A guide to **selling at auction.**

Countrywide
Property Auctions

01395 275691
www.countrywidepropertyauctions.co.uk

We bring **people and property** together.

Countrywide
Property Auctions

Property can be complex: that is why we are here. Our personal, straightforward approach has helped us become market leaders in our regions.

We are one of the South West's most active property auctioneers, consistently attracting strong catalogues, high numbers of bidders and excellent sales results across the region. Together with Sutton Kersh Auctions, covering the North West, we now offer auctions at both ends of the country.

Fast and efficient

Auction provides the fastest route to selling a property. The whole process, from instruction through to completion can take as few as eight weeks.

We regularly work with private investors, estate agents, housing associations, LPA Receivers and public bodies with property assets by providing a quick disposal solution for varying property types.

Experienced

As always, price is vital to success and as a long established multi-disciplined firm we are uniquely placed to monitor market conditions to ensure we get this right.

Biggest catalogues – highest interest levels

Ultimately, demand will decide the true value of a property which is why it is important you choose an auction house that consistently attracts high interest which in turn creates competitive bidding.

Benefits of selling at auction.

8 weeks from instruction to completion

Our auctions provide the fastest route to achieving a sale. A legally binding contract between the buyer and the seller is formed upon the fall of the gavel, with most sales completing within 20 business days (around 28 days).

No price ceiling

Competitive bidding during the short selling window can lead to properties selling for much more than expected because purchasers have less time to negotiate: we have sold lots for more than £100,000 over their guide price!

Intense marketing

Auction properties benefit from broader, more intense marketing which is essential for maximising exposure and interest throughout the short selling period. Our auction catalogue reaches a significant database of investors and buyers across the UK and abroad. We also regularly advertise in key printed media and list all of our properties on leading property portals such as Rightmove and Zoopla.

You can plan ahead

Property auctions allow you to identify a date by which a property will be sold, enabling you to successfully plan ahead. If you have found your next property but need to sell before you can complete, you need to act quickly and selling at a Countrywide auction is the quickest way to achieve this.

Reduced risk of sale falling through

Buyers are legally bound to pay a 10% deposit immediately on the fall of the gavel and the balance within 20 business days. We even vet any offers pre-auction before passing these over to you to minimise the risk of buyers backing out.

Ideal lots to be sold at auction

Some properties naturally benefit from being sold at auction. We find that these properties garner the most attention and can provide you with the best chance of your property being sold at a very lucrative price.

- Unusual properties that can be hard to value
- Properties requiring modernisation
- Land
- Investment properties – with or without tenants in situ

Selling at one of our auctions

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If you have a property that you want to quickly sell, then consider selling through a Countrywide auction. We're here to provide you with a step-by-step guide to the auction selling process to assure you that your property is in the safest hands.

1 Get a market appraisal

The first step to selling your property at a Countrywide auction is getting an appraisal. One of our experienced valuers will visit you at your property and have a chat about whether an auction is right for you.

Most of our properties go from instruction to completion in around 8 weeks. We find that the best properties to sell at an auction are those that have quirky features that make them hard to value, investment or potential investment properties and development opportunities.

2 Instruct us as your selling agent

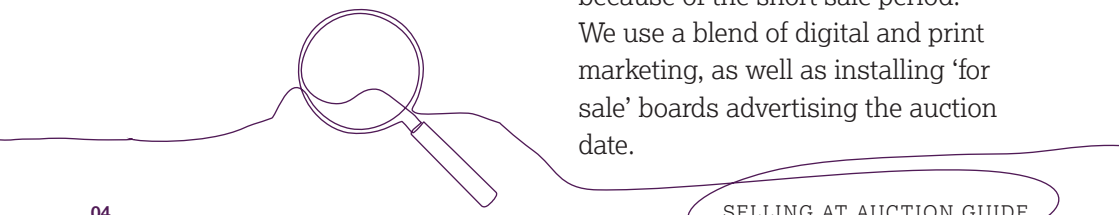
We then ask that you formally instruct us as your selling agent and confirm your reserve and guide price. If you are realistic and base these around our valuation then you'll have the best chance of your property selling.

All we'll need from you is the auction entry fee, an ID check and a signed copy of our terms of business, then we can get down to business.

3 How we market at Countrywide

Your property will now be included in one of our auction catalogues. These catalogues reach a significant database of investors and buyers across the UK and abroad.

Properties at our auctions benefit from broader and more intense marketing than properties for sale because of the short sale period. We use a blend of digital and print marketing, as well as installing 'for sale' boards advertising the auction date.



