

Property advisory website states homeowners are at risk of being ripped off by quick house sale firms if they don't follow their advice.

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A website dedicated to providing informative information about 'quick house sale' firms has insisted that homeowners must follow their advice to stay safe when dealing with cash buying companies.

[Ready Steady Sell](#), a website set up exclusively for homeowners in the UK looking to sell their home fast to a cash buyer has recently launched a new 21 point checklist for homeowners currently considering selling through a fast house sale firm.

The 21 point checklist, also [backed by the NAPB](#) is based on research and insider knowledge from previous workers within the quick house sale industry.

David Sessford, founder of Ready Steady Sell said: "After many years working for quick home buying companies in the marketing department, I decided to set up this website to provide unbiased and a clear understanding of how quick sale firms operate. With our new 21 point checklist, homeowners looking to use a quick house sale company now have the power to assess and critique any firm they are looking to deal with."

The 21 point checklist includes basic checks that homeowners can carry out, such as checking the NAPB (National Association of Property Buyers) members list. It also goes to the lengths of checking companies house to check on directors and company affairs.

Sessford continued: "We knew the NAPB had it's own checking procedure for it's members, however we wanted to go one step further and put the power back to the home seller. We feel the next step for us as a company is to offer homeowners individual reviews of every company working within the quick house sale marketplace so they can make a valid and well-informed choice before selling their property for cash".

After investigation in 2003 by the OFT (Office of Fair Trading) the quick house sale industry has become a place renowned for incredibly low offers, malpractice and last minute price reductions. However, the industry remains unregulated meaning these practices often go on unnoticed.

To conclude Sessford said: "We believe all homeowners looking to sell their home fast should be empowered with the information we provide. This ensures they have a safe transaction when selling, get a fair price, and aren't mislead into signing something they didn't intend to. All of the information on Ready Steady Sell is offered on an impartial basis, and we also offer a panel of selected cash buying firms for homeowners to choose from that we can assure meet our strict guidelines".

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