

REAL ESTATE AUCTIONS, ARE THEY FOR YOU?

Dear Seller:

MYTH: “Auctions are for distressed or foreclosed properties”. It is true that auctions are use for these type of properties because it achieves the Seller’s goals of sold by a certain date, price is best market will offer and both sellers and buyers know this method is the definition of a fair and open market transaction.

FACT: The auction *method* of selling is fast becoming an alternative sales tool for Sellers. They know this method forces the buyers to compete with each other, not the seller. Sellers also know that they control the selling terms, not the buyer. The popularity of using the auction *method* is rapidly rising: nearly 9% of real estate sold in the Unites States uses this method. Other nations like Australia use this method more than the conventional method.

REAL ESTATE AUCTIONS

Seller’s Benefits

- A. Seller controls the process
- B. Timing: Listing to closing 90 days or less
- C. Carrying costs minimized
- D. All due diligence done up front
- E. Contract can be contingent free
- F. All interested parties compete at the same time
- G. Earnest money is immediately “hard”
- H. No Limit to Upside Potential
- I. Competition for acquisition is between buyers not the buyer and seller

Buyer’s Benefits

- A. Auction means the property will be sold
- B. Property will be sold on a specific date
- C. All due diligence has been pre-packaged for ease of review
- D. High bidder knows the price paid was market driven
- E. High bidder knows how much he paid over other bidders
- F. All terms and conditions are pre-agreed for smooth closing

At the Accelerated Marketing Group we have teams of experienced real estate professionals who average over 15 years of field practice. These experts custom design accelerated marketing programs to fit the timing, maximize the value and goals of ownership while packaging the asset so that a buyer can make an informed timely decision in their acquisition.

SELLERS-If you are interested in exploring the use of the real estate auction in the timely disposition of your real estate please call Todd Good (949) 313-0700 or Bob Daniel (949) 313-0705.

BUYERS-If your interested in reviewing the current real estate auction programs the Accelerated Marketing Group is conducting please visit our website AMGRE.COM or send us your contact information via e-mail info@AMGRE.COM or via fax at (949) 250-4440 and you will be added to our mailing list.

Todd L. Good
President/Partner
Accelerated Marketing Group
5000 Birch Street, Suite 205
Newport Beach, CA 92660
Phone (949) 313-0700
FAX (949) 250-4440
Email: tgood@amgre.com

Bob Daniel
Executive Vice President/Partner
Accelerated Marketing Group
3892 Bandini Street
San Diego, CA 92110
Phone (619) 692-0323
FAX (619) 295-8999
Email: bdaniel@amgre.com

