

ROSE

Ready2Move

We handle the hassle. You make the move.

A helping hand for homeowners who have found their perfect Rose home but still need to sell their current property.

A simpler route to your new Rose home

Ready2Move brings your sale, mortgage and legal journey together. Subject to eligibility, you can conditionally reserve a selected Rose home while our approved professionals help you prepare, market and progress your existing property.

Why customers choose Ready2Move



Reserve your Rose home

Secure a selected Rose home while you market your current property.



One coordinated team

Experienced estate agency, legal and mortgage professionals working together.



Reduce moving costs

Agreed contributions are paid when the purchase of your Rose home completes.



Clear milestones

Regular reviews and a practical 42-day plan help keep everything moving.

Could Ready2Move be right for you?

The scheme may be suitable if you own a property that is ready to market, have found an eligible Rose home and can obtain a mortgage agreement in principle or otherwise demonstrate that you are financially able to proceed.

Speak to your Rose Sales Consultant to check availability and eligibility.



How Ready2Move works

We will give you one clear plan, practical support and firm milestones so everyone knows what happens next.

	STEP 1 Choose your Rose home Your Sales Consultant confirms whether the home and your circumstances qualify.
	STEP 2 Check your finances An approved broker confirms affordability, deposit funds and your agreement in principle, where required.
	STEP 3 Agree the right launch price Two approved local agents appraise your property, then one lead agent and an evidence-based price are agreed.
	STEP 4 Get your home on the market Instruct the approved agent and panel conveyancer, complete the forms and launch within five working days.
	STEP 5 Reserve for up to 42 days Conditionally reserve your selected Rose home while your existing property is marketed.
	STEP 6 Review and progress Reviews take place on days 14 and 28, with a proceedable buyer and memorandum of sale targeted by day 42.

Your 42-day plan

Days 0–5: valuation, instruction and launch | Day 14: marketing review | Day 28: formal progress review | Day 42: sale agreed and memorandum of sale

A realistic price is the key

Ready2Move is designed to help you achieve a timely sale, not simply the highest initial asking price. Your recommended launch price will use recent comparable sales, current competition and your required moving timescale. If the agreed review identifies a needed change to price or presentation, you must act promptly to keep the reservation in place.

Once your sale is agreed

Your approved agent, conveyancer, mortgage broker and Rose Sales Consultant will share progress updates and work towards Rose's normal exchange target. Your new home completion will then follow the contractual arrangements for your chosen plot.

Support with the cost of moving

Ready2Move is about more than reserving a home. We will help take care of the hassle and agreed costs of moving, so you can focus on your new Rose home.

	Ready2Move support	What this means
	Estate agency	Rose will cover your estate agency fees, excluding any marketing costs.
	Legal fees	A contribution of up to £2,000 including VAT towards approved panel legal fees for your sale and purchase.
	Mortgage advice	The standard approved mortgage-broker advice fee if using approved panel of mortgage brokers for your purchase.
	Removal support	A removal-cost contribution if it is specifically included in your individual Ready2Move Offer Schedule.

No cash alternative

Approved contributions are paid only when the purchase of your Rose home legally completes. They are not paid as cash to you and cannot be exchanged for a price reduction unless Rose agrees otherwise in writing.

What we ask from you

1. **Be ready to proceed.** Complete the financial checks and provide accurate information promptly.
2. **Launch quickly.** Make your property available for marketing within five working days of reservation.
3. **Price for your timescale.** Agree and maintain an evidence-based market-ready price.
4. **Help buyers view.** Provide reasonable access and respond constructively to feedback.
5. **Keep decisions moving.** Complete identity checks, property forms, mortgage and legal paperwork without delay.
6. **Act at review points.** Follow the agreed action plan, including justified changes to price or presentation.

A few common questions

Do I have to use the approved professionals?

You remain free to choose your own adviser. However, Ready2Move fee contributions apply only to the approved providers and arrangements stated in your Offer Schedule.

Is my sale guaranteed?

No. Market conditions and buyer circumstances can change. The scheme gives you a coordinated plan and stronger support, but it cannot guarantee a sale, selling price, mortgage, exchange or completion date.

What if my property has not sold by day 42?

Rose will review the position. The reservation may end, you may be offered another available home, or Rose may approve one written extension of up to 14 days. Any extension is entirely at Rose's discretion.



Ready2Move scheme terms and conditions

Please read these terms together with your Ready2Move Offer Schedule, reservation agreement and the contract for your new Rose home. If there is any inconsistency, the signed reservation agreement and contract will take priority.

