

The Harcourts Auctions

---

GUIDE TO  
**SELLING**





# WHERE IT ALL BEGAN.

## **We made the gigantic leap from Australia to the US.**

Upon moving to the United States, we realized the traditional way to sell real estate was limiting for being the largest real estate economy in the world. If you are a seller, you are only given one way to sell a house.

What we quickly realized in an oversaturated real estate market, was that to be competitive one must have multiple angles to sell a home which benefits both parties: sellers and buyers. Therefore, we saw the United States as a tremendous opportunity to bring our Auction Platform to a real estate economy that had previously only seen Auctions as distressed properties instead of our proven concept suitable for your everyday to high end houses.

Therefore, we have brought our experience from other parts of the world, where auctioning homes is the proven standard and are adapting it to the United States marketplace. Our Auction platform empowers agents and sellers all over the world to provide their clients with the highest value for their homes while providing buyers with a new level of transparency in an otherwise hidden process-- which should be the new standard.

# RETHINK REAL ESTATE.

We are not getting rid of traditional real estate, rather we are providing a new innovative personalized solution. Our auction platform steers away from distressed homes and works with your everyday home up to luxury houses.

## Mission

---

We want you to feel at home starting now, as we personally navigate you through the auction process. We are committed to offering personalized, passionate, innovative guidance through every step. Whether you're a first-time homebuyer or a seasoned seller, our mission is giving you the blueprint for absolute success. We are measured by your complete and utter peace of mind.

## Vision

---

We aspire to be the leading name in home auctions in the United States and globally. We seek to completely redefine and reinvent auction by bringing an unparalleled level of expertise to every sense of the word. Built on transparency, trust, and a continuous drive for success, we will vastly surpass all others in our field.



# OUR VALUES



## Complete Transparency

Absolute honesty and clear communication are essential to us. Our seamless and straightforward auction process is crafted so you feel complete peace of mind from start to finish. We don't just want you to feel secure. We want you to feel at home.



## Guaranteed Results

We are dynamic, and we are continually evolving to ensure we consistently deliver positive results. To us, results translate into much more than monetary value. Results are about you. Your complete satisfaction is absolutely essential.



## Proven Performance

Our platform is one you can trust with complete confidence. We've helped clients from all over the world successfully buy or sell homes with our proven auction platform, generating more than \$4 billion in total property value. Built on more than 125 years of success, we bring a level of unparalleled skill and experience. But don't take our word for it. Let us show you.

# TABLE OF CONTENTS

We are excited to introduce Harcourts Auctions Guide to Selling at Auction. Included in this guide, we will cover the benefits of Selling at an Auction, how our successful process works and how to get started today.

<i>Meet Ben Brady</i> .....	<b>08</b>
<i>The Auction Concept</i> .....	<b>10</b>
<i>Why Auction?</i> .....	<b>12</b>
<i>The Selling Process</i> .....	<b>14</b>
<i>Pre-Auction Preparation</i> .....	<b>16</b>
<i>Auction Day</i> .....	<b>18</b>
<i>Post-Auction</i> .....	<b>19</b>
<i>Successful Bidders</i> .....	<b>20</b>
<i>How to Get Started</i> .....	<b>22</b>



# MEET BEN BRADY.

Director of Auctions

“

*Those who build great companies understand that the ultimate throttle on growth for any great company is not the markets, or technology, or competition, or products. It is one thing above all others – the ability to get and keep enough of the right people.”*

When we say Ben is the leading auctioneer in the country, we aren't joking. Before transferring to California, Ben was calling more auctions than any other auctioneer in the country, selling more than \$4 billion's worth of property over the past five years.

Ben has been immersed in real estate for most of his life. At age 15, he started working as a personal assistant to the business owners of three Harcourts offices on the East Coast of Australia. His ambitious attitude drove him to become a qualified agent. Soon, his "SOLD" signs were spreading from neighborhood to neighborhood.

Motivated to continue to progress, he soon became sales manager of one of Harcourts Australia's biggest offices. He was awarded the REIQ Rookie Auctioneer of the Year his first year auctioning. In 2010, he was the youngest ever finalist at the

Harcourts Australian Auctioneering Championships. The same year, he also earned his place to compete in the Australasian Auctioneering Championships; a competition only available to the top 10 auctioneers throughout Australia and New Zealand. In 2013, he was nominated as a finalist for Australia Auctioneer of the Year.

Despite his continually growing list of achievements, his number one passion continues to be Harcourts. Continually striving for success, he is motivated by the belief that the sale or purchase of property is one of the most important decisions a person will make. He's looking forward to meeting you.

# THE AUCTION CONCEPT.

The Auction Concept is relatively new to the United States, but has proven its effectiveness for over a hundred years in other countries -- and since inception in the United States it has been proving day after day to be very successful.

To date back, our team saw a trend in Auctions doubling year over year, which gave buyers and sellers even more confidence that it works -- especially in the United States. The best part about Auctions is the concept works well in both low and high markets. In a low market the auction concept gives people another competitive way to stand out and the process ultimately helps determine the true market value of the home. The same goes for when you are in a high market, you don't want to sell for too less, so you let the competition bid up the price to get your maximum value for the house.

Aside from looking at market demands, what we realized is that the experience should be tailored to the individual. When selling houses you need to have different options because everyone is different. Instead of promising a price, having a process in place is how successful real estate agents meet the true desires and needs of their clients.

## WHERE TO START: THE HARDEST PART



### First things first. Pricing Your Property.

Pricing a property can sometimes feel like a guessing game. How do you know the right price? What if your list price is too high? What if no one is interested? What if your list price is too low? Typically, your agent will suggest you lower the list price, hoping this will encourage more potential buyers. Do you want buyers to simply look at your home based on price? Do you want them to look at your home because they think they can get a bargain or because they see the true value in your home?

