

Why Sell by Auction?

Choosing the right method to sell your home is extremely important.

The benefits to taking your home to auction include creating urgency, generating competition and locking in a buyer unconditionally.

Creates Urgency

Having a set end date creates urgency for a prospective purchaser to be organised for auction day. Once a buyer inspects the property, they proceed quickly to do their due diligence and get ready to bid strongly for their new home or investment.

Setting a date also creates a structured selling plan in which to achieve a sale either prior to auction, at auction or post auction.

It gives the vendor and agency clarity on their roles in the selling process and ensures they are prepared for all open for inspections and the auction.

Generates competition

Auctions create a competitive environment which can help establish an emotional connection between the property and the purchaser in a short time.

This may increase a home's value and help you achieve a premium result.

Attracts more potential buyers

Taking a home to auction can help you attract more buyers through the open for inspections and more bidders registering at the auction. Buyers are less likely to "bide their time" waiting for other options when they know your property will be gone soon.

Not having a fixed advertised price removes price as a barrier and interested buyers may stretch themselves under a competitive environment to buy their dream home.

Gets the most from your marketing

When selling your home there will always be an investment in marketing. The auction process condenses your investment into a shorter time-frame so it buys a higher impact strategy.

An intense high-profile marketing campaign, usually 28 days or less, gives you the opportunity to attract the maximum number of purchasers in the least amount of time.

Sellers can prepare their home beautifully for the short marketing period to make the best possible first impression.

It also gives buyers more of a chance to see the advertisement and develop an immediate emotional connection between the property and themselves as a buyer.

Reduces days on market

Auction reduces days on market. It creates a competitive environment where bidders can compete for your home.

Without the auction deadline, a property can linger on the market. The longer a property stays on the market, the less interest it generates and the less likely it is to generate a premium price.

Longer time on the market also increases the number of open homes a buyer must prepare for.

Produces a Definite Result

Auction gives you an immediate unconditional contract. No cooling off period!

Once the hammer falls a buyer is bound to the contract and an immediate exchange then takes place. It gives you as the seller clarity regarding the sale and enables you to move forward with your plans.

Auction is the most transparent way to sell real estate. You remain in control through your reserve price, buyers can see who they're competing with and sellers can see first-hand what genuine buyers in the market are prepared to pay for their home.

The best result for the owner in the shortest period of time!