



# Callaways Residential Sales & Lettings

# BEACH HUTS

Selling Secrets – everything you need to know about  
selling your *property on the prom* ...

*Heather Hilder-Darling*

CALLAWAYS  
ESTATE AGENTS



“

**Beach Huts,**  
for a never-to-be-  
forgotten summer  
of seaside  
memories ...

”



## Contents

Thank you for downloading this guide from Callaways Residential Sales & Lettings. We hope you find it helpful. If you have any questions or comments or you would like to organise a free saleability and advice consultation, then please **click here**.

1. Preparing to sell your Beach Hut
2. Useful documents and information
3. What to include in the sale
4. Preparing your Beach Hut for Sale
5. Photography
6. Viewings
7. Agreeing a sale
8. Managing the sale to completion
9. Preparing for hand-over
10. Contact us



“

**August** – children playing, lapping water, cups of tea and the sea ...

”

# Preparing to sell your Beach Hut

## How is the current value of your Beach Hut assessed?

You've heard the expression the value of a property is 'Whatever someone is prepared to pay for it ...' which roughly translates into – dependent on market supply and demand.

When you first decide to put your Beach Hut on the market, you need to find out what it is actually worth. This is important so potential buyers have confidence in the asking price.

Using property websites will be useful to gauge an estimation of what your Beach Hut could be worth, but you will need the experience of a professional agent to get a more accurate and realistic assessment of its real value. Callaways' Beach Hut Department are happy to provide you with a free, no-obligation Beach Hut appraisal.

We will arrange to meet you at your Beach Hut at a time that suits your needs (hopefully the sun will be shining!). Appointments will typically take half an hour, which will include an inspection of your Beach Hut, and questions about its history. During this time we will discuss your needs, the current market situation, and similar Beach Huts within the area. Beach Hut prices vary depending on location, and amenities available. This will help us to advise you on its potential value, anything you can do that will enhance its

current value, and what we recommend as a marketing strategy that will help sell your Beach Hut effectively.

**REMEMBER – You must hold your Beach Hut Licence for 3 years before you are able to transfer. To book a free Beach Hut valuation with us [click here](#).**

## Why should you choose us?

We're known for our experience and advice on selling Beach Huts. Some of Brighton & Hove residents will recall the model Beach Hut we used to have outside our office in Church Road, Hove.

Callaways Residential Sales & Lettings is one of **Brighton & Hove's leading and most innovative Estate and Letting Agents.**

As an owner-led company we are supported by a **superb team of experienced property professionals across our TWO OFFICES (covering Brighton & Hove to Chichester).**

What makes us different is our **passion and enthusiasm** for selling. The key to our success is that we are approachable and show a willingness to listen, understand and respond to our client's needs.

We are known for our **authority on the**

**local market** and **straight talking good advice**, which clients appreciate. Our vast experience provides us with a unique empathy with our clients and we always apply discretion, humour and integrity as any situation dictates. We are extremely **flexible and always try to accommodate** our client's busy lifestyles and commitments and can do valuations or accompany viewings **at a time convenient to you.**

## What should you do while your Beach Hut is on the market?

While your Beach Hut is on the market, we advise you do the following so that we can ensure everything is done as quickly and smoothly as possible for its sale:

- Supply anything we require as quickly as possible
- Answer all of our questions honestly and carefully to provide your buyers with the right information
- Continue to keep your *property on the prom* fully insured
- If you receive any notices that affect the property from any authority, please inform us
- Continue to pay any bills relating to your Beach Hut until after you have transferred your Licence.





**Summer's here at last** – our days on Hove's promenade will be filled with fun and laughter ...



## Useful documents and information

### What you need to provide

Solicitors are not generally appointed in the sale of a Beach Hut, however your buyer may wish to instruct a specialist Solicitor to look over and advise on the lease arrangements; Callaways complete the paperwork, and submit it to the Seafront Office. Alternatively, you can sell your Beach Hut privately and manage the sale from start to finish yourself.

Just a word of warning – refer to Brighton & Hove City Council's Terms and Conditions of owning a Beach Hut – **you will note you have to hold your licence for a minimum of 3 years before reselling.**

You will be required to complete and sign:

'Application for Change of Ownership/  
Transfer of Licence for Beach Hut Number ...'

Documents that are very helpful include:

**Beach Hut Building invoice** – If a new Beach Hut has been placed on the site, giving confidence to the purchaser that all is in order and that this has been done legally, professionally, and with approval.

