

040 222 6444

Hi, I'm **Peter Holmes** from

The Auctioneering Co. (Western Australia).

You will from time to time have a residential or commercial property (or land only) and your seller wants to have it **"Sold" in quick time** so that they can move on.

Whilst I'm Perth based, I'm a country boy at heart and have personal connections in several regional centres that I like to visit several times a year, I've decided to develop some business avenues on the way to - and in - those regional centres.

At the same time, you, your team and importantly your sellers, will receive great benefits by appointing me.

That's why I'm making contact with you and your team.

My all classes WA auctioneer's licence has allowed me to auction real estate!

I've used the auctioneering skills developed in over 30 years by direct involvement as a professional auctioneer to use techniques and responsibilities that sellers expect.

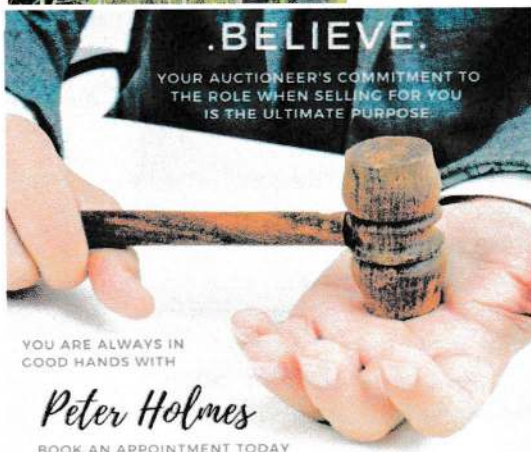
So when the time is right, call me to discuss how you can add value to your service to sellers and after top marketing on your part, "running a transparent and efficient "Auction Sale – to get the best price on the day" from attending qualified buyers!



I've also operated, for 3 years, as a registered real estate sales person.

I'll look after **calling the auction** *but also help you*
motivate sellers, buyers & even more, making,
*the auction itself is as **stress free** as possible for you.*

I'll help you with as much or as little as you require, although my experience tells me that best results occur when a seller believes in us enough to let us do our thing



We have a very personalised service – I'm "hands on" at all stages.

If your seller genuinely needs to sell and is willing to set a reserve in line with the local and recent sales evidence, then they have a great chance of achieving a great result.

I've got the know how to apply the tips and techniques to let the project get this outcome and find the new owner in a short time.

At the right time, I'd love to hear from you.

Peter Holmes (Licensed Auctioneer)
Project Management & Interim Management
ABN 33 424 892 682
E pgh@tacwa.biz W www.tacwa.biz
Western Australia Mobile: +61 (0) 40 222 6444

**THE
AUCTIONEERING
COMPANY**



Onsite Real Estate Auction Checklist

CONSIDER THE FOLLOWING - & "tick" the appropriate boxes.	
Your agency is or will be appointed to get the best price as quickly as possible.	
You are used to the auction of real estate process.	
The property has features not able to be accurately appraised.	
Your seller has successfully used the auction process to sell or buy property at auction.	
Your seller is from Qld., NSW, Victoria or SA some years ago, (therefore, knows the benefits).	
Your seller is genuinely willing to sell at market level?	
You will market "the property" (vs a price) vigorously during the marketing period so that buyer awareness is developed and then maintained.	
You have given recent & local sales evidence to the seller.	
Can't wait for the extended private treaty time on market.	
The seller and you want to have competing buyers to get the best price for an "atypical" property.	
You have limited knowledge of the auction process.	
Want an expert to auction for you?	
WHAT TO DO NEXT, IF YOU HAVE TICKED 4 OR MORE OF THE ABOVE.	
Contact - Peter to explain your requirements.	

WHAT HAPPENS NEXT?	
Agree - a workable timeline & "book" the auctioneer's "time".	
Selling client maintains property insurances.	
Seller completes & understands the sale by auction paperwork including the auction particulars and conditions of sale.	
Seller understands the role of - and their obligations to - the auctioneer.	
Peter submits the appointment of auctioneer form for agent's completion & early return.	
Peter submits the invoice for the "Auction Booking" fee.	
Discover repairs needed to make the property safe & presentable.	
Complete repairs needed to enhance sale potential.	
Photographs taken by agent	
Draft adverts, home open fliers & other promotional material - online etc.	
Promotional activities prepared & implemented	
Home Opens & Private Inspection opportunities for potential buyers scheduled & supervised by the agency team.	
Agent & Peter check that they are both OK for auction day and time.	
Auction day!	
Agent identifies the best buyers to Peter.	
Peter calls the auction & possibly handles liaison with seller & the top buyers to achieve reserve.	
If required, due to property passed in, agent negotiates an "after sale."	
Payment of auction booking fee.	