





## Mission Statement

Locate Extraordinary Properties.

Motivate Qualified Buyers.

Get Your Property Sold.



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## EXCLUSIVELY AUCTIONS™

### The Right Choice for You.

Our track record of over twenty-five years in the real estate/auction arena achieves top dollar results.

Our auction house not only understands the importance of factors that influence buying decisions of consumers—we also understand salesmanship. Each member of our energetic and dynamic sales team has a proven reputation within the industry and buyers recognize that we are associated with the marketing and sale of top tier properties.



# What are the benefits to you, the seller?

**Peace of mind.** Auctions inherently eliminate pricing issues. In a traditional listing you, the seller, run the risk of asking too much or too little.

**No Contingencies.** All of the terms of the sale are established in advance and the buyer's due diligence is done prior to the auction. Traditional sales transactions contain numerous contingencies that may or may not eventually be removed and thus there is a greater likelihood of the sale not closing. Once the hammer goes down at our auctions, properties close within thirty days at least 98% of the time.

**Pricing.** Unlike other auction houses, or real estate brokerages, Exclusively Auctions™ only negotiates the price upwards. In a traditional sales transaction, buyers and sellers negotiate the listing price downwards with the outcome frequently being less than the listing price. When Exclusively Auctions™ sells a property, buyers negotiate against each other in an open forum. Values settle at the level the market can bear, neither elevated nor deflated. Auction prices will normally exceed a negotiated sales price.

*We will take care of all the details to ensure meeting your goals.*

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# What will your costs be and how are commissions handled?

**Costs.** Marketing and advertising budgets are approximately one percent of the estimated sales price and are dependent on the location of your property and the recommended marketing reach. A comprehensive marketing proposal together with a projected budget will be provided prior to the signing of an auction contract. While our auction house coordinates the placement of all advertising and media, the expense is generally the responsibility of the seller and is paid at the contract signing.

**Commissions.** You, the seller, pay no commissions on the sale of your property auctioned by EA. All commissions are generated from the buyer's premium surcharge, which is added to the "hammer" price. Additionally, all and any buyer broker fees will be paid out of the buyer's premium.



A marketing proposal and budget will be provided prior to the auction contract signing.



# How will we promote and market your property?

Our **proprietary database** reaches your targeted receptive audience. During the marketing period, buyers will be reached by a combination of print media, electronic distribution, national television, live real time broadcasting, press releases, countdown auction tools and sealed bids.

**Superior marketing** attracts affluent buyers. Properties that are interesting to the market place will bring top prices.

**Visibility is everything.** Focusing attention on your individual property for a short specific period of time increases the excitement of acquiring your property and will attract buyers that may not have considered it previously.

*Trophy properties deserve special handling from a marketing standpoint.*

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# Why we believe absolute auctions work.

**Reserve Auctions** attract fewer people, especially from prospective buyers who live out-of-the-area. Prospective buyers are reluctant to jump through hoops, spend time and money on inspections, and arrange financing prior to a reserve auction. A reserve auction implies that a seller may not be in tune with the current market and may have unrealistic expectations. The property, therefore, generates no more interest than a listing that has been offered unsuccessfully on the market for an extended period of time.

**Absolute Auctions** achieve sellers' objectives and succeed more often. That's all we care about.

*Absolute auctions achieve your objectives.*

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# How to best familiarize yourself with Exclusively Auctions™



Seeing is believing.

Video clips. We suggest that you view our video clips right now at [www.MyNextAuction.com](http://www.MyNextAuction.com).

Seeing is believing. Then, look in your local newspaper. Go and attend a real estate auction. Compare...the professionalism of the staff...the auctioneer's level of competence...and the outcome of the event. Not all auction houses are the same.

