

Real Estate

BY PAUL WRIGLEY



What are the benefits of going to Auction?

There are many benefits of selling a property at auction.

Creating Urgency

When selling your property we need to control the market as best we can. By going to Auction we set a specific date which prospective purchasers have to perform by otherwise they may miss out.

Benefit: Encourage more buyers to inspect the property in a shorter space of time.

Marketing without a price

Buyers always look to dismiss a property (look for reasons why not to buy). If we go to Auction, we don't have a price on the property. Buyers walk through the property and fall in love with it first and then think about what they will pay for it.

Benefit: You don't turn buyers away because the property is over priced.

Achieving a higher price

On Auction day, if you have 1 or more buyers bidding for your property there is a chance you could get a higher price for your property. Competition and the fear of missing out on the property kicks in and buyers force each other up.

Benefit: Achieving potentially a higher price

Intense Marketing Campaign

An Auction is typically a 4 week marketing campaign. We advertise the property for 4 weeks and do an open home every week. The Auction is held either on site or in rooms after the fourth Saturday.

Benefit: More buyers will see the property. The best time to sell a property is in the first 4-6 weeks.

Summary

An Auction will create more exposure, invite more buyers to inspect (due to it not being overpriced) and potentially give you a higher price and a result in 4 weeks. The clearance rate at Auction (i.e. in 4 weeks) is 45-60%.

The clearance rate at Private Treaty in the first 4 weeks is dramatically lower!.

I am happy to discuss the benefits, or the pro's and cons of going to auction with you. Please feel free to ring me at anytime.

If you have a question you would like answered, please forward your request to my email address: paulw@raywhitetoronto.com.au and I shall provide you an answer through this column.

Ray White Toronto

4959 6577