

YOUR COMPLETE GUIDE TO SELLING AT AUCTION



WE'RE HERE WITH A PLAN

Harcourts Auctions is a modern, non-priced property marketing method designed to offer sellers a transparent and efficient sales process. Our structured four-week campaign eliminates lengthy and uncertain negotiations, ensuring clear timelines and maximum buyer competition. The process may culminate in a live auction, allowing you to secure your dream sale without concerns about leaving money on the table or losing out due to undisclosed competing offers.

The process unfolds in three clear phases, giving you multiple opportunities to release the asset in a way that suits you best.



SELLING THROUGH NON-PRICED MARKETING THE AUCTION ADVANTAGE

An Introduction To Non-Distressed Auction

Our non-distressed auctions are a marketing strategy designed to generate maximum buyer activity in the shortest possible time—28 days of active marketing. This approach ensures that we attract committed, good-faith buyers who are eager to participate and submit genuine offers in a competitive setting. The aim is to achieved the highest possible price for you, the seller, by fostering a sense of urgency, and competition among potential buyers. This method enables you to sell your property in a controlled, transparent, and highly effective way.



UNDERSTANDING THE AUCTION STRATEGY PRICED VS. NON- PRICED MARKETING

Both selling with a price and without a price (non-distressed auction) have their advantages and disadvantages. Here's a side-by-side comparison:

Buyers seeing value instead of price.

Auctions shift a buyer's focus from price to value. Without knowing the asking price, buyers can focus on what the property itself has to offer.

A clean and simple method.

An Auction Sale is a clean, simple and non-contingent contract. Due diligence as well as Terms and Conditions of the sale are completed ahead of Auction.

A reserve price ensures you are in charge.

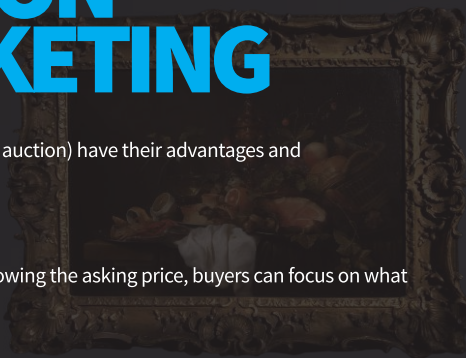
You stay in charge by setting the Reserve Price which is the non-disclosed price that you hope to get for your property. If pre-auction offers or bidding does not reach your expected minimum, you are under no obligation to sell.

A predictable time frame.

The Auction date provides a deadline by which interested buyers have to make a decision. This means that your property does not wait around for months before buyers are spurred into action.

Discover what buyers will pay.

In the event that the Auction does not result in a sale. This is not a failure but rather a barometer of how much buyers are prepared to pay. The value of your property remains intact as no list price was advertised. It's a win-win scenario



NON-DISTRESSED AUCTION

An intense, high profile marketing platform that 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 experience
- Removes the risk of over or under pricing
- Removes buyer objection to pricing
- Gives you flexibility and control



With A Price (Traditional Sale)	
Advantages	Disadvantages
Generates buyer interest when the price is correct	Overpricing – May deter buyers or result in a sale below the market value
	Under-pricing – Can lead to underselling or leaving money on the table
	No Deadline – Buyers can take their time, potentially delaying decisions
	Buyers Negotiate Downwards – Buyers often negotiate the price down, reducing your final sale value
	Buyers are in Control – The buyer can control the terms, which may not align with your interests
	Uncertainty for the Seller – The seller may not know what other offers are coming, and buyers might not see all the interest
	Low Interest – Limited buyer interest may fail to provide useful market feedback

Without A Price (Non-Distressed Auction)	
Advantages	Disadvantages
No risk of overpricing; no fixed price deters buyers or results in undervalued offers	Overcoming buyer nervousness to register and bid may require some effort
No risk of under-pricing; fair offers are ensured without a set price	
Deadline Creates Buyer Urgency – The auction deadline motivates buyers to act quickly	
Buyers Negotiate Upwards – Competitive bidding drives the price up, often above initial expectations	
Seller is in Control – The seller sets the terms and conditions of the sale, ensuring alignment with their goals	
Fully Transparent Process – The seller knows the best offer, and buyers can see all competing interest	
Current Market Feedback – The process provides real-time market feedback, helping the seller understand buyer expectations	

WHICH STRATEGY WORKS BEST

Both strategies are effective, depending on your circumstances. Priced marketing works well when you are 100% confident in the market value of your property, and you can set a listing price that attracts buyers. However, this is often difficult to achieve unless a nearly identical property has recently sold for a similar price.

