

Method of Sale - Auction

We recommend that your property be promoted for sale by **Auction**. We believe that your property's features, location and desirability lend it to this type of marketing and it is the best method of achieving the greatest possible price.

The planned marketing of the property will provide an informed decision with true competition so that the market can establish the sales value. If strong interest is identified then we could well see a higher selling price being achieved but it will depend on where purchasers perceive the value.

At Barfoot & Thompson you have a choice of auction venue. Your salesperson will discuss and choose the most appropriate venue for your particular property – either “On Site” or “In Our Room”

The benefits of an Auction

- Auctions create a known timeframe and deadlines.
- Buyers are forced to act with more urgency during the programme.
- The promotion uses the most effective advertising media and methods.
- “No Price Marketing” attracts a wider range of buyers.
- Buyers focus on the property's benefits and not the price.
- Trustees have surety on testing the market with established procedures.
- Success is generated when buyers are drawn into competition.
- “On Site” auctions produce elements of emotion and first time bidders.
- “In the Rooms” auctions will afford you more privacy and control.
- Auctions in the Eastern Suburbs are well accepted in upper price brackets.
- Experience – Brett Trigger conducts in excess of 800 auctions a year.
- In a changing market the vendor is conscious of any changes in demand.
- The vendor controls the terms and conditions for auction.
- You control the selling price at auction by structuring the reserve.
- Auction bids are unconditional bids.