

Going, Going, Gone...

How Realtor's can use the Auction Methodology to add to their business & assist their clients.

AUCTION METHOD vs. TRADITIONAL BROKERAGE

1	Marketing Period is Reduced to a 4-6 Week Period	Marketing Period is Stretched over the Life of the Listing
2	Intense Advertising	Minimal Advertising, Reliance on the MLS and other Realtors
3	Targeted Marketing & Advertising	General Market Advertising
4	No Contingencies	Financing and Home Inspection Contingencies
5	30 Day Closing from Date of Auction	60 - 90 Day Closing after Buyer & Seller Agree to Purchase Terms
6	Pre Determined Showing Dates	Multiple Showings on Multiple Days
7	Buyer's Premium	Traditional Commission
8	Non Refundable Marketing Fee Due Upfront	Realtor Absorbs Marketing Fees
9	Detailed Property Information Package	Required State Disclosures & Minimal Information
10	Selling Price Achieved by Competitive Bidding	Selling Price Negotiated Down from Asking Price