



Your Guide to Selling by Auction through Main & Main

Selling by way of Auction is becoming far more popular with the public, many of whom have never previously attended a property auction. **Main and Main** have drawn up some basic guidelines to ensure that our clients maximise their opportunity to take advantage of such a wide variety of buyers available at one venue.

Contact our Auction Department at;
95 High Street,
Cheadle
SK8 1AA

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Why sell by Auction through Main & Main?

ADVANTAGES OF SELLING BY AUCTION

- 1 Auction date set for the sale of your property
- 2 Immediate exchange of contracts if sold on the day of the Auction
- 3 Buyers must have funding in place - with a minimum 10% deposit being paid immediately after the property is sold
- 4 Your property is sold with 'No going back'
- 5 The best price is achieved on the day through competitive bidding within the Auction room.
- 6 Maximum market exposure - most auctions attract 100's of potential buyers.
- 7 A fixed completion date which is non negotiable with a buyer.
- 8 An efficient way to sell - without compromising the sale price.
- 9 No compromises - the property is sold.
- 10 Main & Main promote properties heavily through traditional & on-line marketing material together with our catalogue freely available throughout all our offices.
- 11 Main & Main's database contains 1,000s of potential Buyers, many of whom have paid to receive an Auction catalogue a year in advance.

DISADVANTAGES OF SELLING IN THE OPEN MARKET (PRIVATE TREATY)

- 1 No time guarantees
- 2 No guarantee that the sale will proceed to exchange of contracts within a reasonable period of time.
- 3 Buyer still has to raise sufficient funds and deposit monies
- 4 Your sale is usually subject to satisfactory survey, valuation and mortgage approval together with a Buyer's own sale and perhaps a chain behind (unless a First Time Buyer)
- 5 Single buyer will dictate the sale price.
- 6 No guarantees that your property has been exposed to the whole market place.
- 7 No definite completion date even once a sale has been agreed with your buyer.
- 8 An open ended marketing period that may not lead to a sale, consequently there are no timescales to work to.
- 9 Approximately 30% of private treaty sales fail to reach exchange of contracts, meaning you have to start the process all over again.
- 10 Most estate agents limit their marketing to a very local area and usually just one local office.
- 11 Estate agents usually have limited mailing lists with a short life span, normally three months.

Considering the Auction method? - Facts you need

If you want to sell a property at auction through Main & Main, firstly ask the auctioneer's advice about its saleability, and what he would recommend as a guide and a reserve price. (The two are not necessarily the same) Also ensure that your property is suitable to be entered into an Auction sale.

Once you are happy with and reassured that you have been given the correct advice check the date and the venue of the proposed Auction, and that this meets your timescale. Main & Main as Auctioneers will provide you with written confirmation as to their terms of business. You will need to agree these before giving instructions. In all cases the Auctioneer will discuss these verbally beforehand.

Main & Main have to abide by statutory regulations, including the Estate Agents Act 1979 and Anti Money Laundering Regulations (2004).

How much will it cost?

The intensive nature of the auction process means there is more preparation involved so auctioning a property does tend to cost slightly more than a conventional sale.

We would never advise a client to sell at auction unless we are absolutely sure it is the best route for you, and because we offer such a wide range of property services we understand all the options.



Main & Main's terms of appointment will include:

- Our commission rate if the property sells prior to or at Auction.
- The charges if the property is withdrawn prior to the sale.
- If the property is sold outside the Auction either before or after we will only charge the commission agreed.
- Any additional charges that may be incurred and whether you will be liable for these.

How do you enter your property into the Auction:

- Simply telephone Main & Main Auction Department on 0161 491 6666 or your nearest branch.
- An appointment will be made with one of our Branch Managers or the Auctioneer to visit your home to provide full marketing advice.
- Bearing in mind the time restraints for producing marketing material and allowing sufficient time for your solicitor to do the legal work, we have to set closing dates and we will provide these on request. The Auctions are normally run monthly with the exception of January for obvious reasons.

The terms of appointment will also include the Auctioneer's (Main & Main) right to:

- Instruct your solicitor to prepare the legal pack and special conditions of sale if required, and to ascertain whether they will attend the auction on the day.
- To act on your behalf in the auction sale room, to include if necessary the signing of the contracts and taking deposits if necessary.
- To manage the Auction sale with the Auctioneer having total control including the bidding increments.
- To sell your property once the reserve price or above has been reached.

Main & Main will agree procedures for the following:

- Erecting the Auction sale board outside your property with the Auction date
- Confirm the advertising schedule
- Arrange viewing times for potential buyers (normally twice a week at a time convenient)
- Agree the Guide price prior to marketing and confirm the reserve (which from time to time may require amendment)
- Procedures for dealing with any unsold lots.

In most cases, Main & Main will be your sole selling agent. However, if you wish to undertake joint agency marketing, we will need to agree their respective responsibilities, duties and fees.

Both you and your solicitor will require sight of the auctioneer's general conditions of sale.

Anti Money Laundering regulations means the Main & Main have to carry out money laundering checks which are now in place this will require proof of identity and address for both the Seller and Buyer.



The Day of the Auction Sale

When your property sells for the reserve or above - What happens?

Most Sellers usually attend the Auction sale out of interest. When the Auctioneer's gavel comes down it signifies a sale and a binding contract. The Buyer will then be escorted to another room to sign the contract and pay their deposit, along with any other monies which may become due. (Deposit is usually 10% of agreed price).

Unless specified by the Seller, completion will normally be 28 days after the sale, however you can take up to three months for completion if you wish (The Seller sets the completion date not the Buyer).

If your solicitor is not there on the night to undertake the contract signing we will arrange this for you. This will incur a minimal cost (see terms of business) Buyers solicitor the following day.

If your property does not reach the reserve price and remains unsold - What happens next?

Should your property fail to reach the reserve price, the property is withdrawn from the sale at which point we will continue to actively market your property through our nearest branch and the Auction department. This usually continues for 21 days post Auction or longer if you so wish. Many properties which fail to reach their reserve in the room are sold after Auction and in most cases under Auction conditions.

We hope the information supplied is of help to you - If you would like to know more about buying or selling a property through the Auction please contact our Auction department on 0161 491 6666.

