**Text

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**Why Auction?**

For some sellers, their initial reaction to auction is- ***“that’s only for desperate people” or “I’m not giving my house away” or “that’s only for run down properties.”***

The truth is that auction offers a secure method of selling a property, providing a platform for exposure whilst you retain control of the process.

All properties are sold subject to a reserve price. Your property will not sell for less than your agreed amount meaning you are in control of the price you accept.

We have partnered up with an agent with over 25 years of auction experience and an expansive partner agent network we can ensure maximum exposure on a national scale for your property.

Selling your property at auction offers a host of benefits that are not available to you when selling using traditional methods.

To confirm a reserve price is agreed on your property, this is the lowest figure you would accept, and we cannot sell the property for anything less than that amount. A starting bid is set, your property will be entered into the next auction and will be advertised in the catalogue or entered the ‘online auction’ with a fixed end date.

Buyers can view the property before the auction date and we encourage them to do so, as when they bid, they are committed to purchasing your property. You will be kept updated with feedback from viewings and offers prior to the auction.

If you are selling unconditionally your solicitor will produce a legal pack with all the information a buyer will need to exchange contracts. The property will be placed into an online auction and will sell for the highest bid above the reserve. We take the reservation fee and deposit from the buyer and pass their details and the paperwork to your solicitors to complete the transaction.

**Key benefits...**

**Security**

You will have the comfort of a non-refundable reservation fee or deposit form any prospective purchaser. You also have the security of your reserve price which, your property will not sell below our agreed amount.

**Speed**

With auction you can decide whether you would like the sale to complete within 28 or 56 days. The buyer and their solicitor must work within these timescales, or the buyer could lose their deposit.

**Maximum price**

Your property will be advertised with a starting bid which is more appealing than a traditional asking price. A more attractive starting bid leads to more viewings and interest; this equates to more offers and ensures you achieve the best price in the current market.

Your property will be advertised in the auction catalogue, which is sent to an extensive mailing list, it will also be advertised by partner agents both locally and nationally as well as on the auction website.

**Sell for FREE**

You also have the option to sell through the Unconditional or Conditional routes without any auction or estate agency fees. An additional reservation fee is collected from the buyer allowing us to give you the full auction advertising and marketing without any costs to you

The benefits of selling at Auction is you will get the best price in today's market with no hassle or hold ups.

The reasons of selling through auction are as follows:

You would set the **Reserve** price, this is the minimum you are happy to sell for, this will give you comfort that we cannot sell for less.

We will set the **Starting** bid, and this is always below the reserve price but don't forget we cannot sell for the starting bid.

As we are **online** auctions, we can get your property up and running at your earliest convenience, along with Fairweather's marketing you will also benefit form our extensive database marketing to maximise your sale price.

We can also offer a no sale no fee**legal pack**.

**Fees to pay**

You will not have any estate agency or auction

If we do an **example** of a 28 days online auction and the reserve is met or exceeds expectations we will exchange contracts with the buyer and will take a 10% deposit, this gives you security that the sale will not fall through the buyer is legally bound. completion is usually 28 days after unless you request an extension.

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