We're also going to need you to instruct a solicitor to produce a legal pack containing all the information needed to sell your property. If you don't have a solicitor one of our team will be happy to recommend one to you.

4 We manage the viewings

If you leave a set of keys with us then we can have our professional viewing clerks accompany potential buyers for your property, without bothering you every time we get a viewing request.

5 Offers received pre-auction

It's possible that we could receive an offer before the auction starts. If this happens, we will provide you with our professional advice on what we think you should do, but at the end of the day it will be up to you whether you accept it or not. Offers accepted pre-auction will proceed on auction terms. The buyer will pay a 10% deposit on exchange of contracts with a 20 business day completion or sooner if stated in the special conditions of sale.

6 Auction day!

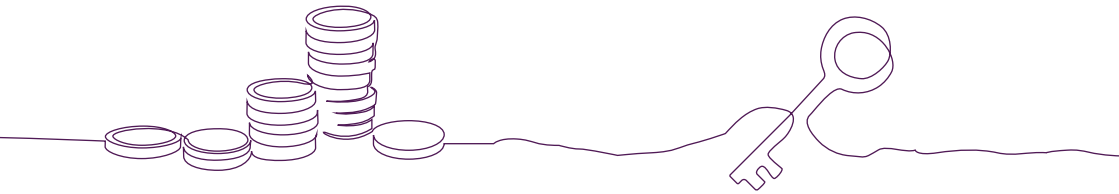
Here's the moment we've all been waiting for! Remember, your property will only sell if the bidding reaches your reserve price. Then, the strike of the gavel represents a binding agreement between buyer and seller. We'll take a 10% deposit immediately from the buyer to provide security for your sale.

Because there's no time for buyers to negotiate, you should be prepared for some competitive bidding wars between eager buyers - we've had properties at our auctions that have sold for over £100,000 above guide price!

7 Exchange and completion

Congratulations, you've just sold your property at auction! You will receive the remaining balance within 20 business days.

This quick turnaround from instruction to completion avoids the uncertainty felt when selling property through more conventional methods as it prevents buyers from withdrawing at a late stage in the process.



About **us**

Countrywide
Property Auctions

A leading South West auction house

We consistently achieve strong catalogues and results across the South West.

Instant marketing

As soon as we receive your instruction, we instantly upload your property onto our company website as well as Rightmove and Zoopla. When assigned to an auction, your property will be featured in our popular auction catalogues, sent to a significant database of investors and buyers across the UK and abroad.

This allows us to extend your marketing period and increases your chances of attracting potential buyers.

About us

We have extensive local knowledge, and a proven track record in successfully selling a broad range of properties and land across the South West. This, combined with our multidiscipline expertise, enables us to provide you with sound advice at every stage of your property transaction.

Accuracy & integrity

We are invited to value hundreds of properties every year providing us with an intimate knowledge of property values in local areas. Our professional valuers are committed to providing honest and accurate advice with an aim of attracting multiple buyers and achieving the best price for your property.

The types of property best suited to auction include:

- Residential properties (vacant or tenanted);
- Commercial properties (vacant or tenanted);
- Chain free properties
- Redevelopment opportunities;
- Land (with or without planning permission);
- Properties with quirky appeal or that are difficult to value.

Eight weeks from instruction to completion

Auction is the fastest way to sell your property. The whole process from instruction through to completion generally takes as little as 8 weeks.

We begin marketing your property the moment we receive your instruction to ensure maximum exposure to the marketplace throughout the short selling period.

When the gavel falls, a binding contract is formed between the buyer and the seller and the buyer must pay 10% of the sale value immediately. The remaining balance must then be paid within 20 business days.

Seven auctions per year

All of our auctions are livestreamed online with a live auctioneer, offering the convenience of internet, telephone and proxy bidding to potential purchasers.

Our people

We understand that our business is not just about property; it's about people too. We only employ people who are passionate about property. Our team provides a great mix of professionalism, experience, wisdom, and enthusiasm ensuring you receive the best service possible.

We're NOT anti-social

Social media; you either love it or hate it. Regardless of your views, when it comes to business, social media networks provide huge opportunities to raise broad awareness. We have active social media accounts which we use to promote your properties. The average number of friends a person has on Facebook is 130. So, if one person 'likes' or shares your property on Facebook, 130 people or more could potentially see your property online. If 5 people 'like' your property, 650 people could see it.

For further details or to book a FREE, no obligation market appraisal please call us on **01395 275691** or email us at **auctions@countrywide.co.uk**

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Talk to the Auction Team

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