



Benefits of Using the Auction Method

Seller's Benefits

- Real estate auctions offer the seller another option.
- Auctions create competition among buyers. Consequently, the auction price can exceed the price of a negotiated sale.
- An auction generates excitement and heightens buyer interest.
- An auction creates the most exposure in the shortest period of time and accelerates sales.
- Requires that potential buyers be registered and qualified with certified funds on the day of the auction.
- Eliminates high seller carrying costs -- such as interest, taxes, and maintenance.
- Auction brings interested buyers to a point of decision -- they must act now or lose an opportunity to purchase the property.
- Auction is a true market forum.
- A seller can plan and select the date they want to sell. They control the sales process.
- A seller sets the terms and conditions of the sale while maintaining control of the property throughout the auction.
- Auction eliminates numerous and unscheduled showings.
- Auction takes the seller out of the negotiation process.
- Auction is an aggressive, advanced marketing program that increases potential interest in and awareness of a property.
- A Seller is able to obtain liquidity, free up capital and move on to other investments or property decisions.

Buyers' Benefits

- Smart investments are made because properties are purchased at fair market value.
- The Buyer knows the seller is committed to selling the property.
- The Buyer determines the purchase price through competitive bidding.
- Auctions eliminate the long negotiation process.
- The purchasing and closing dates are known.
- The Buyer knows he is negotiating fairly and on the same terms as all other buyers while they openly compete with one another.



“Mr. Lister”
Billy Fitzgerald
Broker/Auctioneer

Realtors' Benefits

1. Realtors potentially can see more sales with the options available by auction, instead of just listings. As a result, auctions offer your clients and customers new selling and buying options.
2. Auctions expose the property to many interested people and generate a list of ready, qualified buyers.
3. Commission splits are comparable or higher with the auction method so you can increase your revenue by earning commissions as a referring agent/broker, a cooperating agent/broker, or as the listing agent/broker.
4. You will have no responsibility to show the property, to take offers, negotiate, or for the cost of advertising, but still receive a commission.
5. Realtors will also have the opportunity to pre-register a buyer to bring to the auction event and be compensated at closing.
6. Never lose another sale to contingencies. Auction buyers are pre-qualified and the high bidder's deposit is non-refundable.
7. There is nothing like an Auction Event to bring exposure to the property, and buyers with a sense of urgency to act.
8. Auctions are simply NOW events, NOT fire sales or distress sales, and generate excitement and interest in the property.
9. Successful auctions result in referrals and return business for you the agent/broker.
10. Property is sold within a relatively short period of time. Realtors can show their clients a guaranteed day of sale and a quick closing.
11. You have the assurance that property will be sold at true market value.
12. There are many types of auctions, from "Absolute" to "Subject to Confirmation." We can fit the best type to suit your property.
13. Our absolute real estate auctions experience a 99.9% closing rate. (We assume your closing rates are not that high now...)

**CALL TODAY TO DISCUSS THE MARKETING
OF YOUR PROPERTY!**

BILLY FITZGERALD - CAI, AARE, CES, CRS, CRB

Broker/Auctioneer

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