



# AUCTION

## SOLD AT AUCTION!

THREE WORDS ARE WORTH 1,000 REAL ESTATE AGENTS

### *Compare the Difference*

#### Conventional Real Estate Marketing:

Most real estate listings sell slowly over the next several weeks or months, maybe never. Your real estate listing gets lost in the MLS. Relies on the selling price of other properties. Markets change overnight. Selling price set by real estate agents market opinion. No date when property will sell. Agent and seller guessing. Unscheduled showings at the most inconvenient times. Watching, waiting for offers usually much less than asking price, and mortgage amount. Buyer contingencies, financing or sale or another home with more delays. Buyer demands for repairs, etc

#### Selling Your Real Estate Using Auction Marketing:

If no price is established there is no limit as to how high the price can go. If you put a price on something no one will pay you more. The more unique the more one of a kind, generally the higher the price. You name terms of the sale, the day, time and place. Auction open house inspections draw traffic with highest interest in your real estate. Buyers are pre-qualified with no contingencies. Open public bidding generates the buyer's best offer. Selling price finalized by the most determined bidder. Closing -you set the date. In most cases the buyer pays our commission

#### Now consider this:

By selling your home at auction, all interested parties gather at the same place, at the same time according to your terms and condition of sale. There are now a number of motivated buyers who have inspected your property with a decision to buy. In this setting each bid made is a competitive offer for your property. As the bidding heats up with a higher offer, a bidding "war" ensues until the final bidder makes the highest offer. At that time, the true value of your property has been established and your sale can be completed. With auction marketing you will have an offer from the party willing to pay the highest price in today's real estate market for your property. What day would you like to sell your real estate?

FOR MORE INFORMATION, PLEASE CONTACT

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REAL ESTATE

ESTATE SALE