

# NON-DISTRESSED AUCTIONS

*Experience the Difference*

A young man and woman are sitting at a white table, looking at a laptop. The woman is pointing at the screen while the man looks on. They are both smiling and appear to be in a collaborative work environment. The background is a bright, out-of-focus window.

**Harcourts** Platinum

WWW.HARCOURTSPLATINUM.CO.ZA

# WHY CHOOSE HARCOURTS AUCTIONS TO SELL YOUR PROPERTY ?

## Ensure the highest value

With Harcourts Auctions, we're dedicated to ensuring you achieve the highest value possible for your property. Our auction process means potential buyers don't have a list price, all they know is your property is for sale and will be sold on a particular date.

## Value over price

Auctions shift buyers' focus from price to value. Without knowing the price, potential buyers can focus on what the property itself has to offer. We don't get paid until we sell your property, and we don't sell your property until we reach an amount you are happy with.

## Your timeline, our process

The auction process allows you to set your own date and a timeline. No waiting around, guessing when your property will sell or not sell.

## You call the shots

We conduct auctions with a reserve price. We don't believe in underselling, and we believe the sale of your property is your decision. We allow you to accept any offer prior to auction day. In other words, you choose the minimum price. If bidding doesn't reach your minimum, you're under no obligation to sell.

## Paperwork completed prior to auction

An auction sale is a clean, simple, and unconditional contract. The buyer completes all due diligence before auction day. When auction day comes, you know who is bidding and for how much.

## Level playing field

When selling your property via traditional means with many agencies, you are often removed from negotiation and kept in the dark about offers. But with Harcourts Auctions, you can see everyone interested - they are literally standing in your front yard! No secrets. No surprises. No stress.

## Learn what buyers will pay

Sometimes auctions don't result in a sale before auction or on auction day. This doesn't mean your property, or the process has failed. Instead, it means you know exactly how much buyers are willing to pay. Your property's reputation remains intact because you haven't advertised your list price. It's a win-win situation. We don't stop working until your property is sold. We're with you every step of the way.

# NON-DISTRESSED AUCTION

An intense, high profile marketing programme attracts genuinely interested buyers. These buyers are focussed on the maximum price they will pay, not how low their offer should be. Combined with the deadline of the "Big Day", it's this natural level of competition that helps establish the highest possible price.

We will assist you in setting the terms and conditions of the auction, as well as choosing the most effective marketing plan. You stay in full control and have the flexibility to accept offers before Auction, on Auction or after the Auction. Should the property not sell before or after the auction, we list the property with a market related price and attract buyers to the property and the price.

- Builds urgency and a purchase deadline with buyers
- Creates a competitive and transparent purchasing environment
- Removes the risks of over or under pricing
- Removes buyer objections to pricing
- Gives you flexibility and control

The Harcourts Auction platform produces outstanding results for your property transaction.

With a 3-phased approach you get twice the chance of selling for more.

- 1 pre-auction**
  - Intense marketing creates buyer interest and competition
  - Buyers may offer prior to Auction
  - Buyers are attracted to the property and not the price
- 2 auction**
  - The transparent Auction platform ensures that buyers are directly competing, and produces the highest bids
  - Auction provides a deadline for buyer commitment
  - The sale is usually unconditional
- 3 post-auction**
  - Marketing with a price commences after determining realistic value
  - Negotiation with Auction and pre-Auction buyers now continues post Auction
  - New Buyers are attracted to the property
  - The seller has had valuable market feedback to ensure informed decision-making when presented with offers
  - The seller remains in complete control

# MARKETING YOUR PROPERTY

*Selling on Auction*

A robust marketing campaign is critical for a successful auction. A Harcourts Platinum representative will advise you on the target demographic and market comparisons to guide your decisions and expectations.

