



Sellers Most Frequently Asked Questions

Q. Why should I consider selling my property using the Accelerated Marketing Group auction method of marketing?

A. This method results in several benefits to the Seller. The property will be sold at a specific date so you can plan the next step with certainty. Buyers think there may be a bargain and will focus on your property reducing the effect of competing properties. Non-contingent contracts with thirty-day settlements or forfeiture of deposit is required of all buyers of auctioned properties so you know you will close a quick transaction.

Q. What types of property does AMG auction?

A. We auction all types of real estate including residential, commercial, multi-family and land. We usually concentrate on asset valued at \$1,000,000 and higher. We have been successful in all of these categories.

Q. Many people think an auction is for "troubled" properties but I have no problems?

A. It is true that auctions are used 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. 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 United States uses this method. Other nations like Australia use this method more than the conventional method.

Q. Will my debt be met from the proceeds of an auction sale?

A. Every Seller is worried that the sale will cover their debt. Auction sales are designed to accelerate the sale of property by determining what the market is willing to pay based on the terms of sale of the offering. An auction sale is a pure and open market sale that will bring you the fair market value for your real estate. The fact that you are doing an auction does not change the market value of your property. If the market value is less your existing debt, then that is the price that you have to work with regardless of whether you use the traditional method or the auction method to sell your property.

Q. Will we still have to consider contingent contracts?

A. No. All AMG auctioned properties are sold "as is, where-is, no representations or warranties" on a non-contingent contract with a thirty-day closing and the buyer pays all allowable closing costs associated with

Q. Can I see one of your auctions as part of my evaluation of AMG?

A. Yes. We will tell you when and where upcoming auctions may be attended. We also have auctions on DVD that you may view.

Q. Where will my auction be held?

A. Live auctions are either on-site or at a local meeting facility, like a hotel, depending on the type of asset. On site keeps the assets positive points right in view. Sealed bid auctions are submitted to our office.

Q. What are the fees associated with an auction?

A. There are two fees associated with the auction marketing method. A percentage commission based on the final price and a marketing fee. A "Buyers Premium" is added to the buyer's final bid which reduces the effective commission. The seller pays the advertising and expenses in advance of their auction event. This insures a professional, comprehensive and broad-reaching marketing campaign to get the most possible response to your offering. Any unused portion will be reimbursed to you at closing. The final cost is generally less than conventional brokerage costs with the seller getting more exposure and a quicker sale.

Q. What does "as is, where-is with no representations or warranties" mean? Can I omit disclosing any known defects?

A. It means that the Buyer must accept the property just as it is, but we must abide by applicable state and federal disclosure laws. The Accelerated Marketing Group will offer full disclosure to all interested parties in accordance with the law as always.

Q. How do I contract with AMG for an auction?

A. Call the Accelerated Marketing Group to set an appointment to see if your property qualifies for an auction to benefit you. There will be a 5-6 week marketing campaign prior to auction day with a closing in 30 days or less with no contingencies.

Q. I think that my property is priced below its market value. How will that affect its auction?

A. Price is frequently not the issue for a low response to a property available for conventional sale. Oftentimes it is that there has been limited advertising that has not emphasized the property's good points. An auction will be a "call to action" for the potential buyers. They will know that if they don't step up and bid now, the property will be sold to someone else.

the sale.

Q. What does AMG do for me that others do not??

A. The Accelerated Marketing Group has a national reputation as being one of the most successful real estate auction firms in the country. We have sold and closed over 97% of all our auction properties, AMG will provide a comprehensive marketing program that includes some or all of the following:

- Brochures
- Direct Mail
- Internet Exposure
- MLS Updates
- Classified Advertising
- Auction Signs
- Graphic Design Department
- "Air Tight" Purchase and Sale Contract
- Comprehensive Terms of Sale
- Administrative Department
- Broker Cooperation
- Broker Flyer Distribution
- Twenty Four Hour Request Line
- Auction Day Staff
- Auction Event Coordinator
- Major and Regional Newspaper Advertising

Seller Benefits

- **Offers the seller another option.**
- **Creates competition among buyers--auction price can exceed the price of a negotiated sale. An auction generates excitement and heightens buyer interest.**
- **Auction creates the most exposure in the shortest period of time.**
- **Requires that potential buyers be pre-qualified.**
- **Accelerates sales.**
- **Eliminates high seller carrying cost--such as interest, taxes, and maintenance.**
- **Auction brings interested buyers to a point of decision--they must act now or lose an opportunity to purchase.**
- **Auction is a true market forum.**
- **A seller can plan the date they want to sell.**
- **A seller sets the terms and conditions of the sale, maintains control of the property throughout the auction (depending on auction type), and actively participates in the sale process.**
- **Auction eliminates numerous and unscheduled showings.**
- **Auction takes the seller out of the negotiation process.**
- **Auction is an aggressive, advanced marketing program that increases potential interest in and awareness of a property.**
- **Seller is able to obtain liquidity, free up capital and move on to other investments.**