

## How can an Auction benefit me?

I am always asked by a new client "How can an auction benefit me?"

The big answer is any market from the one in a state of distress or rapidly escalating markets the auction will quickly establish market value in any environment. So at the end of the day you will know what your true properties market value. It is up to you if you sale, by using the protection I am about to explain:

The next question is: "How can you as the auctioneer protect my interest?"

I will use the auction term **reserve** or **starting bid**.

Reserve means only you and your broker/auctioneer will know what the bottom line price is for your property. So day of the auction if we do not meet the reserve price we do not sale. We do state what the reserve was at the end of the auction with a one time chance to purchase at the reserve price that day.

The other way we do our auction is to list our opening bid as \$\$\$\$\$ in all our advertisement. In this method we say with an opening bid of \$\$\$\$\$ this property will sale on auction day.

Both approaches have given us positive returns. It really depends on our reserve/ opening bid reasonability. This is where a very good comparison studies of properties that have sold in the last few months either by auction or by real estate listing. We use our findings along with your needs to determine our starting or reserve price point.

Now we need to determine the opening bid/reserve number that you would be comfortable with selling your property. Now here is the good part for you as a seller, we as an auction company can get the buyer to help finance the auction by using what is called a buyers premium. A buyer's premium is where the buyer pays a percentage to the auction company above total sale price. So by letting the buyer

help cover a portion of the cost of the auction the seller can lower their opening/reserve price making the auction starting bid/reserve number more attractive in our advertising for prospective buyers.

So if you're ready to take the next step to hearing that magic word **sold** then give us a call 252-241-5087. I look forward to talking to you!

Sincerely,

Mark

Mark Taylor  
Auctioneer and Broker  
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With Taylor Auction Company:

1. Online bidding
  2. Free web site listing
  3. Free listing on Auctionzip.com
  4. Professional closing representation
  5. Buyers pre approved before bidding
  6. Free auction signs on property.
  7. Open house tour days
  8. Setup all auction advertisement (seller pays direct cost)
  9. Posting 25 mile radius flyers
  10. Broker protection on all sales
- Taylor Auction Company = Turn Key from contract signing to closing.