**Council tax, utility, buildings and contents insurance bills** – really useful for potential buyers to estimate running costs.

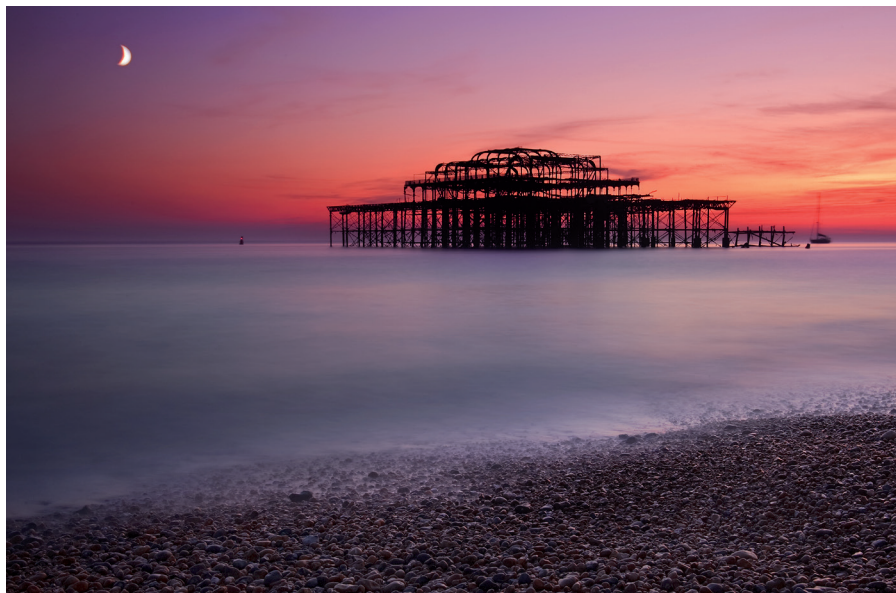
**Proof of identification and residency** – These are now legally required. We will need a copy of your identification documents (passport, driving licence etc.) and also proof of your residency (council tax or utility bill, HMRC documents etc).

**EPC Certificates** – Not required for Beach Huts.

**Freehold or Leasehold?** – Licence actually ... Brighton & Hove City Council grants a licence <https://www.brighton-hove.gov.uk/content/leisure-and-libraries/seafront/beach-huts> and their web page gives you lots of useful information relating to looking after your Beach Hut including Terms & Conditions, annual licence fee etc.

**Invoices** – for repairs, improvements etc. This will give confidence to your buyer of the soundness of your *property on the prom.*





“  
**Summertime** – and  
Beach Hut ‘living’ is  
easy ...”



## What to include in the sale

### Fixtures and Fittings

There is no law that specifies what should be left in your Beach Hut and what should be removed.

Legally you are not obliged to leave any fixtures or fittings in the Beach Hut, but you must clarify what will be taken as it could relate to the value of the property.

It is always a good idea to leave the padlocks in good working order for the new owner, and provide keys and/or combinations to locks.

The salty sea air, and winter storms can play havoc with Beach Hut dead bolts, so make sure you fit sturdy locks.

We advise you create an inventory which is attached to the sales contract stating what is included with the price of the Beach Hut and what will be taken with you when you sell.

Generally, a fixture is any item that is bolted to the floor or walls, and a fitting is any item that is free standing or hung by a nail or hook.

Below is a list of items that we recommend you consider for each category:

### Fixtures

- Built-in storage, ie benches and tables
- Shelving
- Bespoke flooring

### Fittings

- Paintings or mirrors
- Rugs, awnings, modesty curtains and curtain rails





**The beach isn't a place for work –** bury your nose in a book, write or just let your thoughts drift ...



## Preparing your Beach Hut for Sale

### Cleaning

Cleaning your Beach Hut can really add to its value, as well as creating a good impression to your buyers. Clean everywhere – floor to ceiling and outside, removing cobwebs, sand, pebbles and the places that often go untouched such as shelf units, kickboards, floor-boards and inside the doors.

The end result will be worth it as it gives the impression of a very well kept Beach Hut which smells fresh and looks great. Everyone is busy these days so if you don't have time to clean from top-to-bottom, local services can be hired to provide elbow grease and are well worth the cost. We can recommend **cleaning** specialists – you only have to ask.

