MOWATT
MOVE SMARTER

FOR SELLERS

Thinking of Selling?

Here is what sets Mowatt apart - and why more sellers in East Lothian and Edinburgh are choosing a smarter route to market.



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A note from Phil and Annabelle

Phil Mowat and Annabelle Watt. Together we are Mowatt Move Smarter.

When we started Mowatt Move Smarter, we made each other a simple promise. Every client gets the same standard of care. Not a department. Not someone junior working a list. Real attention, from people who know what they are doing.

Anyone who has sold through a larger agency knows how rare that can be. The name above the door is rarely the person taking your call.

We also do things no other agent in this area does. Before your property goes anywhere near Rightmove, we work our Matchlist, our pool of vetted buyers who have told us exactly what they want. We write Hush Home listings that attract serious interest without compromising your position. If we do go to the open market, we go prepared, because the work is already done.

That is how Mowatt works. However the business grows, the standard does not change. Every appraisal, every negotiation, every difficult conversation when it matters most, handled by someone who takes real responsibility for the outcome.

If you would like to talk, we would love to hear from you.

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Before We Visit

Five questions we will ask you

Most appraisals start with the agent's presentation. Ours starts with your move. We will ask these five questions when we visit. There are no right answers and you do not need them all worked out. A little thought beforehand helps us give you a sharper report.

1 Have you found where you want to go next?

If you have, timing and certainty may matter more than the last few thousand pounds. If you have not, we may be able to help. Our Matchlist often shows us homes that have not reached the portals.

2 What matters most in this move?

Price, timing, privacy, certainty. Put them in order. It shapes everything that follows.

3 Who needs to know you are selling?

This decides how quietly we start and how quickly we move from a Quiet Seeker match to a Hush Home listing or the open market.

4 What is the least you would take?

Not the figure you hope for. The one that makes your next move work. It lets us tell you honestly whether the market is likely to meet it.

5 If we can get you that result, what would you need from us to begin?

The only question about us. It comes last on purpose.

How We Sell Your Home

Most agents give you one option: put your property on Rightmove and hope the right buyer is looking that day. We do things differently. Every seller we work with benefits from our full range of routes to market - starting quietly, and moving to full public exposure only if and when it makes sense to do so. This is not about withholding your property from the market. It is about being smart with it.

PATH 1 Quiet Seeker Match

Before we list anything publicly, we check your property against our Matchlist - a curated pool of vetted buyers who have registered with us and told us exactly what they are looking for. If there is a match, we make a discreet, direct introduction. No listing, no photography costs, no open days. Just the right buyer, quickly and quietly.

Browse our Quiet Seeker buyers looking in East Lothian (filter by nearest town)
www.mowatt.uk/east-lothian-quiet-seekers or in Edinburgh (filter by surrounding areas)
www.mowatt.uk/edinburgh-quiet-seekers

PATH 2 Hush Home Listing

If a direct match does not exist, we can give your property a degree of soft exposure - an anonymised profile on mowatt.uk, promoted through targeted social content. Enough detail to attract serious interest. Not enough to identify your property publicly or compromise your position.

Every Hush Home needs a Home Report in place before we promote it. Serious buyers expect to see one. It lets them act quickly when they find the right home.

See how we promote our Hush Homes here: www.mowatt.uk/hush-homes

PATH 3 Open Market via Rightmove

If the off-market routes do not produce the right buyer, we move to a full open-market launch. Mowatt is Rightmove-registered - same reach as any high street agent. Professional photography, floor plans, video, drone footage, full listing. The difference is that by this point we already know what works for your property. The appraisal, the brochure, the buyer conversations - all of that feeds into a sharper, better-prepared public launch.

Why Start Quietly?

The off-portal stage can look like an extra step before Rightmove. It is the opposite.

A buyer found quietly is often a better buyer.

