



## Sellers FAQ

### What are the top reasons to sell my property using the auction method?

- Exposes the property to a large number of pre-qualified prospects.
- Assurance that property will be sold at true market value.
- Auction price can exceed the price of a negotiated sale.
- Creates urgency to buy and competition among informed buyers.
- Accelerates the sale. The seller knows exactly when the property will sell.
- Quick sale reduces carrying costs, including taxes and maintenance.
- Requires potential buyers to pre-qualify for financing.
- The seller sets terms and conditions of the sale.
- All due diligence, inspections and testing performed prior to sale.
- 30-45 day unconditional all cash closing.
- Properties sold “as is, where is”.
- Ensures an aggressive marketing program that increases interest and visibility.
- 40,000+ compiled regional database of prospects with a propensity to buy at public auction.
- Target marketing-direct mail, brochures, display ads, proactive telemarketing, and site signage.
- Instant access to property information on [www.northco.com/auctions](http://www.northco.com/auctions) plus the local auction team’s website

### Can I set a minimum on my property?

Yes. We will analyze your property and consult with you on a minimum or reserve price prior to the sale. This price is not advertised or disclosed to the bidders.

### What does absolute or unreserved auction mean?

The term “absolute” or unreserved means the property will sell to the highest bidder regardless of price. It is important to note that many more bidders will attend an absolute sale and typically bid a higher price.

### What advertising and promotion is used in marketing?

Effective advertising and promotion is absolutely the key to a successful auction. The “laser focused” advertising will bring the attention of the entire area on your property. We target the market utilizing direct mail brochures, newspaper display ads, trade journals, periodicals, radio and if appropriate even television advertising. In addition, we notify top buyers and real estate agents by broadcast e-mail. Ad campaigns are expanded regionally. When warranted national, or even international campaigns will be run, depending on the property. This method “smokes out” prospects who would never present themselves under the conventional method. Strong auction sales don’t just happen – they are orchestrated. Our expertise and know how in advertising assures you of getting the highest dollar value for your property.



### **How am I protected if the final bid is not close to the price I am looking for?**

If the final price is below the agreed upon “reserve” or “minimum” then the seller can choose to reject or accept the bid or we can try to negotiate a sale with the winning bidder. Alternatively, we have the option to pursue negotiations with the other qualified bidders. We will also continue to market the property.

### **Isn't the auction method usually associated with a distressed sale?**

Absolutely Not! In recent years the popularity of competitive bidding has exploded to an estimated \$28 billion in annual sales. Fortune 500 companies including McDonald's, K-Mart, Chevron and Exxon utilize competitive bidding because they know it is the best way to achieve the highest price in the shortest time. Estimates show that over 30% of all real estate in the U.S. will be sold using accelerated marketing by the turn of the century. Government agencies such as the RTC, FDIC, U.S. Customs, U.S. Marshals Service and the SBA all use the auction method.

### **Are the terms different from a standard real estate transaction?**

Yes. Contracts typically are an unconditional all cash contract that calls for a non-refundable deposit and an up to 45 day closing period. All property is sold in “As is, Where is” condition. This relieves you, the seller, of any and all liabilities concerning condition. Under our system, the seller's closing costs are kept to a minimum.

### **Who are the Buyers at these sales?**

Our sales attract a good mix of investors and end-users. In addition, our method of sale creates the urgency to buy or miss a golden opportunity. The buyer can no longer “think it over”. They have to act now! Our sales usually attract prospects from hundreds and even thousands of miles away. Competitive bidding creates excitement! It's contagious! People like to buy this way. They get caught up in the bidding and enjoy it!

### **Once you have accepted my property to be sold, is there anything I can do to affect the selling price?**

Make sure we have all pertinent information for the prospects to review BEFORE the sale. Plus many other “key” issues we'll advise you of on an individual basis. Be sure not to discuss the price of the property you're selling with anyone prior to the auction. That's our job; let us do that.