### Clutter removal

Less is definitely more when it comes to selling your Beach Hut. Potential buyers want to be able to see what the Beach Hut is like without the distraction of a lot of 'beach clobber' lying about.

This is a great time to have a sort out. Take home, or dispose of all the items you won't want once your Beach Hut has been sold.

### Beach Hut damage and DIY

Many owners will discover, if they have not visited their *property on the prom* for a while that there are a few areas where they can improve their Beach Hut. Perhaps there is a small DIY list you have been putting off for a while? Rusty padlocks, peeling paint, rotting roof – sort those little jobs out now.

These could be the smallest of jobs, like touching up some painting, but can make a big difference. If you have any large repairs that need fixing – such as broken doors or a leak from the roof – it is very advisable to get them fixed straight away. They could de-value your Beach Hut, and will not impress buyers in the slightest as it implies you did not care for your property.

### Painting

A fresh coat of paint can make a Beach Hut look brand new. Follow the 'Paint Code' guide provided by Brighton & Hove City Council at <https://www.brighton-hove.gov.uk/content/leisure-and-libraries/seafront/beach-huts>.

Remember to care of the inside too ...

Pay attention to detail so that chipped and scuffed door frames and skirting boards are touched up.

Floor boards may need particular attention – new coat of paint or varnish?

Have your pets or children caused damage? Again, a tin of paint can go a long way to removing the damage.

It may be over-doing things but we can recommend decorators if you would prefer the job to be done professionally, though this is probably an unnecessary expense in most cases.

### Seven MUST-BUY Beach Hut staging accessories

Your Beach Hut is now looking wonderful – all that remains are some finishing touches. But what accessories represent the best investment when you are trying to give your Beach Hut that extra presentation polish to wow your buyers?

Of course the advantage of spoiling your soon-to-be old Beach Hut in this way is that you get to take all your new purchases with you if you wish ...





“  
**Happiness is a beach-hut** – sea air, friendships, a picnic, the sounds of the sea ...  
 ”

**1. Cushions** – A really easy way to instantly update your storage benches and director chairs with colour, texture and interest at the same time.

**2. Rugs** – A rubber-backed, non-slip rug can transform your Beach Hut, adding warmth and style. You do not have to spend a fortune on them – decide on a budget and stick to it – some will even go in the washing machine. You're not likely to need a large rug for a Beach Hut of dimensions of approximately 6'x6'.

**3. Fruit and flowers** – Plastic can be fantastic – so try bowls or wide vases of imitation fruit to add colour. Fill them full of just one type of fruit (oranges, green apples or lemons look wonderful) for instant contemporary style. A small flower arrangement (imitation of course) can bring maximum effect, adding a little bit of colour and glamour to the inside of your Beach Hut. Or try a small sea-scape ornament to bring the outside colours of the English Channel, in!

**4. Baskets of beach toiletries** – Suntan cream, body lotion, aloe vera go a long way to providing fragrance and elegance to your Beach Hut. Make sure they're kept for viewings only.

**5. Bathing Towels** – Keep some, just for viewings – colour coordinated, fresh and clean – make sure that no one uses them – they are just for show! Whip them away and hide them after each viewing so they stay looking their best.

**7. Atmosphere** – Create atmosphere in the form of wall hangings, wind chimes, and gentle fragrances using scented candles, atomisers or diffusers in subtle fragrances to provide the finishing touch.

### Where to buy

To stay up-to-date with current trends, colours and styles without breaking the bank, try these on-line and high street retailers:

[Amazon](#) – See their great range of accessories for the home which would look great in your *property on the prom*

[Dunelm](#) – They have some great 'Beach Hut' themed accessories to brighten up your day

[B&Q](#) – Great value ranges of outdoor rugs, furniture and home accessories (ie seat pads for your bench seats).

[Next](#) – Great range of coordinated soft furnishings and accessories at value-for-money prices.

[Marks and Spencer](#) – Usually a little more traditional, so better for older homes in the main.

[John Lewis](#) – The more expensive of our suggestions but known for quality. Great for sumptuous fabrics and decorative touches.

[Matalan](#) – Not the best quality, but you definitely get a lot for your money. Right on trend, and full of bargain pieces like vases and ornaments. Well worth a visit.

[House to Home](#) – Great online website for sourcing all the things you will need, and finding inspiration too.

