

Methods of Selling your Home

Auction

Auction is one of the oldest methods of marketing, dating back to Roman times, and is a very important method of sale. A well-run auction programme takes more time and effort from me but will ensure that your property gets the maximum exposure. Auction is a method of sale where there is a real opportunity for you to get more for your home than you expect.

You set a deadline for the sale of your home. This creates a sense of urgency among buyers and sales consultants alike. It also allows you to plan ahead in the knowledge that a definite date has been set for the sale of your home.

A three-stage selling process

Auction is one of the few methods of sale where you get, not one, but three opportunities to sell your property.

Stage One

In the lead-up period a high profile Auction marketing will highlight your property, producing the greatest exposure when enquiries are likely to be at the highest level.

Stage Two

The Auction is the shortest part of the process but it is the best opportunity to stimulate competition. Because most people think in a range of values, rather than a specific figure, this is the time when a potential purchaser is most likely to stretch to the upper range of values to secure your property and, thereby produce the highest possible selling price for you.

Stage Three

Some people believe that if your property has not sold by this stage of the Auction process then the system has failed. Not so. Stage three can produce a whole new range of buyers, those who may need to sell another property or arrange finance before they can commit themselves unconditionally.

“My job is to turn a conditional buyer into an unconditional buyer. In fact when you invest in a building report, LIM and title, buyers just have to get their finance and insurance arranged.”



HARCOURTS BECKENHAM
130 Colombo St. Beckenham. Christchurch
P: 03 337 1316 F: 03 337 2675 M: 021 820 610
E: louise.mcleavey@harcourts.co.nz
www.louise.mcleavey.harcourts.co.nz
LICENSED SALES CONSULTANT REAA 2008