



WHY SELL BY AUCTION?

An auction is a marketing process by which a Seller offers real or personal property in a competitive bidding format, attempting to obtain the highest/best bid from a pool of bidders. Auctions create an exciting and energetic atmosphere where emotions run high and buyers are motivated by competition. In order to "win" they must outbid every other potential buyer! And when buyers compete, you win!

Selling with PREMIER AUCTIONS

Sell in 30 days or less. By setting a date to sell, you create a sense of urgency with potential buyers, accelerating the sale process.

Worldwide Marketing. Premier creates a focused ad campaign designed to give your property maximum exposure, bringing buyers to you.

Eliminate Carrying Cost. Premier helps you eliminate the costs that erode your equity by setting the date of the sale, enabling you to net the highest possible price for your property.

Regain Control. Premier helps eliminate the negotiation process. You set the terms and conditions, and the time and date of the sale so potential buyers know you are committed to selling, and they are ready to bid on auction day.

Create Transparency. Open bidding allows potential buyers to know exactly what to pay to win your property, creating a fair and open transaction.

Establish Fair Market Price. Appraising property can be challenging because they typically have few comparables. Auctions establish the fair market price on auction day, which creates unlimited upside potential.

Close in 30 days or less. Premier's sales are contingency-free, and are sold "as-is", giving you the confidence you need to plan your next step.

Listing your PROPERTY

Accept an Uncertain Sale Date. It's possible that your property will remain on the market for many months. This could lead to price reductions to encourage buyer interest, which ultimately eats away at profits.

Minimal Exposure and One of Many. Your property will be one of many that are minimally advertised, creating a heavy reliance on the MLS, where your property can get lost in a sea of listings.

Continued Equity Erosion. A property that remains on the market for an extended period becomes a drain on you and your equity. These costs, including mortgage payments, maintenance, taxes, insurance, can add up to thousands of dollars each month.

No Leverage in a Buyer's Market. In a buyer's market, the buyer is in control of the sales process. To put it simply, buyers are waiting for price reductions and want to negotiate and renegotiate all aspects of the sale.

Closed Door Negotiations. Buyers do not compete directly so the broker and seller have to negotiate the sale. Buyers may actually pay less than if they had competed face-to-face.

Over Price or Under Price Your Property. Over priced properties generate little to no interest, which results in an extended stay on the market. Under priced properties sell for far less than they're worth because they leave room only to negotiate further down.

Closing Date Extensions. Closing on a property with any contingencies can prove to be a time-consuming process that is both difficult and frustrating.

Sell your property in 30 days or less!