It is never the promise of the a price that gets the property sold, it is the process that finds the highest market value possible. We work alongside a dedicated realtor to determine the best starting point which will create a negotiation up rather than a negotiation down like a traditional sale.



# WHY AUCTION?



## Ensuring the Highest Value

At Harcourts Auctions, we are dedicated to ensuring you achieve the highest value possible. Our auction process means potential buyers don't have a list price; all they know is your beautiful property is for sale and will be sold on a particular date.



## Value Over Price

Auctions shift the buyers' focus from price to value. Without knowing the price, potential buyers can focus on what the property itself has to offer. We don't get paid until we sell your property, and we don't sell your property until we reach a figure you like.



## Paperwork Completed Prior to Auction

An auction sale is a clean, simple, and non-contingent contract. The buyer must complete all due diligence before auction day. When auction day comes, you know who is bidding and for how much.



## Your Timeline, Our Process

The auction process allows you to set your own date and a timeline. No waiting around, guessing when your property will sell—or not sell.



## Always in the Loop

When selling your property via traditional means, you are often removed from negotiation and kept in the dark about offers. At auction, you can see everyone interested; they are standing in your front yard. No secrets. No surprises. No stress.



## You Call the Shots

We conduct auctions with a sale price. We don't believe in underselling, and we believe the sale of your property is your decision. We allow you to accept any offer prior to auction day and let you set a reserve price. In other words, you choose the minimum price. If bidding doesn't reach your minimum, you're under no obligation to sell.



## Learn What Buyers Will Pay

Sometimes auctions don't result in a sale before auction or on auction day. This doesn't mean your property or the process has failed. Instead, it means you know exactly how much buyers are willing to pay. Your property's reputation remains intact because you haven't advertised your list price. It's a win-win situation. We don't stop working until your property is sold. We're with you every step of the way.

# THE SELLING PROCESS



Pre-Auction  
Preparation



Auction day



Post-Auction

**Our proven selling process will lead you to your dream home without the worry or confusion.**

At Harcourts Auctions, we developed an innovative process to allow the selling process to be more transparent. We invite you to learn more about the auction experience by following the three key stages in our selling process: Pre-Auction Preparation, Auction Day, and Post-Auction.



# PRE-AUCTION PREPARATION

Before the property goes live on the market for auction, we work together to set the bidding start amount, deposit amount and close time. Be sure you pay attention to the calendar, so you're fully aware of the schedule for the entire process. We make it our mission to ensure your property sells by taking care of the following details.



## 5 STEPS

### STEP 01

#### Raising Awareness

Our goal is to draw the largest crowd we can. When we market your property, we stand out from the competition. We go above and beyond to ensure you have plenty of willing and able buyers.

### STEP 02

#### Showing the Property

Condensing public viewing into a limited number of open houses creates a perception of a greater demand for the property, and allows us to maintain control over the process. Generally, the agent will conduct an open house/public viewing twice a week, and these times will be widely advertised.

### STEP 03

#### Holding Regular Meetings

We take your decision to sell your home very seriously. This means we believe you need all the information from the marketplace to make an informed and educated decision. Communication is key. We make sure you receive weekly communication with the agent and the auctioneer so you're in the loop.

### STEP 04

#### Providing Feedback

Sellers need to know the market value of their property, so they can make informed decisions. We deliver that information as often as possible either through phone calls, emails, or direct meetings. We make sure you know everything you need to know.

### STEP 05

#### Offers Prior to Auction

It's likely that you'll receive offers before auction day. Offers prior to auction day allow us to find out the true value of your property. They help us see what serious buyers are willing to pay. It also allows us to leverage the auction date itself, so we can negotiate more in order to reach a successful result. For these reasons, many of our auction properties sell before auction.



## AUCTION DAY

The auction will normally take place either at the property or a nearby venue. Prior to auction, we'll conduct an open house to allow interested parties a final chance to look through the property and ask any last-minute questions. On auction day, several Harcourts agents and the auction team will be on hand to ensure the process runs smoothly.

Auctions conducted by Harcourts are professional events and are not intended to be stressful. It is a time for you to sit back and watch the hard work, marketing, and process culminate into a competitive arena where you see bidders putting forward public offers to purchase your property. Although preferable, you're not required to be present on Auction day.





## POST-AUCTION

We can't guarantee a result. However, we can guarantee the auction process will reveal your property's true market value. Appraisers and other agents giving an opinion of your property's value doesn't make sense unless they are a willing and able buyer. This does not mean your property or the process has failed. Instead, it means you will have a number of showings throughout the campaign, which will allow you to gauge market feedback and where buyers believe your property is valued. The wonderful thing about auction is that it hasn't done any damage to the reputation of your property either because you haven't advertised your final sale price.

If your property doesn't sell on auction day, don't worry. There are a number of options available. Often, if several buyers are still interested, we will continue negotiations. Otherwise, after considering market feedback, we can list a competitive price to see a successful sale ASAP. Remember that just because auction day has passed, that doesn't mean the process has finished and we stop working. Our job is to sell your property. We continue to work closely and strategically with your listing agent until we do so.





# HOW TO GET STARTED.

Thank you for taking the time to learn about our Auction Process.

If you have any questions about our Auction Platform, feel free to give us a call, we would be happy to sit down and go over it with you.

Visit our website as an additional resource to gain access to our key materials, recent case studies and frequently asked questions.

**[HarcourtsAuctions.com](https://www.harcourtauctions.com)**

# **Harcourts** Auctions

[auctions@harcourtsusa.com](mailto:auctions@harcourtsusa.com)

949 . 632 . 8995

27372 Aliso Creek Road

Aliso Viejo, CA 92656

[www.harcourtsauctions.com](http://www.harcourtsauctions.com)