



Should you go  
**Auction**  
**or Private Treaty**



# Auction

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## The auction method is recommended for properties:

- In a healthy market the aim is to achieve a premium price.
- When a set time frame is a prime requirement.
- Where the client is comfortable using market demand to help achieve the price.
- For any property in any market where the client is committed to sell.

## Auction enables you to market without a price!

- A premium price comes from competition between buyers. The more buyers, the more competition, the higher the price.
- With price removed, inquiries are often greater which increases the opportunity of producing the premium buyer.



# Private Treaty

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## The private treaty method is recommended for properties:

- Where time of sale is not an issue.
- Where the client is most comfortable with a clear price.
- Where marketing budgets are very limited.

## Marketing with a price:

- Buyers usually spend 10-15% more money than they intend.
- Many owners put 10-15% on top to avoid 'underselling'. However this can potentially hinder inquiries.
- Overcoming the gap of 20-30% between the advertised price and the buyers' offer price, often needs the skill of our agents.
- Pricing the property too high can kill a buyer's interest. Pricing the property too low means not achieving 'premium' price.

# Achieving the Premium Price

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When two, three or even more people want to buy the same property - they are encouraged to compete for it. This pushes up the price and ensures you are getting the best possible price on the day. Our job is to create maximum competition among interested buyers.

We will recommend the method we believe will achieve the best price, however ultimately, you the vendor, have the power to choose the method which you feel most suits you.

**When selling a property, we have two primary methods of sale choices - Private Treaty or Auction.**



Premium Price

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Fair Market Value

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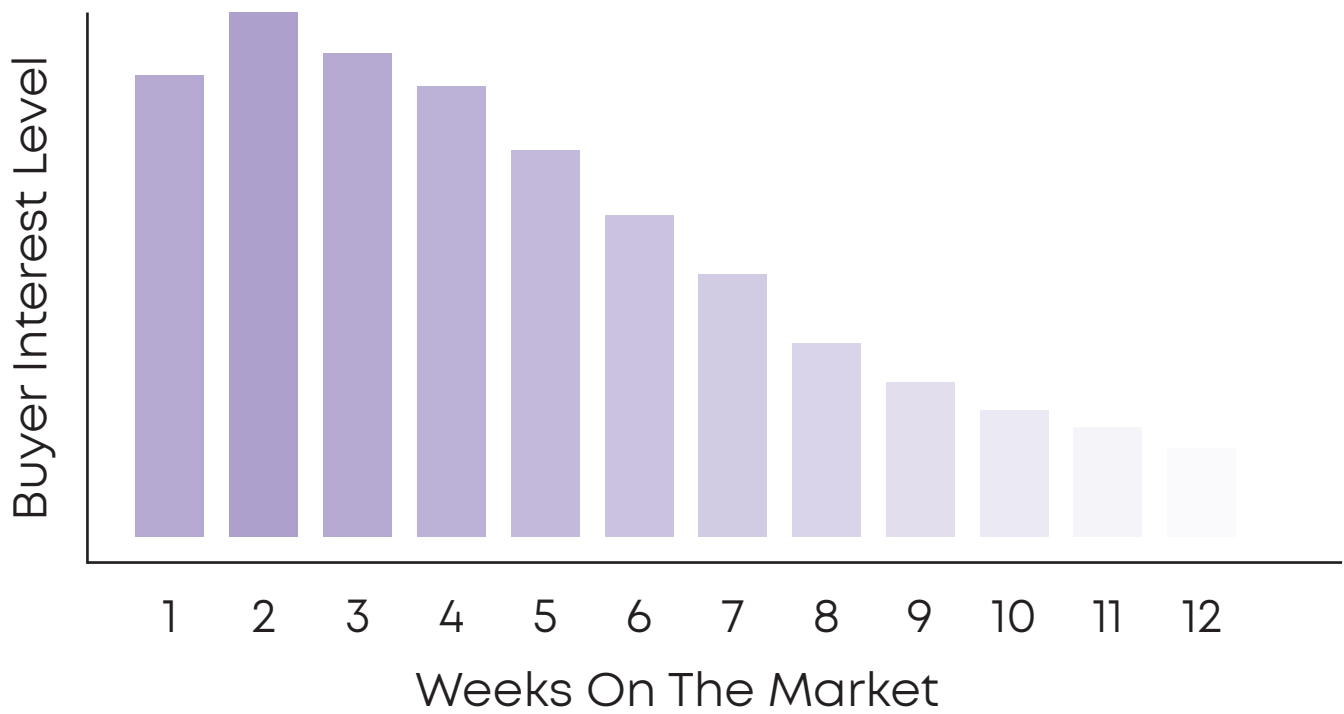
Fair Market Value

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Depending on the price of your property, it will affect the number of buyers.

