



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

Auction.

Hammering Your Advantage Home.

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.