[eBay](#) – A fantastic resource for homewares, both new and second-hand. You can search by item, size, colour, shape – you name it.

### Floorplans – do you need them?

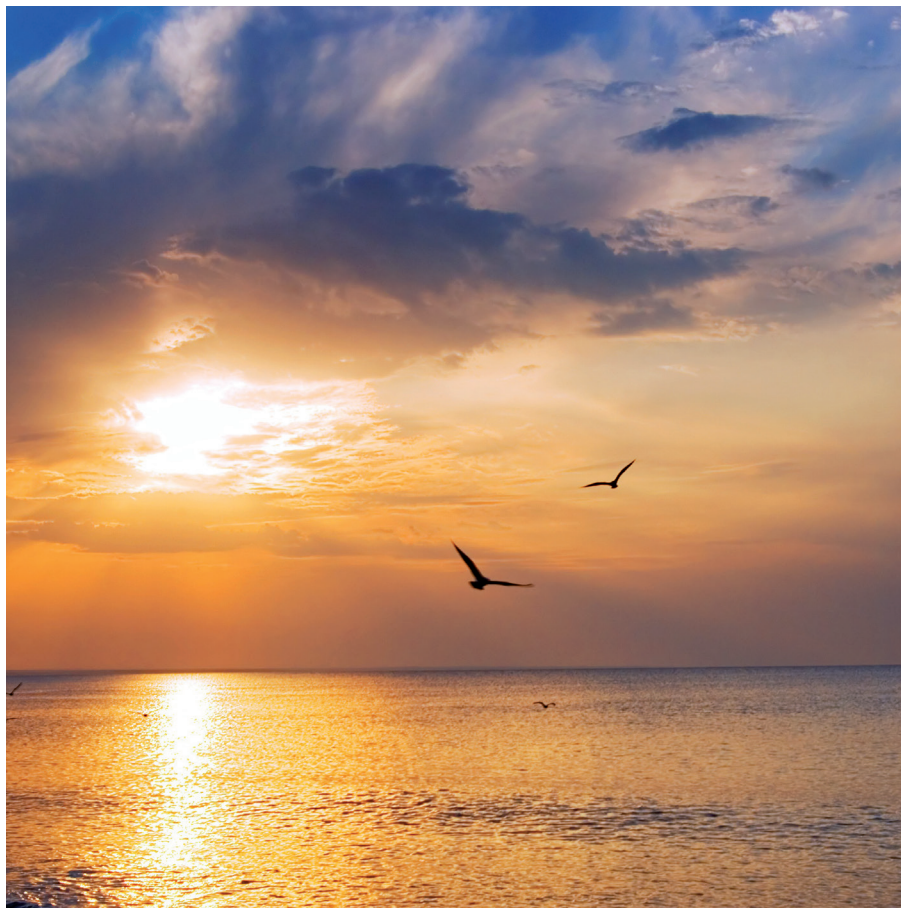
No, floorplans are not required for a Beach Hut – which is generally 6'x6'.



“

**The magic of the seaside,** and people – swimming, playing, laughing, reflecting ...

”



## Photography

### Why it is important

Photography is incredibly vital for your *property on the prom* advert – giving potential buyers an insight in to your Beach Hut via your online property listing, or via our brochures in our branch or for download, straight to your buyer's inbox. Good and carefully considered photography instantly shows people what your Beach Hut is like, allowing them to decide if they are interested and want to view it in person.

Callaways ensure each aspect of your Beach Hut is photographed to look its best. When you have decided to put your Beach Hut on the market with us, we will arrange a time with you for one of our skilled photographers to come to your *property on the prom* and photograph it.

While we will offer tips and suggestions to make your property look its best, you are more than welcome to offer any suggestions you may have too. Ultimate editorial control rests with you so if you want a different picture then just let us know. **We're happy when you're happy.**

### The six secrets of fabulous property photography

There are many elements that go into making great property photography – the weather, the skill and experience of the photographer, and the features of the Beach Hut itself. They all go into making or breaking the shoot. But did you know there are lots of things you can do to increase the chances of achieving the best images of your Beach Hut? You need to ensure the images not only do it justice, but also more importantly, indicate the kind of lifestyle to which a buyer can aspire, and the amenities which they can enjoy in the immediate surroundings. Here are some of my suggestions to do just that:

**1. Clean and clear** – unfortunately property photography can take inches off property. Internal space can look cluttered and meanly-proportioned, with dark corners and distracting colours. Clear surfaces and floor spaces, take up rugs where necessary, and clean everything until it sparkles. Light and reflected shine are the best ways to show off the size of your Beach Hut. Acrylic mirrors are a

great way of magnifying and reflecting all around you.