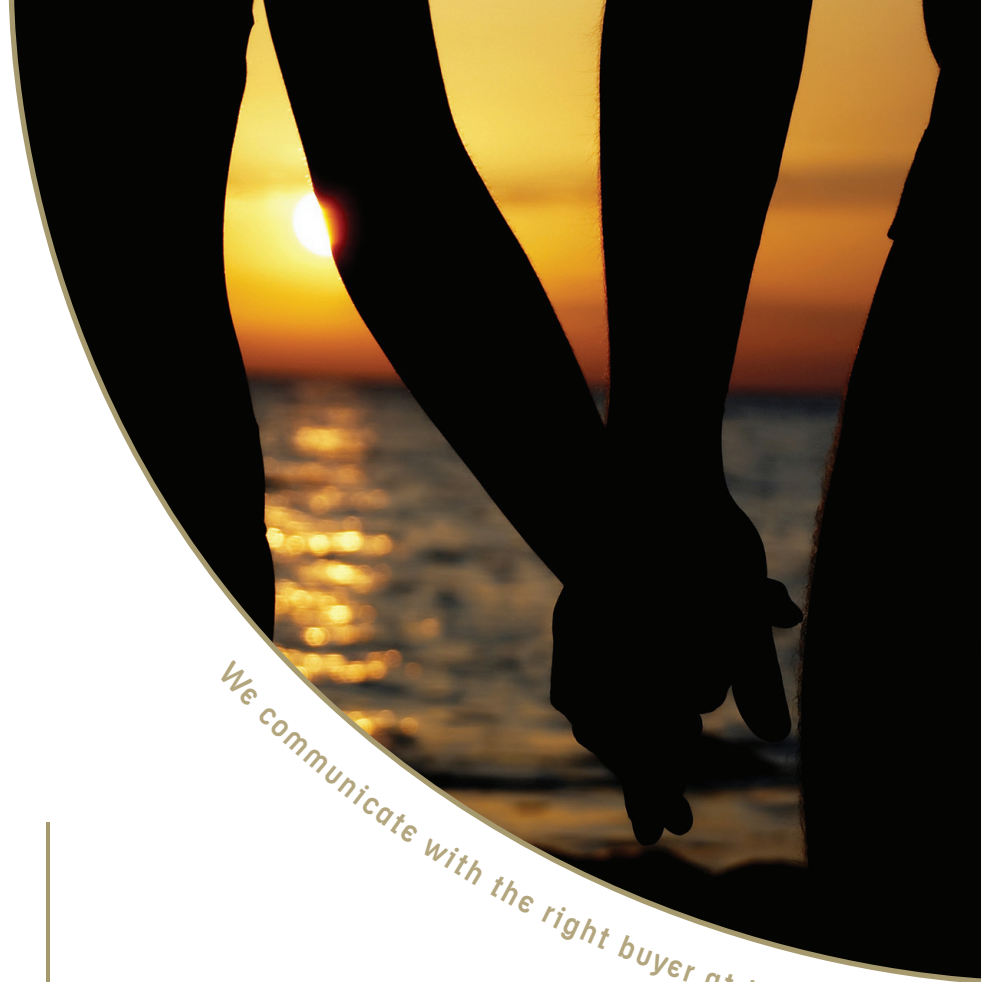




# Our Commitment to You.

**Exclusively Auctions™** philosophy is to remain creative, exclusive and intimate. This commitment allows us to share the playing field with the most selective clients. Because we are smaller and more personally involved, we have a deeper appreciation of our customers and the ability to use that knowledge to communicate with the right buyer at the right time.

**Our team of professionals** recognizes the appeal of an extraordinary property and we are proud to have represented properties in highly desired locations. Our clients want the best and they deserve the best. We deliver it.



*We communicate with the right buyer at the right time.*



# FAQ's: The Facts and the Stats of an Auction.

1. **Auctions establish value:** In strong markets new highs are established by capitalizing on demand. In weak markets the auction creates the market by creating consumer confidence. Savvy sellers who choose our auctions enjoy an outcome that will be more successful in any market.
2. **Auctions convey a sense of urgency:** Emotions are one of the most frequently cited purchase motivators. "If you would move man to action, you would first move his emotions" – *Aristotle*.
3. **Auctions facilitate quick sales:** A typical auction marketing period is 45 days or less bringing your property to the attention of prospective buyers by specifying the exact day of the sale. Exclusively Auctions™ capitalizes on this momentum.
4. **Auctions freeze competitive activity:** People wait to see what opportunities an auction will bring and therefore sales on competitive properties are virtually frozen once our marketing campaign commences on your property.
5. **Auctions expand market reach:** Exclusively Auctions™ properties are exposed to a regional, national and international proprietary database, whereas traditional efforts to sell similar real estate place a heavy reliance on a local Multiple Listing Service. In today's world you need to think globally.

If you would move man to action, you would first move his emotions.





# Who buys at auctions?

**Recognition.** The MORPACE\* Study conducted on behalf of the National Auctioneers Association (NAA) indicates that the auction real estate industry is projected to grow to \$67 Billion within the next twelve months. Auctions have become a nationally recognized outlet for buyers, and are no longer considered a last resort or “fire sale” for sellers.

**Stats.** A prospective auction buyer may be someone looking to relocate his company or family to your area; may be an overseas investor; or may be your neighbor looking to upgrade. Consider these NAA statistics:

- 20% of all properties sell prior to the auction
- 60% of all properties sell the day of the auction
- 5% of all properties sell within 24 hours following the auction
- 15% of all properties offered do not sell, due to reserve pricing

Real estate auctions have become nationally recognized by buyers.

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# The auction event itself.



**Greater exposure.** Almost without exception the amount of funds expended on an auction marketing campaign will far exceed that allocated to a traditional negotiated sale. This focus allows for greater exposure to take place because marketing funds are expended in a condensed period of time. This helps to eliminate prospective buyers from procrastination. It is a call to action for any interested bidder.

**Validation.** Harris studies\* have shown that buyers feel more comfortable in competitive bidding situations and will participate in the auction process with confidence. Their judgment as to the value of the property is validated by other bidders.

**Level playing field.** The preferred and most effective location for an auction is the property itself. Excitement is enhanced by putting the “goods” in front of the bidder. It is much easier for a buyer to purchase something that can be seen, touched and felt. Psychology comes into play as bidders begin to take ownership, viewing the property as “theirs” and the bidding escalates accordingly.

**Closing.** A simple registration process together with the availability of detailed information on the property ensures prospective buyers are fully informed and ready to bid. Realtors are encouraged to accompany and represent their customers and are compensated at the time of closing. Closing is normally within 30 days of the auction date.



*Real estate auctions are a call to action.*



# Is your property suitable for an auction?

**Considerations.** Numerous factors determine the suitability of a particular property and a member of our executive team will provide a complete evaluation of your property to ensure a successful outcome. Reserve auctions are not always within the realm of our auction house portfolio and we are unable to accommodate every request to take a property to auction.

**Changing market place.** Savvy investors know about the time-value of money and want quick results, especially in changing markets. Compare the holding period of an Exclusively Auctions™ auction vs. the uncertainty of the time required via traditional marketing. Estimate the net proceeds from each alternative. The value determined at a well-promoted auction will be the value of your particular property on that given day.

**We welcome your comments.** Of course, we would welcome hearing from you, so please don't hesitate to pick up the phone and call us now. Relax and let us take care of ensuring your successful outcome.

Relax and let us take care of ensuring your successful outcome.

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