

Before The Auction

Bidder's Pack

The marketing period starts three to four weeks before a sale with the publication of the printed Bidder's Packs. These detail your property with full descriptions, supplemented with high resolution digital colour photographs.

Marketing

In addition to adding your property to our website, emailing our registered property investors and mailing the Bidder's Pack to our database of registered prospective buyers, we will target individuals who have expressed interest in similar properties, as well as property owners in your local neighbourhood, local developers, builders, property companies and our national network of franchised real estate offices for distribution to their buyer's database.

On the advertising side, we take space in key publications, giving full details of your property, date of auction and viewing times, as well as placing advertisements in the local newspapers, where we often also achieve editorial coverage.

We also erect auction boards in the local area plus, on auction day, we place many pointer boards on high traffic roads giving directions to your property.

Viewing

Potential purchasers will want to view your property during the marketing period before the auction. They may want to bring a member of a financial institution, attorney or property surveyor with them to give them advice.

Our auction team will discuss the suggested times of "View Days" with you and agree on those

dates. These may be during the day on a work day and/or a Sunday, to capitalize on the traditional "showhouse" day, offered by many traditional estate agents. A member of our auction team will always be present at these open houses, to ensure that all questions from potential purchasers are answered.

Legal Documentation

We will need you to make available all legal documents pertaining to your property (that you have access to) for inclusion into our Bidder's Pack (ie Title Deed; Building Plans etc). Your Auction consultant will discuss the requirements more fully during the Mandate meeting.

Pre-Auction Marketing

During this period, all interest and enquiries are meticulously logged by us. We will maintain close contact with potential buyers and advise you on the strength of interest in your property as well as presenting any offers in writing, made prior to sale.

Reserve price

We will agree with you a reserve price for your property before the auction. This is the level below which we will not be authorized to sell. It is important that this be set at a realistic level.

DID YOU KNOW?

Studies conducted in Australia, New Zealand, South Africa & the U.K. have conclusively shown that the net amount received by the seller at auction is greater than that realised in a traditional sale.

Source - www.auctionprop.com

How to enter your property in a Rawson Auction

1. When Do You Want to Sell?

Decide when you want to sell your property and ensure the date gives you time to move out within a 6 – 8 week window after the auction.

2. Contact Rawson Auctions

At the end of this guide we list all our contact numbers / email etc. Contact Rawson Regional Office and ask for our Auction Department.

3. Auction Appraisal

We can provide you with a free, no obligation auction appraisal of your property. We will advise you whether we think your property is suitable for sale by auction or some other method.

4. Confirm Instructions

Discuss your requirements with your allocated Auction consultant confirm your interest in proceeding and discuss a reserve price for your property.

5. Auction Mandate

We shall let you have our auction mandate setting out our terms and conditions which grants an exclusive sole mandate to Rawson Auctions for 60 days after the auction, in order to properly organise, market and conduct the auction, which includes a follow up period for further negotiations (should this be necessary). This will need to be signed to put your property on auction.

6. Marketing Costs

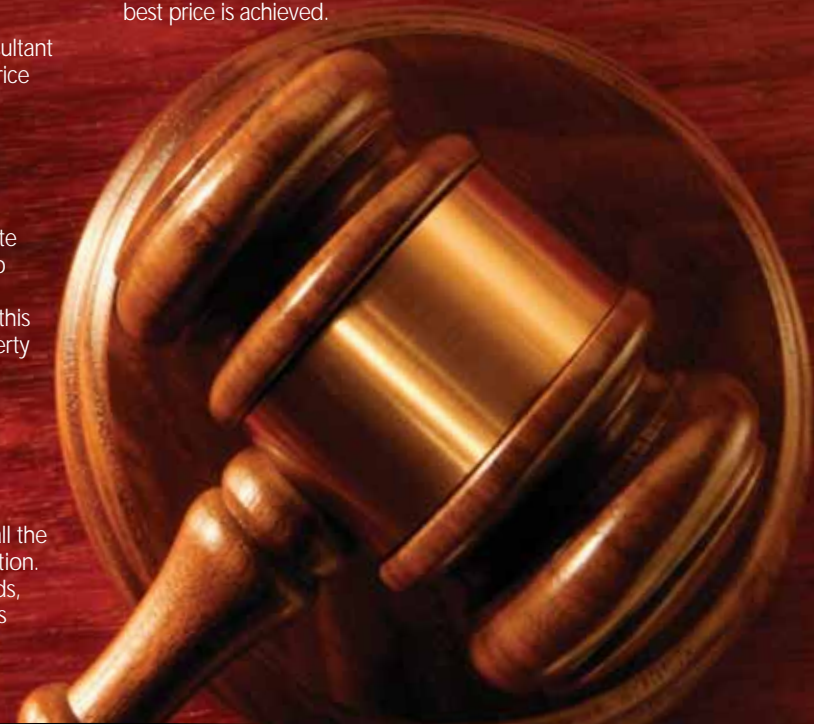
The upfront Marketing Costs are payable on confirmation of instructions. This covers initial inspection of the property, administrative procedures, brochure production costs and all the marketing (including boards & ads) of your property for auction. Should you require additional exposure, such as extra boards, industry advertising etc, your Auction Consultant will discuss these with you.