# Buyer Activity

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The first few weeks is the most important time for marketing. It's best to take advantage of them. Buyers seek out new listings which are always of interest to the existing buyer group.

## Marketing Time

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The most important marketing time in any campaign is the first few weeks. Best not to waste them! Buyers are excited by 'fresh' listings. New listings are always of interest to the existing buyer group.

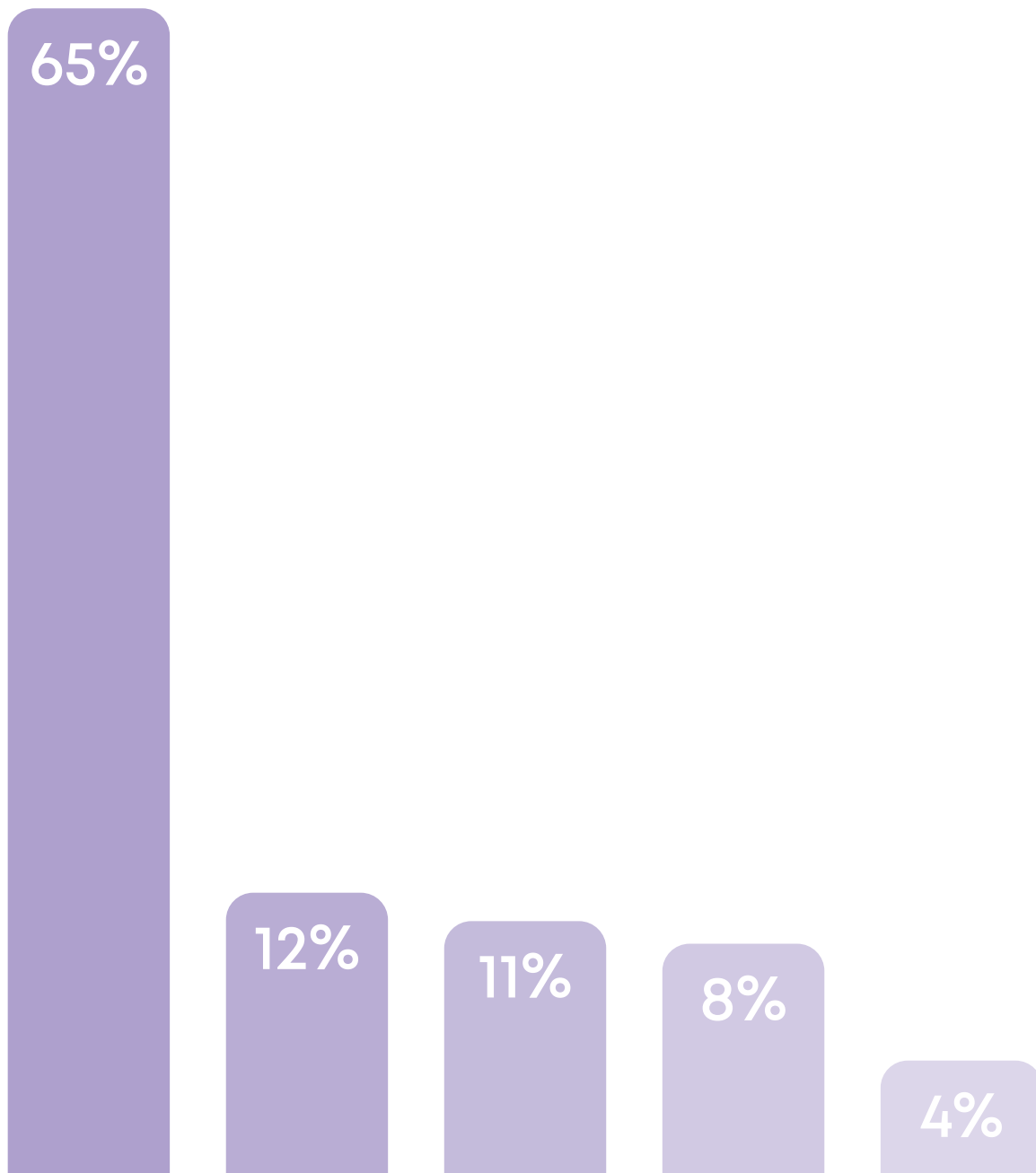
In the digital age, buyers become aware of a new listing very quickly; Sometimes within just hours of the listing. This means that a wave of all buyers that are 'in-the-market' can often hit within the first one to two weeks.

However, statistics indicate that once a buyer 'discards' a property, they rarely reconsider it!

This is why it can be an advantage to market a property without a price, or price it correctly at the start of a campaign. Otherwise, you run the risk of your property 'stalling'; and being dismissed in the buyer's mind. This can lead to a lengthy time on the market, and ultimately a lower sale price.

# Where Buyers Come From

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Internet

Signboard

Social Media

Database

Direct Mail





