

Introduction *to Auctions*



Sold With *Certainty*

Selling by auction is one of the most effective ways to achieve the best possible result in a defined time frame.

At its core, auction creates urgency – by setting a deadline and requiring buyers to bid on a cash-unconditional basis, it naturally attracts the most motivated and prepared purchasers. These serious buyers are then brought together in a competitive, transparent environment where they can clearly see the level of interest and act decisively.

This method also gives you, the seller, full control. You set the terms and conditions of the sale, including settlement date, chattels, and the reserve price that protects your bottom line. With no cooling-off period and a 10% deposit paid immediately on the fall of the hammer, the sale is secure and binding.

Beyond the process itself, auction unlocks a unique opportunity: when more than one buyer falls in love with your property, their emotional investment and fear of missing out can drive bidding beyond expectations. Even in the case of a single buyer, the auction environment and skilled auctioneer work to extract the best price the market is willing to offer.

“At EVES, we believe auction is one of the most powerful ways to sell – providing certainty, momentum, and often a premium result.”





Three Phase Process

1. The high profile **marketing period** where all buyers are made aware that a property is for sale. We identify prospective purchasers and work with them to achieve a cash unconditional sale on or before auction day.
2. **Auction day**, where cash buyers are given the opportunity to compete and purchase the property at the same time.
3. **Post auction** marketing should a sale not be completed on auction day. We now take offers from all parties who were attracted to the property who are in a conditional position and were unable to compete on a cash basis on auction day.



What Does It Cost?

We believe in this process so much that we will administer your campaign and provide your auctioneer FREE of charge when you book a Spotlight Marketing Campaign.



Auction Videos

We also provide three short videos for our sellers who have elected to market their property through the auction process. These provide them with a thorough understanding of what to expect on auction day.



The Benefits

- ✓ **Control:** You dictate the terms and conditions of sale to suit you.
- ✓ **Eliminates financial issues:** It is a confirmed cash unconditional sale.
- ✓ **Open to all cash buyers:** Anyone can bid at your auction.
- ✓ **Confidentiality:** Your price expectation is not revealed and your reserve price protects your investment.
- ✓ **No cooling off period:** The sale is binding at the fall of the hammer.
- ✓ **Faster sale:** Our statistics show your time on the market is reduced.
- ✓ **Buyer urgency:** Limited time prevents buyers from procrastinating.
- ✓ **Competition:** Buyers compete amongst themselves not against you.
- ✓ **Side agreements:** Terms and conditions can be varied to suit individual buyers.
- ✓ **Exposure:** Your property has maximum exposure according to your budget.
- ✓ **Feedback:** You will receive unedited feedback from the marketplace, including price feedback through weekly written reports to enable you to make an informed decision about your sale.
- ✓ **Skilled auctioneers:** Our team of highly experienced and skilled auctioneers identify the best the market is prepared to pay for your property.
- ✓ **10% deposit:** Payable immediately upon the completion of the auction.
- ✓ **Peace of mind:** No fear of a collapsed contract.

“ We sold our property at auction after a well-designed marketing program that resulted in extensive buyer enquiries and a pre-auction offer accepted by us. At the auction we achieved an additional \$50,000. All credit to the EVES auction process. ”

Vendor

Contact Us

- 📞 0800 743 837
- ✉ info@eves.co.nz
- 📍 eves.co.nz/auctions
- 📘 @EVES Real Estate Bay of Plenty
- 📷 @evesrealty

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