



BENEFITS TO THE SELLER

- Buyers come prepared to buy.
- A Real Estate Auction ensures the quickest and most inexpensive method of selling your property.
- Quick disposal reduces long-term carrying costs, including taxes & maintenance.
- Assurance that property will be sold at true market value.
- Exposes the property to a large number of pre-qualified prospects.
- Accelerates the sale.
- Creates competition among buyers - auction price can exceed the price of a negotiated sale.
- Requires potential buyers to pre-qualify for financing.
- The seller knows exactly when the property will sell.
- Eliminates numerous and unscheduled showings.
- Takes the seller out of the negotiation process.
- Ensures an aggressive marketing program that increases interest and visibility.
- “You only have one opportunity to sell; we understand and recognize that your auction needs to be conducted in the most professional manner possible.”

Continue Page 2 - Benefits for Buyer

BENEFITS TO THE BUYER:

- Smart investments are made as properties are usually purchased at fair market value through competitive bidding.
- The buyer knows the seller is committed to sell.
- In multi-property auctions the buyer sees many offerings in the same place at the same time.
- Buyers determine the purchase price.
- Auctions eliminate long negotiation periods.
- Auctions reduce time to purchase property.
- Purchasing and closing dates are known.
- Buyers know they are competing fairly and on the same terms as all other buyers.
- Buyers receive comprehensive information on property via due diligence packet.



[Back to Webb Auction](#)