Quiet Seekers are registered, vetted and motivated. They are not casually browsing Rightmove on a Sunday afternoon. They are actively looking, and they have told us exactly what they want. When we introduce your property to a Quiet Seeker, we are not casting a net. We are making a targeted approach to someone who may have been waiting months for a home like yours.

There are other advantages too:

- No days-on-market counter ticking. A property sitting on Rightmove for weeks attracts questions. A discreet sale does not.
- No need for your home to be show-ready for open viewings from day one. We work at your pace.
- No marketing costs upfront. We do not charge for off-portal activity. Professional photography is commissioned only when you need it.
- If it does not work quietly, nothing is lost. We move seamlessly to a full open-market launch with everything already in place.

What Makes Us Different

Every agent says they work hard for their sellers. These are the things most cannot offer:

- You deal with the same team from first conversation to conclusion of missives. No junior negotiators. No call centres.
- No other agent runs Hush Home listings the way we do. Enough exposure to attract serious buyers, not enough to compromise your position publicly.
- No upfront marketing costs. We spend only when it makes sense.
- We offer routes to market no other local agent can. Our Matchlist of vetted Quiet Seekers is unique. No other agent in this area publishes its buyer pool.
- We do not tie you to a timeframe. You stay in control of pace, price and progression throughout.
- When we go to the open market, we go well prepared. Pricing intelligence, buyer feedback and presentation refinement already done. Your launch is sharper for it.

What We Need From You

To get started, all we need is an appraisal visit. We come to you, assess the property and produce a full written report covering our recommended routes to market, a valuation range and our honest view on pricing and presentation. We always sense-check our valuation with a trusted surveyor before presenting it to you, so you can be confident the range is realistic from the outset.

> **No obligation. No pressure.**
> *Just a clear picture of your options and an honest conversation about the best route to market for your home.*

You deal with Phil and Annabelle, from first conversation to conclusion of missives. No junior negotiators. No call centres. A small consultancy with large agency reach, the personal attention of an independent adviser with the exposure and resources of a full-service agent.

When You Work With Us

Instructing Mowatt Move Smarter is a commitment to the full journey - not a stepping stone to somewhere else.

We always start with the Matchlist. Every property we take on is checked against our registered buyers first - a targeted introduction to vetted buyers who are actively looking, before anything goes public. From there, the route depends on you. Some sellers want to try a Hush Home listing next. Others are ready to move straight to a full open-market launch. We can take you down any of those paths.

What we will not do is manage the off-market phase and then step aside for another agent to take you to market. If you are with us at the start, you are with us all the way - through every stage, in the right order, at your pace. The same team, the same fee, from first conversation to conclusion of missives.

Our Fee

A success-based fee applies on completion. Nothing is due unless we sell. Our fee is a percentage of the final sale price, pitched competitively with the wider market - we will talk it through at appraisal.

Where your property moves to an open-market launch, additional marketing costs apply - photography, floorplans, drone footage and Rightmove listing fees. These are always broken down clearly in your property appraisal report before you commit to anything.

You will also need a Home Report. It is a legal requirement when selling a home in Scotland. Every Hush Home needs a Home Report up front, before we begin promoting your property. We can recommend a trusted surveyor and you settle their fee with them directly.

We do not list on ESPC. We list on Rightmove - where the serious buyers are. It is where the traffic is, where the enquiries come from, and where sales are made. Not listing on ESPC saves you money without costing you a buyer.

We can also recommend trusted solicitors for your conveyancing. Mowatt Move Smarter is a property consultancy, not a solicitor estate agent.

No sale. No fee. No surprises.

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Also Looking for a Property?

If you are looking for a property as well as selling one, we can help with that too. Register as a Quiet Seeker and we will match you discreetly against properties coming to market before they appear publicly.

www.mowatt.uk/buyers | www.mowatt.uk/matchlist

Ready to Find Out More?

Browse our current Quiet Seeker profiles, find out more about selling with us, or get in touch to arrange a no-obligation appraisal.

www.mowatt.uk/matchlist | www.mowatt.uk/sellers | office@mowatt.uk