7. Legal Documentation

Draft sale particulars will be sent to you for approval/amendments. At the same time you will need to prepare copies of a legal documentation containing inter alia the following (if applicable): Property particulars – description, fixtures/fittings etc. Personal info – FICA requirements / Tax up to date etc / Copy of ID / Marriage cert / ANC / final order of divorce etc / Rates & Taxes Clearance Certificate / Electrical Compliance Certificate / Approved Building Plans / Zoning Certificate Levies – paid up to date / Body Corporate audited accounts / Occupation date / amount

8. Reserve Price

Your auction consultant will recommend a reserve price which you will need to approve before marketing begins. It is important to set the reserve at a realistic price which is attractive to buyers. This will generate competitive bidding at the auction and ensure that the best price is achieved.



Advantages of Auction

An auction is a public sale and, if prepared properly ie with focused marketing, advertising and mailing, will result in the greatest possible exposure of your property. To maximise the effectiveness of the marketing, considerable thought must be given to the reserve price, which needs to be tailored to generate competitive bidding at the auction, thus ensuring that the best price is achieved.

Although some properties are more suitable for sale through the "normal" sale process with a conventional estate agent, selling by this method can often result in an agreement of a price, followed by interminable delays in concluding registration, due to non-fulfillment of suspensive conditions etc.

An auction sale however has the effect of focusing the minds of potential purchasers. These purchasers have the added benefit of knowing that there is a genuine intention on the part of the seller to actually sell – buyers don't wish to waste time investigating the property only to find out that it is either in a selling chain which breaks down, or the property is overpriced.

The auction method offers a high degree of certainty that a sale will be achieved on a given day. On the fall of the hammer at auction, there is an immediate binding contract. In this way, the uncertainty surrounding a sale by other methods is removed. The entire sale process from instruction to sell, to registration of transfer, can be achieved within as little as six to eight weeks.

Who sells at auction?

In addition to some of the organisations who have regularly used this method of sale for many years (such as banks, trusts, local authorities, public bodies and property companies) the last 5 years in South Africa has seen a huge increase in the numbers of private individuals using the auction route as the speediest non-distressed sale method.

Many sellers are now turning to the auction floor where there is no forced sale by a bank or sale in execution, or any other mandatory means that would give a prospective buyer the suggestion that he would be bidding for a "bargain". Rawson Auctions will take your property asset to auction and realise the highest market related price within a specified time period - surely the easiest, most transparent and hassle free method employed to dispose of immovable property today?

Why Rawson Auctions?

- ✓ Best pricing mechanism and method for obtaining fair market value for your real estate asset
- ✓ Much more focused marketing exposure than through traditional routes
- ✓ Advertising in local, regional and extended press for each property
- ✓ Auction boards and posters in local and extended areas
- ✓ Full interactive website with "alert" feature
- ✓ Brochures emailed to all our registered property buyers and investors on a national basis
- ✓ The satisfaction that, with a realistic reserve price, the property will achieve the best possible market price
- ✓ Each property receives the same care, attention and thoroughness
- ✓ Competitive Marketing Costs
- ✓ Rawson Auctions has a national franchise real estate network and can provide far greater exposure to the market and potential to achieve the highest possible price

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A guide to Selling at Auction