**2. Go shopping** – Any self-respecting property lover adores seeing inside the homes of the rich and famous, but one of the reasons these houses look so fabulous is that they are staged for the shoot. Steal their style – shop for staging accessories and give your Beach Hut the star treatment. Imagine your favourite TV personality coming to view ...

#### 3. Outside 'Room'

- Awning
- Pretty deck chairs, tables, tea light holders or a church candle lantern show the outside as a valuable space to be enjoyed (and there's certainly plenty of entertainment on the prom).

**4. Our photographer** is adept at producing images to tempt and will go round the area and take images to improve the presentation to potential buyers. Talk to us about any particular features of interest in the vicinity – so they can reflect on their lifestyle-in-waiting. **'Lifestyle' images,**



“  
**Sea breezes,**  
 seagulls crying,  
 and my thoughts  
 drifting ...”



eg deckchairs, loungers, tables with a bottle of wine and glasses, cups of coffee on an outside table, all add to the scene. We also try some **‘vignette’ shots** – these are shots framed by a doorway, or in a mirror.

**5. We know what time of day** the sun will be on the front of the Beach Hut. We may also recommend atmospheric, evening shots. This may mean two separate visits to your Beach Hut but we are happy to do this to get you the very best pictures. Night lights, candles, all add to the atmosphere.

**6. Follow us round.** Plump cushions, move chairs, take away any distracting objects, remove wet towels, and surfboards. Make sure you can see what we are photographing so you can anticipate any potential for your *property on the prom* not looking its absolute best.

**6. Keep your images seasonal** – It is very telling to see a Beach Hut advertised in September as the sky changes colour, and flowers start to wither, or in January when the sky becomes grey and leaden. Keep

your *property on the prom* photography as close as possible to the current season. We will often retake/refresh images with new ‘bright blue sky’ shots. After all, you may not want your viewer to know how long your Beach Hut has been ‘for sale’ – and why give them an excuse to make a low offer?

Some improvements to the images can be made in editing, like putting in a blue sky or accessorizing. But remember that if you are not absolutely delighted with your photography, please ask for it to be re-taken.





**Pebbles,** tides,  
building sand castles  
of memories ...



## Viewings

### Best times of day

When it comes to viewings, we will discuss with you the best times of the day and week to present your property and do our best to arrange appointments around these times. Work with us to identify the times of day that are ideal to show your Beach Hut – not only based on your availability but also considering things such as parking availability on the seafront and local streets and traffic levels, children and pets, and light levels. We will talk with you about all of these aspects before the viewing, ensuring that the appointment time works for everyone.

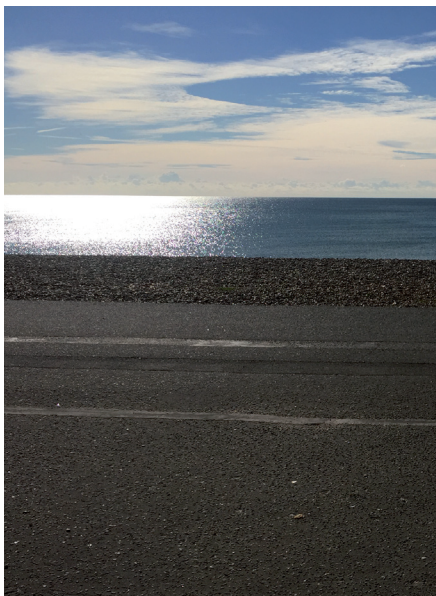
Should you become aware of anything that may be in the way of the viewing, please let us know. Some sellers prefer to be present when we do viewings and others would rather carry out viewings themselves – but it's not like conducting viewings in a home, when owners may wish to make themselves scarce. We are happy either way and will tailor the service to suit your requirements.

### Things to do before every viewing

When you first put your Beach Hut on the market, you may have gone to great lengths to make sure it looked its absolute best for each and every viewing. Airing, freshly cleaned floor, sand removed – everything you could do, in fact, to really bowl over your viewers and persuade them that *yours* is the Beach Hut they want.