## KEY MARKETING METHODS:

- Professional photography, videography and Matterport.
- Compelling copywriting.
- Online advertising (Social Media & Property Portals)
- Print advertising (Brochures, flyers, signboards)
- Database Marketing (Leveraging the agents buyer list)
- Feature profiling

## PLATFORM ADVANTAGE

The Harcourts Auction Platform generates up to 10 x more buyer activity compared to traditional sales. The advertised opening bid price attracts genuine, ready-to-act buyers



# FREQUENTLY ASKED QUESTIONS



## WHAT IF NO ONE REGISTERS OR ATTENDS

In the event that there are no registered bidders or attendees, the property will transition to the traditional “priced” method, providing an additional opportunity to attract pre-qualified buyers. This auction forms part of a strategic, three-step marketing approach designed to reignite interest and maximize exposure.

## WHAT IF NO ONE BIDS

If bidding remains inactive, the auctioneer may stimulate momentum with a vendor or seller bid. Additionally, the advertised opening bid price can be adjusted to re-engage interest and encourage market participation.

## WHAT IF THE RESERVE PRICE ISN'T MET?

If the reserve price is not reached, the auctioneer will consult with the seller to discuss available options. These may include negotiating with the highest bidder, adjusting the reserve price, or transitioning the property to traditional marketing strategies to attract further interest.

## WHAT HAPPENS WHEN THE PROPERTY SELLS?

Once the property is sold, the buyer signs the contract and pays the deposit immediately. The sale is then finalized and forwarded to the transferring attorney of your choice. The transfer process typically takes between 1 to 3 months, depending on guarantees and registration timelines. It is highly recommended to engage a competent and experienced conveyancer to ensure a smooth transaction.



# BUYING ON AUCTION? WE'RE HERE TO HELP

Purchasing a home at auction is an exciting opportunity with many advantages. One of the key benefits of the auction process is its transparency, allowing the market to determine the property's true value.

The auction typically begins with the advertised "Bidding to Start From" price. If no bidder initiates an opening bid, the auctioneer may place a seller bid to generate momentum. From there, competitive bidding determines the property's value, ensuring a fair and market-driven outcome.

## BENEFITS OF BUYING AT AUCTION

- **True Market Value:** The auction process allows the market to determine the property's real worth.
- **Fair Opportunity:** All bidders compete on equal terms, ensuring a transparent buying process.
- **No Buyer Commission:** Unlike traditional auctions, buyers are not required to pay commission.
- **Transparent Negotiations:** All offers are open and visible, creating a fair and competitive environment.
- **Motivated Sellers:** The sale is final at the fall of the hammer, meaning sellers are committed to selling.
- **Limited Competition:** Depending on interest levels, you may face fewer competing buyers.
- **Strategic Advantage:** Winning could mean securing the property for only slightly more than the next highest bid.
- **Offer prior to Auction:** If you feel that you wish to make an offer prior to auction, you may always do so through your Harcourts agent.

# PREPARING FOR AN AUCTION

Once you've identified a property of interest, it's crucial to organize your finances before auction day. This includes ensuring funds are available for the deposit (if applicable) and preparing for transfer costs and duties required for property registration. Keep in mind that buying at auction is unconditional and does not include a cooling-off period.

## USE THE PRE-AUCTION PERIOD TO:

- Finalize the sale of any existing property, if applicable.
- Arrange a property inspection to assess its condition.
- Review and understand the auction documents to ensure you're fully informed before bidding.

## UNDERSTANDING PROPERTY VALUE & PRE-AUCTION OFFERS

Your Harcourts representative will provide valuable insights into the local market, helping you assess the property's value. For additional guidance, consider obtaining an independent valuation and requesting area, suburb, and street reports as needed.

If you are interested in a specific property, notify your Harcourts representative to arrange a viewing. In the event that another buyer submits a pre-auction offer, you will be contacted and given the opportunity to submit your own competitive offer.

# PREPARING FOR AN AUCTION

## PRE-AUCTION CHECKLIST

- ✓ **Request a Bidder's Pack & Review the Title Deed** – Understand the property's key details, including any servitudes or restrictions.
- ✓ **Secure Financing** – If financing is required, obtain pre-qualification through a bond originator for a certificate.
- ✓ **Cash Purchases** – Confirm deposit requirements, payment terms, occupation dates, and balance payment conditions.
- ✓ **Review Fixtures & Inclusions** – Check the listing for included fittings and features. Request a printed or online version from your Harcourts representative.
- ✓ **Inspect the Property Thoroughly** – Visit multiple times and arrange specialist inspections (e.g., builder, plumber) if necessary.
- ✓ **Research the Area** – Investigate zoning, schools, utilities, shopping centers, and other key amenities.
- ✓ **Familiarize Yourself with Auctions** – Observe online Harcourts auctions in advance to understand the process.

