

'West' – 11 June 2011

THREE CHANCES TO SELL

An auction offers you three distinct points of sale but, it slashes the time your property is on market!

In the first place, a keen buyer can make an offer throughout the marketing period leading up to the auction.

If the right price and terms come along prior to auction day, run with it. If not the seller can simply proceed to auction day.

That day is the obvious second selling point, but if a target price is not achieved at auction there is still the third, and often most likely, point of sale opportunity – within the two weeks after the auction.

This is typically where conditional buyers, that is buyers who could not meet the strict auction terms, engage in negotiations.

This may cover buyers seeking finance or who are looking for different deposit or settlement terms.

A typical auction marketing program is for four weekends, and the level of marketing is greater over this shorter period of time.

This saturates the market, attracts attention and interest and creates a competitive environment.

Should you have a question regarding auctions, please email me at bookings@tomeszeauctions.com

Tom Esze is the 2010 REIWA State Auctioneering Champion

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