As time goes on, viewings may become less and less frequent – it is easy to lose your enthusiasm, and perhaps make less effort for each viewing booked. After all, it is a real effort preparing your Beach Hut for a viewer, especially when you have to make the effort to walk or drive there each time. And, what is the point, if they are not going to make an offer?

But they might. Every new viewing is a step closer to selling, and deserves just as much care and attention as those first few viewings that you found so exciting. To keep you on track, and your Beach Hut looking great, here are six tips to do before every viewing. Cut out the list and keep it somewhere accessible, (handbag, or add



“  
**Take a walk along,**  
the prom – a cycle, a  
run ...”

a note to your mobile phone), to make sure every viewer sees your Beach Hut looking its absolute best:

**1. Clean and clear** – Buyers judge a Beach Hut by its location, in relation to showers, taps, Public Conveniences, cafes, and parking, and storage. Get rid of anything that does not add to the presentation and that could be distracting to a viewer. Keep your Beach Hut meticulous. If you are short of time, grab a washing basket, snatch up everything in your Beach Hut, and store it in your car until after the viewing when you have time to sort it out.

**2. ‘Hide’ children and dogs** – You will feel much more relaxed if you and your viewer have the Beach Hut to yourselves, and so will they. You can focus on what to say about it, the life you’ve enjoyed in it, chat about local amenities, without a child tugging at your leg, and not everyone is a dog lover!

**3. Freshen up** – Open the doors wide to let some fresh air in before your viewer arrives, especially if you haven’t visited for a while, and definitely if you left damp towels there some weeks ago!

**4. Light lamps** – You’ve probably seen developers’ show-homes where they have all the lights on, all the year round. A table lamp will add a cosy glow, and night lights in glass containers, or pretty jam jars can do the trick just as well.

**5. Cushions and towelling** – These both need to be freshly laundered, clean and free from mould. If you are a busy household with little time to spare, consider keeping new lounge cushions to simply pop over each lounge just before a viewing. Same with towels – keep some hidden in a plastic container just for viewings.

**6. Finishing touches** – If you have time, fill your vases with flowers, or simply with some pretty foliage from the garden. And get your best smile ready!



“

**Happiness is** – the waves of the tides, the clouds in the sky, and the changing coast of time ...

”



## Agreeing a sale

When the time comes, someone will want to buy your Beach Hut and make an offer to purchase. If an offer is made directly to you, take time to consider it, and then let your purchaser know in writing whether you accept or decline.

Callaways handle all offers professionally (and also ensure the purchaser is entitled to purchase) – it is, after all, one of the things you are paying us to do.

Let us enter into negotiation with your prospective buyer, we can assure you we will always have your best interests at heart and will ensure that the best deal is agreed for you. We will keep you in the loop every step of the way.

As part of negotiating the sale with your buyer we will ask them to provide proof of funds. There is only one option for a buyer when paying for a Beach Hut – with cash (or via a loan). We will ask the buyer to show us evidence of this so we can give you some reassurance that the buyer is able to afford to buy your Beach Hut. However, please remember this is not fool-proof and lenders can change their minds about lending to an individual, but it gives some reassurance that a buyer can proceed.



“  
**Winter’s waves,**  
 spring tides,  
 summer’s ripples,  
 autumn’s spray – the  
 glory of our Sussex  
 shores ...”



## Managing the sale to completion

So, the sale is agreed – what next?

We will keep a very close eye on the sale process, working with all the parties to smooth the sale through to completion, and your buyer receives confirmation from the Seafront Office that the Licence is now theirs.

Sales can fall through during this time but with strong communication, and careful diplomacy, the chances of a sale collapsing are reduced. We lose less than 15% of the sales we agree, well below the national average of nearly 30%.

If the sale does fall through we will quickly revisit any other interested parties and remarket your Beach Hut immediately.

Buyers may change their mind if other demands are made on their cash!

### Transfer of Monies

The buyer transfers the agreed price to our Client Account.

The Seafront Office notifies Callaways of the successful Licence transfer; we transfer the monies (less our agreed fee) to your nominated account.

Your Beach Hut now has new, happy owners – and you’ll have happy memories of your time spent in your *property on the prom.*



“  
**Beach Huts** – enjoy  
wasting time ...”



## Preparing for hand-over

### Our tips for hand-over

Handing over your Beach Hut may be an emotional time, as you may suddenly recall all the wonderful times you've had with family and friends.

