

## THE 21 ADVANTAGES OF USING AUCTION AS YOUR PREFERRED MARKETING PROCESS



### WHY AUCTION REAL ESTATE?

Real Estate auctions have become one of the most popular methods of buying and selling property in Australia, with substantial benefits for both vendors and purchasers. Auction is used as the preferred method of sale by beneficiaries, governments, banks, administrators, executors & trustee companies, corporations and private vendors. It has been proven to be the best method of establishing true market value.

### AUCTION PUTS THE FOCUS ON YOUR PROPERTY

### WHAT IS AN AUCTION?

Auction is a process which allows interested parties to make competitive bids which establishes the current market value of the property in an open, transparent and public forum, utilising the skills of an experienced auctioneer.

### IF YOU'RE NOT AUCTIONING YOUR PROPERTY YOU ARE MISSING OUT ON THE HIGHEST BID

It costs no more to have auction as part of your marketing strategy.

### WHAT ARE THE ADVANTAGES TO ME AS A VENDOR

01. **CONTROL**, as Vendor you set the terms and condition.
02. **YOU GET A CASH UNCONDITIONAL CONTRACT**
03. **10% DEPOSIT** on the fall of the hammer.
04. **NO COOLING OFF PERIOD** applies.
05. **ALLOW 3 OPPORTUNITIES TO SELL** - before, at auction or immediately after. Reduces the overall selling time in the market.
06. **CREATES A SENSE OF URGENCY**, which motivates purchasers to action.
07. **ALLOWS ALL POTENTIAL BUYERS TO COMPETE** amongst themselves to offer you the best price.
08. Can be used as part of a **TOTAL MARKETING PACKAGE** where auction is the component that gets the buyers to act.
09. **PRICE IS USUALLY NOT DISCLOSED** so you remove this objection factor.
10. **FORCES BUYERS TO MAKE DECISIONS** to a deadline of the auction date and brings negotiations to a head.
11. **THE AUCTIONEERS SKILLS**, enthusiasm and techniques can maximize the price.
12. **VENDORS CONTROL THEIR RESERVE PRICE** and settlement date. They accept or reject varied terms and get cash contracts, which usually settle in 30 days.
13. In every other form of marketing the buyer is in control. The buyer will dictate the offer, terms, subject to finance, subject to sale, subject to building inspection etc. and get a cooling off period. The buyer will negotiate from a position of strength. **WITH AUCTION THE VENDOR DICTATES THE TERMS.**
14. **AUCTION OPENS THE DOOR** to more motivated buyers.
15. The auction marketing campaign that you choose will be tailored to deliver **MAXIMUM EXPOSURE WITHIN THE FIRST FEW WEEKS ON THE MARKET** - the time frame during which it is most likely to sell.
16. Your home is only open at **TIMES THAT SUIT YOU** with a predetermined schedule of opens.
17. **THE LEVEL OF MARKET INTEREST** will help you gauge your reserve price.
18. **THE COMPETITIVE AUCTION ENVIRONMENT** offers the greatest chance for a premium price.
19. **AUCTION NEGATES THE NEED FOR COMMISSIONER'S APPROVAL** when dealing with associates under the current legislation saving valuable time.
20. Unlike other marketing methods where buyers generally negotiate down from the asking price, **AT AUCTION BUYERS INCREASE THEIR OFFERS COMMENSURATE WITH THE SKILLS OF THE AUCTIONEER.**
21. **ON THE FALL OF THE HAMMER THE VENDOR BECOMES A CASH BUYER** subject to settlement only.