

The Importance of Using an Auctioneer

1

Advice & Market Knowledge: Auctioneers are professionally trained and licenced to advise clients of the best method in selling a property and well placed to provide the correct guide price. Auctioneers possess in-depth knowledge of the local real estate market, including property values, market trends, property condition and local dynamics. This expertise provides accurate and valuable information when valuing a property.

2

Marketing: Maximising market exposure of a property is essential. Auctioneers have the skills and resources to effectively market properties. This includes creating appealing property listings, property brochures, virtual tours, utilising online and offline marketing channels, and using their network to attract potential buyers.

3

Buyers: Auctioneers have a database of potential buyers with whom they stay in contact with. When a property is put on the market, these potential buyers will receive immediate notification of a property listing.

4

Excellent negotiation & communication skills: Auctioneers are skilled negotiators. They can navigate the complexities of property transactions, ensuring the best possible price while also facilitating a smooth negotiation process. Excellent communication in any property transaction form the core.

5

Network and Connections: Auctioneers have extensive networks with other industry professionals and an excellent knowledge of the financial and legal complexities of a property transaction. These network connections and knowledge are valuable in expediting the sale from start to completion.