This is normal, but if you get organised and plan well ahead the whole process will go a lot more smoothly.

Here we share our top tips for making hand-over as stress free as possible.

1. Remove all **personal items** at least a couple of weeks prior to completion.
2. Hand-over may occur any time of the week, so be prepared (you've probably already given your **keys** to your Estate Agent) to deal with the hand-over.
3. Leave a **note of anything important** for the new owners, which they will appreciate – nearest tap, where to get a good cup of coffee ...

### Who to inform – a checklist

When you sell your Beach Hut, tell your friends and relatives so they don't make an unannounced visit and find the new owners there!

#### Beech Hut Bills

- Insurance Company
- Brighton & Hove City Council – Council Tax department

#### And don't forget ...

- Friends and relatives – they may still call on your Beach Hut – not realizing you've handed it over

The **Seafront Office** is the administrative hub for Beach Hut Licences, but does not arrange sales.

The office is located between the two piers on the lower promenade at:

141 King's Road Arches,  
Lower Esplanade, Brighton BN1 2FN

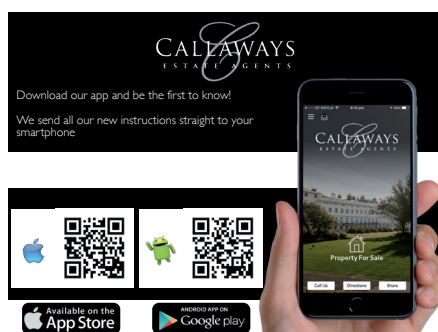
T: 01273 292716, F: 01273 326936

Email: [seafrontoffice@brighton-hove.gov.uk](mailto:seafrontoffice@brighton-hove.gov.uk)

<http://www.brighton-hove.gov.uk/content/leisure-and-libraries/seafront/seafront-office>



“  
We're warm,  
friendly, respectful,  
willing to listen,  
and **engagingly**  
cooperative.”



## Contact us

Our attractive offices are located in Hove  
(where it has been since 1935), and Worthing.

Please feel free to visit us at any time for an informal  
chat about any aspect of selling, letting or buying a property.

Callaways Residential Sales & Letting Agents:  
59 Church Road  
Hove  
East Sussex BN3 2BD

T: 01273 735237

**Hove Opening hours:**  
Monday to Friday 9.00am to 6.00pm  
Wednesday 10am to 6.00pm  
Saturdays 9.00am to 5.00pm

Callaways Residential Sales & Letting Agents:  
B1 Yeoman Gate  
Yeoman Way, Worthing  
West Sussex BN13 3QZ

T: 01903 831338

E: [sales@callaways.co.uk](mailto:sales@callaways.co.uk)  
W: [www.callawaysestateagents.co.uk](http://www.callawaysestateagents.co.uk)

**Worthing Opening hours:**  
Monday to Friday 9.00am to 5.30pm



# The Lonely Beach Hut

The Beach Hut was feeling incredibly glum  
All he wanted was a friend, a mate, a chum  
Someone to talk to, to laugh with, and joke  
Summer fun, a tickle, a groan, a friendly poke!

Someone to tell him how handsome he looked  
With his fresh coat of paint, and his inside hooks  
A sunny face, and seafront grace  
An awning of colour to brighten the place

An empty plot beside him lay  
Won't someone, anyone come and play!  
I want stuff inside me – like buckets and spades  
Mugs for coffee, glasses with straws for lemonade

Towels, I don't care if they're dry or wet  
Please Brighton & Hove residents come and get  
A licence to buy me, for three years or more!  
I'll try and keep tidy, I'll open my doors ...

What's this? Someone trying to unpick my lock?  
Well surely I'm the best Beach Hut in this block!  
Two children, with grown-ups, and I guess that's their dog  
They're nodding their heads – I can't think for the fog ...

... In my mind! Did I hear right? I'm to be sold?  
There are plenty more like me – from the same mould.  
Yes, says the agent – (I think, C A L L A W A Y S)  
The sale will take more than just a few days ...

And though now beside me the plot is still empty  
I have a new family with laughter a-plenty!  
It's the summer now and I'm having great fun  
With my family, on the prom, enjoying Hove's sun!

*Beach Hut Poem by Heather Hilder-Darling, July 2017*



INDEPENDENT, FAMILY, PROFESSIONAL RESIDENTIAL  
SALES, LETTING & PROPERTY MANAGEMENT AGENTS