natural sense of relief.

The goal has been reached.

At first glance, everything is over.

In reality, only the most visible part is.

In the days that follow, small matters start to come up.

Cancelling insurance.

Contacting the management of the building.

Changing utility contracts.

Updating addresses.

Organising documents for tax purposes.

Clearing up doubts that were left unanswered.

Sorting out small administrative matters nobody had foreseen.

On their own, they seem minor.

Together, they are part of the winding-down of a process that continues well beyond completion.

I received countless phone calls days, weeks or even months after a sale.

In most cases, it was the former owner.

They needed help with something related to the property.

Wanted to confirm a procedure.

Ask for a document.

Pass on some information to the new owner.

Or simply clear up a doubt that had come up in the meantime.

Legally, the sale was already complete.

In practice, the relationship of trust built during the process was still there.

Perhaps that is one of the least visible aspects of this profession.

The work does not necessarily end when the contract is signed.

Nor when the Land Registry records the change of ownership.

Sometimes it simply continues because someone knows there is a person on the other end who understands the process and will be there to help.

It will not always be needed.

But when it is, it makes all the difference.

Buyers, too, carry on with their own journey.

They start settling into their new house.

They discover small things that only daily living reveals.

They organise a new chapter of their life.

Sellers go through the opposite journey.

They close a chapter.

They say goodbye to a space that, often, was part of their life for years.

Each side experiences this moment differently.

But both step into a new reality.

Looking back, I realise it was never the properties I remember most.

It was the people.

The conversations.

The concerns.

The difficult decisions.

The moments when everything seemed lost.

And those when everything went exactly as planned.

Because no sale is ever quite like the one before.

Each one carries a different story.

For me personally, selling a property was never just a transaction.

It was a process.

It was accompanying a change in someone's life.

It was helping someone turn an intention into a decision.

And a decision into a new chapter.

Perhaps that is precisely why, at the end of every sale, what stays with me is never just the houses.

It is, above all, the people who turned them into projects, into deals, or simply into a new home.

Author's Note

If you have made it this far, thank you for the time you have given to these pages.

I wrote this book because, over the years, I came to realise that selling a property is far more than a financial decision or a set of administrative procedures.

It is a process made up of expectations, doubts, choices, unexpected turns and, above all, people.

This book does not follow a manual.

It follows observations, and observations do not apply the same way to everyone.

The situations that kept recurring.

The most frequent mistakes.

The doubts that came up time and again.

And a few conclusions that experience has, over time, confirmed.

Every decision depends on circumstances no book could ever fully anticipate.

Because I believe that understanding a process almost always helps people make better decisions than simply following a list of instructions.

If this book has helped you look at the sale of your property with a little more clarity…

If it has led you to think about aspects you had not yet considered…

Or if it has simply spared you a single mistake that could have been avoided…

Then the time I spent writing it has already found its justification.

If, after reading this, you feel it would be useful to talk through your own situation, I would be glad to share my experience with you.

Whatever decision you come to, I sincerely wish you a smooth process, and that you find the answers best suited to your own circumstances.

Pedro Gabriel

Every sale is unique.

But few are truly unpredictable to those who know the process.

About the Author

Pedro Gabriel began his career in the property sector in 2011.

He arrived at this profession after several years working in consultancy, project implementation and supporting organisations through periods of change.

When he decided to enter the property business, he did not do so with the idea of selling houses.

He did it because he believed that serious analysis, advice and support would allow the sale to follow naturally as a consequence of that process.

Reality showed him that the property market is far more complex.

But it also confirmed a conviction he has never let go of: well-informed decisions tend to produce better results.

Over the years he has supported hundreds of property transactions and thousands of viewings, negotiations and contacts with owners and buyers.

It was through this experience that he came to understand that many of the difficulties involved in selling a property do not stem from legal or financial complexity.

They stem, more often, from a lack of information about what really happens between the decision to sell and the moment the property changes hands.

This book grew out of that experience.

It simply sets out to share observations built through daily contact with people who, at very different moments in their lives, entrusted Pedro Gabriel with one of the most important decisions they would ever make.

Because, in the end, selling a property is never just selling a property.

It is accompanying people through a change in life.

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Note: The situations described in this book stem from the author's professional experience and are intended for informational purposes only. They do not replace proper legal, tax, financial or technical advice tailored to each specific case.