

Auctions are highly focussed marketing campaigns designed to expose your property to the maximum number of buyers, maximise your sale price and minimise the number of days your property is on the market. Your property is put up for sale on a specified date and this is preceded by a high impact marketing campaign and selected "open days" all of which indicate your commitment to selling.



Why Auction your property in today's market?



- » Auctions are a well-established and proven practice for selling real estate.
- » Potential buyers are in one place at one time with strong desire to purchase on the day
- » Competitive bidding means there is no price barrier.
- » A definite sale made under the hammer, assuming the reserve price is reached.
- » A set date of sale encourages potential buyers to act quickly.
- » Auctioneer can often identify the most likely buyer to negotiate with, if not sold on fall of the hammer.
- » You have the right to set the reserve price, below which the auctioneer is not permitted to sell.

Ray WhiteTM

Why sell at auction?

Well marketed auction properties tend to attract more genuine buyers and sell 30% faster than those sold by private treaty. Simple things such as picking your auction date serve to create a sense of urgency and provide a competitive atmosphere on auction day that is ultimately essential if you are looking at getting the best price for your property. How does your real estate agent prepare your property for auction?

- Formulate a marketing campaign to get your property maximum exposure: A good real estate agent will run a multi-faceted campaign that is designed to maximise your sale price and attract the right set of buyers.
- Organise as many Open home inspections as possible
- Help conduct research on the market to help you reach a reserve price.

The Auction Process

Apart from implementing a highly focused marketing campaign, you will need to:

- Pick your auction date and select your “open days”
- The contract of sale is on your terms and the conditions of the sale are predetermined
- Settle on a reserve price (your marketing campaign can be used here as it is a key indicator of the market’s mood.

Selling prior to auction

Potentially one of the biggest attractions to the auction process is that they offer extra opportunities for the sale of your property - an offer can be made before, at or after the auction. Should a buyer make an offer prior to auction, you would have to consider two main questions:

- Will the buyer still turn up on auction day?
- Are there other interested parties?

While the answer to the first question will depend largely on the buyer’s motivation, your real estate agent will be able to help you answer the second question because they will have spoken to all interested parties.

What to expect on auction day

Before the auction begins, the auctioneer will arrange one last open house inspection. Your real estate agent will also be required to display legal documentation which the auctioneer will detail in an announcement. The auction will then start by the auctioneer asking for an opening bid. They will then set an amount by which all bids must rise. Once the reserve price is reached, the property is considered to be on the market and will go to the highest bidder. If your reserve price is not reached however, the auctioneer will confer with you to determine if you are happy to sell at a lower price.