



Guide to Selling on Auction

 **AUCTION
ALLIANCE**®

Ahead of the Game



It's Easier Than You Think

Auctions are a centuries-old, proven and efficient method of public sale.

Internationally and locally, they're becoming the first-choice option for sellers - mostly because there's very little risk. In South Africa, for example, organisations such as banks, executors, trustees, and local and public authorities have used auctions for years.

Over the last decade, more and more large property companies, as well as private individuals, are opting for auction. It makes sense if there are multiple properties to sell, or if a given property is an unusual one.

But, in truth, almost anything can go under the hammer. All residential properties, for example, are extremely well suited to auction - provided that a realistic reserve price is agreed on. It's a simple and speedy way to sell.

Auctions in Action

Before the Auction

Valuation

Our professional team will determine a comprehensive value of the property, and agree on a realistic reserve price with you. Then we'll ask you to sign a mandate, giving us permission to market your property for auction.

Legal Documentation

We'll put together a due diligence pack for potential bidders. It includes the title deed, zoning certificates, municipal information, sale agreement and tenancy schedules (if any). Auction Alliance will also send these documents to prospective buyers, anywhere in the world, to be received within a maximum of 48 hours.

Marketing

This starts three to four weeks before a sale, with the publication of the online and full-colour printed catalogues. We'll develop a bespoke multi-media campaign for you, targeting individuals who have previously expressed an interest in similar properties; adjacent occupiers; and local agents. We also take out substantial space in key property publications, and have preferential placements in newspapers around the country. Auction Alliance spends approximately R50 million a year on auction advertising, and has a database of over 100 000 buyers.

Going Digital

Visitors to www.auction.co.za will find the country's largest auction website. We'll also advertise your property on 33 property portals in South Africa, and across the globe.

Public Enquiries

In the lead up to the auction, all enquiries are recorded. We'll advise you of the level of interest in your property, and any other relevant issues. Auction Alliance also arranges public and private viewings of your property for potential purchasers.



Auctions in Action

At the Auction

The Setting

Auction Alliance holds all its auctions either on site or at leading city hotels. It's not uncommon for 600 people to attend, which creates the kind of buzz that can be crucial to a successful sale. Each potential buyer has to register, agree to the terms and conditions, and pay a refundable deposit in order to enter. We encourage you to attend your own auction.

Auctions in Action

After the Auction

The Deposit

We will send this to your attorney after the transfer of the property - which usually takes between four and eight weeks.

Finance

With the highest confirmation rates in the industry, we have various products to assist buyers in raising finance for your property.

On your marks. Get set. Gone!

When the Hammer Falls

The successful bidder is legally obliged to pay a deposit (5% of the purchase price), and sign a memorandum of sale, before leaving the venue. All necessary documentation will be sent to your attorney.

If Your Property Doesn't Sell

If for whatever reason, we don't reach your reserve price, you can decide to accept the highest bid on the day. If not, someone may still wish to buy your property - we can continue to market it on your behalf.

A Done Deal

The buyer has to purchase your property for the bid price, together with the auction commission - which is for their account. They may not renegotiate any of the terms and conditions! The deposit is held in trust until the registration of transfer.



Ahead of the Game



10 Reasons Why Auctions Work for Sellers

Low Risk, Low Cost

The seller's fee to the auctioneer covers inspection of the property, marketing, advertising and catalogue production costs. But if there's no successful sale, there's no commission.

Ease and Efficiency

When the hammer falls, the deal is done: no protracted negotiations, suspensive clauses, or intermediaries.

There's a Buzz

Auctions can be thrilling events. It's our job to intensively market your property, so that the maximum number of prospective bidders turns up on the day.

No Deals Behind Closed Doors

Every transaction takes place transparently and in the open, with any terms and conditions available for public scrutiny.

The Sky's the Limit

There's no ceiling on the maximum price your property can fetch. Often, this means higher final prices than more traditional methods of sale.

It's Done on the Day

There's a high degree of certainty that your property will be sold. In tough markets, that's a huge bonus.

You're in Control

As a seller, you set a minimum reserve price. So at no point in the process will there be any uncertainty.

No Commission

The buyer covers the auctioneer's commission, not you!

Serious Buyers Only

They're aware that you genuinely intend to sell your property - so they'll compete for the deal.

It's Quick

It can take as little as five weeks from signing a mandate to confirming the sale. And between eight and ten weeks from the instruction to sell, to the registered transfer of an auctioned property or asset.

10 Reasons Why it Makes Sense to Sell with Alliance

Only Professional Auctioneers

One of the key elements of an auction's success is the person holding the gavel. As industry leaders, we employ South Africa's top 10 auctioneers.

The Auction Magazine & Auction Paper

These two uniquely Auction Alliance publications are considered industry must-reads. Published monthly and weekly, respectively, they have a distribution list of over 1.2 million potential buyers.

The Best Buyer Database

All our previous buyers' details are entered into our national database - the most comprehensive in South Africa. This allows us to email the right people about your property, in an instant.

Easy Access

We're open every day, and offer buyers a total auction solution. Our specialist teams include residential sales, commercial sales, financing, valuations and property investment.

Put our Track Record to the Test

We've conducted some of the country's most high profile auction events, with a list of top sales to match. Auction Alliance has broken the records and set the standards - year after year after year.

In Good Company

Our board is comprised of some of the highest-profile business people in the country, including our BEE partners.

A Name Built on Trust

For almost 20 years Auction Alliance has created a brand based on innovation and excellence. And it's made us the country's largest auction group - by value and volume. What we give is quality service, and what we get are results.

Marketing Mavericks

Our award-winning marketing team is committed to constantly evolving our approach to auctions. We're here to make your assets shine, and spend around R65 million every year to ensure maximum media exposure.

A Digital Resource

Auction Alliance has created South Africa's leading online resource for buyers searching for quality investments. Our website gets approximately one million page views a month, from local and international visitors. Check out www.auction.co.za.

In Your City, Around the World

Not only is Auction Alliance represented in every major centre in South Africa, we've also extended our reach beyond these borders. We operate in the Middle East, and have affiliates in the UK, USA, and Australia. Think of us as your international auction experts.



Ahead of the Game

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