

# Should I sell by Auction or Traditional Listing?

The choice is yours! With United Country, you have the flexibility to present your property for sale in many ways. Consult with us to determine which is best for your needs:

- Auction only
- Traditional/conventional listing only
- Blended Model: traditional listing with concurrent auction marketing plan
- Auction followed by traditional listing if desired results are not achieved on auction day
- Traditional listing with auction option at any time



## Auction Services

CONSIDERATIONS	AUCTION EVENT USING AN AUCTIONEER	TRADITIONAL LISTING USING A REAL ESTATE AGENT
FLEXIBILITY	Enables sellers to use the entire portfolio of services	Enables option of auctioning at selected date after term on MLS
COMPETITION	Brings the market & spotlight to your property	Brings your property to the market as one of many available
CARRYING COSTS	Low carrying costs, as contract signing to closing date is ~90 days	Mortgage payments, HOA, taxes, insurance, security, maintenance & utilities continue until property sells
PROPERTY MAINTENANCE	Previews & inspections are on pre-arranged dates	Property must be clean & "show-ready" at all times
MARKETING	Local signs, reputation & website; national & international web, email & direct marketing, magazines/newspapers, property type searches, buyer lists, 3rd-party syndication, strategic partners, buyer hotline, white-glove service & more	Local signs, reputation & website; national & international web, email & direct marketing, magazines/newspapers, catalogs, property type searches, buyer lists, 3rd-party syndication, strategic partners, buyer hotline, white-glove service & more
STIMULATING THE MARKETPLACE	Creates a sense of urgency & draws the market to the property	Primary method of creating activity is a price reduction
TERMS	Seller sets the terms of the auction	Seller must negotiate timing, price, warranty, repairs, etc
SALE DATE	Seller sets date & time of auction	May remain on the market for weeks, months or years
ASKING PRICE	Eliminates guesswork in determining asking price; assurance of sale at true market value	Based upon historical data; risk of overpricing & sitting, or underpricing & selling too cheaply
MARKET VALUE	Worth what market is willing to bear	Generally limited by asking price
CONTINGENCIES	Sells as-is, where-is; all sales are final; buyers are encouraged to attend previews & arrange inspections at their expense	Sale is contingent upon buyer financing, inspections, appraisal, etc; seller may face concessions, repairs & improvements
NEGOTIATIONS	Seller is relieved of pressures of negotiation	Negotiations may draw out over a long period
ALL OFFERS ON THE TABLE	Buyers compete to own; all offers are presented at the auction	Multiple simultaneous offers are rare & can result in "bidding wars"; seller must determine when to accept an offer
EARNEST MONEY DEPOSIT	Nonrefundable; payable upon the fall of the hammer	Refundable; buyer can back out & there is potential for lawsuits
PROFESSIONAL FEES/ COMMISSION	Paid by buyer at auction; all monies at closing belong to seller	Agent fees paid by seller at closing
MARKETING FEES/ ADVERTISING EXPENSES	Paid by seller upon contract signing; out-of-pocket fees are limited to advertising expenses	Paid by brokerage during listing term; seller's fees to brokerage are a percentage of sales price "off the top," regardless of effort or length of time on market