

AUCTION GUIDE 101

Keep in mind that a standard auction timeline from initial consultation to closing day is 45-90 days. Using the first 15-30 days to prepare all details before the auction goes live to the public is key to ensuring a smooth process.

Invest your time into understanding the process so you and your team are productive and successful!

<p>Do You Meet the Requirements to Conduct an Auction?</p> <p>Are you or someone in your office an auctioneer? Some states require a license. If not, partner with a professional auctioneer on your initial events.</p>	<p>1</p>	
	<p>2</p>	<p>Does the Project Qualify for an Auction?</p> <p>Not every seller or property is suitable for an auction – reference “How to Qualify an Auction” in the <i>Auction Blue Book</i> in Bullseye.</p>
<p>Determine Auction Type & Format Titles</p> <p>Auction Type: Reserve Auction or Absolute Auction</p> <p>Auction Format: Live • Online • Simulcast • Sealed Bid • Phone Bid</p>	<p>3</p>	
	<p>4</p>	<p>Collaborate with Your Marketing Team</p> <p>Create an auction marketing proposal, plan & budget. Experience counts, and EMS® can help you deliver professional marketing materials on time.</p>
<p>Set Auction Date</p> <p>Reference “Auction Timeline” in the <i>Auction Blue Book</i>, in Bullseye. Double-check timelines with any needed vendors</p>	<p>5</p>	
	<p>6</p>	<p>Prepare All Documents & Materials</p> <p>Photos & Videos, Description, Information Packet, Disclosures, Agreements, Contracts, Registration, Terms, & More!</p>
<p>Secure Auction Event Details</p> <p>Online Auctions: Set up Online Bidding Portal, Load Catalog, Etc</p> <p>Live Auctions: Reserve Location, A/V Equipment, Auction Documents, Materials, Bid Cards, Etc</p>	<p>7</p>	
	<p>8</p>	<p>Auction Event is Live</p> <p>Auction marketing is running; interest is building. Communicate weekly with seller, vendors, and team to stay aligned</p>
<p>Auction Day</p> <p>The day online bidding closes, or a live event is conducted. Ensure a smooth registration process for live participants</p>	<p>9</p>	
	<p>10</p>	<p>Post-Closing Details</p> <p>Secure post-auction agreements and discuss the final results with the seller. EMS® can create a marketing analysis & case study if utilized in the process</p>

WHETHER PLANNING YOUR 1ST OR 100TH AUCTION – YOUR HOME OFFICE TEAM IS READY TO HELP YOU!

United Country Auction Services: Auctions@UnitedCountry.com

Enhanced Marketing Solutions: EMSUC@UnitedCountry.com



Scan to Information