# OUR RECENT *Auction* SUCCESSES



12 Rembrandt Road, Spanish Farm  
BTS R10 000 000  
**SOLD FOR R11 600 000**



10 Scorpio Lane, Croydon Vineyard Estate  
BTS R7 500 000  
**SOLD FOR R8 200 000**



5 Louis Botha Avenue, Pearlrise  
BTS R5 000 000  
**SOLD FOR R6 000 000**



219 Rembrandt Heights, Spanish Farm  
BTS R8 000 000  
**SOLD FOR R10 500 000**



38 Sagittarius Lane, Croydon Vineyard Estate  
BTS R5 000 000  
**SOLD FOR R5 850 000**



11 Arum Estate, Strand  
BTS R1 500 000  
**SOLD FOR R1 900 000**



7 Scorpio Lane, Croydon Vineyard Estate  
BTS R5 000 000  
**SOLD FOR R7 500 000**



21 Rembrandt Road, La Concorde  
BTS R8 000 000  
**SOLD FOR R9 150 000**



1A Nerina cul-de-sac, Mountainside  
BTS R4 500 000  
**SOLD FOR R6 000 000**

# OUR RECENT *Auction* SUCCESSES



29 Riverside Park, Radloff  
BTS R2 000 000  
**SOLD FOR R3 200 000**



604 De Velde  
BTS R2 000 000  
**SOLD FOR R3 000 000**



2 Virgo Lane, Croydon Vineyard Estate  
BTS R6 000 000  
**SOLD FOR R7 500 000**



The Somerset Lifestyle & Retirement Village  
BTS R6 500 000  
**SOLD FOR R7 600 000**



8 Acton Avenue, Helena Heights  
BTS R7 500 000  
**SOLD FOR R8 500 000**



19 Kingston Crescent, Briza  
BTS R4 500 000  
**SOLD FOR R4 900 000**



54 Abelia Street, Heldervue  
BTS R3 500 000  
**SOLD FOR R4 250 000**



38 Fever Tree, Croydon Gardens Estate  
BTS R2 000 000  
**SOLD FOR R2 700 000**



737 De Velde  
BTS R2 000 000  
**SOLD FOR R2 750 000**

# OUR RECENT *Auction* SUCCESSES



16 Satara Street, Fairhaven Country Estate

BTS R7 000 000  
**SOLD FOR R8 100 000**



17 Mulberry Lane, The Somerset Lifestyle

BTS R6 500 000  
**SOLD FOR R7 600 000**



30 Verster Avenue, Natures Valley

BTS R6 000 000  
**SOLD FOR R7 800 000**



41 Miller Road, Gordons Bay Central

BTS R3 500 000  
**SOLD FOR R4 400 000**



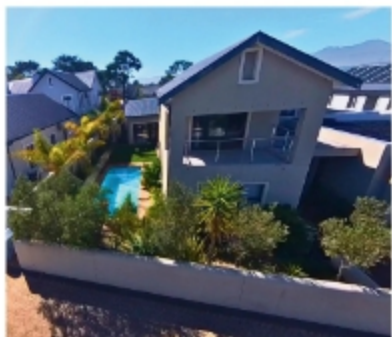
2 Rustenburg Road, Parel Vallei

BTS R6 000 000  
**SOLD FOR R7 000 000**



6 La Sandra Close, La Sandra

BTS R6 000 000  
**SOLD FOR R6 400 000**



39 Longmere Street, Schonenberg

BTS R6 5000 000  
**SOLD FOR R7 000 000**



50 Batavia, Golden Acre

BTS R3 000 000  
**SOLD FOR R3 325 000**



6 Shady Glen, Worlds View

BTS R2 600 000  
**SOLD FOR R2 825 000**

*We make things possible!*

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