- 1. Eligibility and availability.** Ready2Move is available only on selected plots and to customers approved by Rose Builders (Rose). Eligibility, plot availability and the level of support offered are at Rose's discretion. The scheme may be changed or withdrawn before a reservation is signed.
- 2. Financial qualification.** Before reservation, customers must complete Rose's required financial checks and provide evidence of deposit funds, affordability and a mortgage agreement in principle where applicable. All information supplied must be accurate and complete.
- 3. Conditional reservation.** A Ready2Move reservation is conditional upon compliance with the scheme requirements and does not amount to a guaranteed sale of the customer's existing property or an unconditional commitment by Rose to hold the selected plot beyond the stated reservation period.
- 4. Appraisals and lead agent.** The existing property must normally be appraised by two Rose-approved estate agents. One approved lead agent will be appointed unless Rose agrees otherwise in writing. Any multiple-agency arrangement requires Rose's prior written approval and a separate written fee agreement.
- 5. Marketing deadline and price.** The customer must instruct the approved agent and launch the existing property with complete particulars within five working days of reservation, at the evidence-based market-ready price agreed with Rose and the lead agent.
- 6. Customer cooperation.** The customer must provide reasonable viewing access, complete identity, property, mortgage and legal documentation promptly, respond to enquiries and act reasonably on evidence-based recommendations about marketing, presentation and price.
- 7. Progress reviews.** Marketing performance will be reviewed at approximately day 14 and day 28. Continued reservation may depend on the customer completing the written action plan agreed at a review, including any reasonable change to price or presentation.
- 8. Day 42 requirement.** By day 42, the customer must normally have a financially qualified and proceedable buyer, a verified chain and a memorandum of sale. If this has not been achieved, Rose may allow the reservation to expire, offer an alternative available plot or grant one written extension of up to 14 days. An extension is not guaranteed.
- 9. Fees and contributions.** Rose will pay only the approved fees or contributions expressly set out in the customer's Ready2Move Offer Schedule, subject to the stated provider, scope, limits and maximum total.
- 10. Completion-only payment.** Ready2Move fees and contributions become payable only when the customer legally completes the purchase of the Rose home. Payments will normally be made directly to the approved provider or allowed as a completion statement contribution. There is no cash alternative.

- 11. Excluded and excess costs.** Unless the Offer Schedule expressly states otherwise, the customer remains responsible for costs above the agreed caps, Stamp Duty Land Tax, mortgage or redemption charges, surveys, specialist advice, abortive costs, premium services and any other third-party costs.
- 12. If the transaction does not complete.** If the customer's sale or purchase does not proceed to legal completion for any reason, Rose will not be responsible for the customer's fees, expenses or abortive costs unless Rose has expressly agreed otherwise in writing.
- 13. Choice of adviser and referrals.** Customers may seek independent legal, financial or estate agency advice. Any referral arrangement will be disclosed where required. Ready2Move funding is conditional upon using the approved providers and fee arrangements identified in the Offer Schedule.
- 14. Mortgage and incentive disclosure.** All incentives, contributions, referral arrangements and benefits connected with Ready2Move must be disclosed to the customer's conveyancer, mortgage broker, mortgage lender and valuer. Lender approval may be required, and Rose cannot guarantee that a lender will accept the incentive.
- 15. No guarantees.** Rose and its approved providers do not guarantee a sale, market value, selling price, buyer, mortgage offer, exchange date or completion date. All property sales remain subject to contract, satisfactory legal work, finance, valuation and the circumstances of the chain.
- 16. Cancellation and reservation fee.** Any cooling-off period, cancellation right, reservation-fee refund or deduction will be governed by the signed reservation agreement. Any permitted deduction will be stated in advance and must relate to reasonable administration costs.
- 17. Data sharing.** The customer authorises Rose and the approved providers to share relevant contact, property, financial-qualification and transaction-progress information for administering Ready2Move, progressing the sale and purchase, preventing fraud and meeting legal or regulatory requirements. Each organisation remains responsible for its own privacy obligations.
- 18. Separate contracts.** The customer's agreements with the estate agent, conveyancer, mortgage broker, removal firm and any other provider are separate from the contract to buy the Rose home. Rose is not responsible for advice or services supplied by independent third parties, except for making the agreed contribution on completion.
- 19. General.** Ready2Move cannot be combined with another offer or incentive unless Rose agrees in writing. No variation is effective unless confirmed by Rose in writing. These summary terms do not replace the customer's reservation agreement, Offer Schedule or purchase contract.

Important

Ready2Move is designed to make moving simpler, but it remains important that you obtain independent legal and financial advice before committing to your sale and purchase.