

Direct Comparison

Auction Marketing

Property is showcased individually throughout the entire marketplace

Marketing period required is accelerated to 60 days or less

Advertising is extensive and very visible, exclusively featuring your property

All buyers are forced to act on your time schedule — time is of the essence

Uses the auction concept to create urgency and provoke immediate buyer interest and offers

Realizes the property's true market value

Eliminates the guesswork in determining the asking price for the property

All conditions of the sale are set from the beginning, eliminating all negotiations

Secures a contingency-free contract

Seller approves marketing budget

Private Treaty Brokerage

Property is one of many others being advertised and shown

Property is likely to remain on the market for several months or even years

Advertising is general and minimal, with too much reliance on the MLS and other brokers to find buyers

Lacks the ability to motivate buyers, forcing you to wait for their schedule

Price reduction is encouraged in an attempt to create buyer interest and activity

Is limited because the property is unlikely to sell for more than you ask

Presents a dilemma determining what to ask for the property. The seller never wants to overprice, yet recognizes the consequences of underpricing.

Sellers are forced to negotiate all aspects of the sale

Contingencies are common and spoil many deals

Broker typically spends the least amount possible to advertise the property, due to the uncertainty of its sale