In most cases, determining an exact market value can be challenging, even with the most accurate Comparative Market Analysis (CMA). For this reason, selling without a price, using the auction method, removes the risk of overpricing or under-pricing. The focus shifts to the property itself, not the price, which can attract more motivated buyers and result in a more competitive sale process. The process works in any market, whether it is a balanced-, seller's-, or buyer's market.



THE AUCTION STRATEGY

A 3-PHASE PROCESS



The Timeline: Understanding the Three-Phase Auction Strategy

The key to understanding the three-phase auction strategy lies in recognising the need for accurate market feedback. The auction process is specifically designed to provide maximum transparency within the shortest possible timeframe, allowing both sellers and buyers to make well-informed decisions.

The Importance of the Timeline

Everything within the auction process is done by design, ensuring that every stage contributes to an efficient and highly engaging marketing campaign. The entire campaign is structured over six distinct weeks, with each phase playing a critical role in generating market interest.

Weeks 1 & 2: Preparing the Marketing Campaign

This initial phase is dedicated to ensuring that your property is presented in the best possible light. From professional photography, videography, and signage to crafting a detailed marketing calendar, every aspect is fine-tuned to attract maximum buyer engagement. You will also receive a clear timeline outlining when to expect feedback from your Harcourts Representative.

The goal is simple—generate strong buyer interest and engagement by positioning your property strategically in the marketplace.

Phase One: Launching the Property to the Market

Phase One kicks off with the property being presented across all online and local platforms, ensuring maximum exposure to potential buyers. The advantage of digital marketing is that it allows us to track engagement in real time, providing valuable insights into how the market is responding. This data-driven approach enables us to adjust strategies if needed to ensure we are targeting the right buyers effectively.

First Week of Active Marketing

During the first week, the property is published across all relevant property portals and platforms, ensuring it reaches the widest possible audience. The key focus is to attract serious buyers who are drawn to the property itself, rather than a set price. This shifts the buyer's perspective from negotiating a price to appreciating the value and unique appeal of the home. That is why we advertise the opening bidding to start from price on the portals, rather than the final non-disclosed reserve price.

To enhance buyer engagement, we schedule structured viewing times:

- Twice a week viewings – once mid-week and once over the weekend.
- Limited private viewings – ensuring fair access while maintaining efficiency.
- Group viewings – to generate visible competition, encouraging buyers to act with urgency.

This competitive atmosphere maximises buyer interest and increase the likelihood of strong early offers.

Buyer Engagement and Market Feedback

As buyers engage, they are encouraged to submit a written offer or register for the auction. For those who opt out, we seek detailed feedback, including:

- Their overall impression of the property.
- Their opinion on the property's market value.
- Insights into comparable properties.

This real-time data provides legitimate comparable points to inform your decisions.

Early Offers & Buyer Vetting

If a strong, good-faith offer is received, you may accept it and conclude the transaction early. All buyers are vetted and pre-qualified to ensure offers are genuine and financially viable, keeping you in a confident position.

Setting the Reserve Price & Auction Preparation

In the final week of active marketing, you and your auction team review the market feedback and set a non-disclosed reserve price, this is communicated to the auctioneer. The auctioneer may place strategic bids on your behalf to ensure competitive bidding. Since auctions are conducted on a "subject to confirmation" basis, you retain full control and are never forced to accept an offer, even above the reserve price.

Phase Two & Three: The Auction and Post-Auction Strategy

The Auction Process

The auction can proceed with registered bidders, even if only one qualified buyer meets the requirements. We only invite buyers who meet legal and financial standards, such as complying with FICA regulations and providing proof of funds or pre-approval for a loan. If participation is low, the auctioneer might reduce the initial bidding amount to encourage more interest during the first or second phase. The online format offers flexibility: we can accelerate the auction if demand is high or extend it if buyers need extra time to arrange financing. As the seller, you have full authority to determine the timing and strategy of the auction.

Post-Auction Strategy (Phase Three)

If the property does not sell in Phases One or Two, we implement a follow-up strategy based on buyer feedback and market data. Options include:

- Re-listing with a market-aligned price based on verified insights.
- Deciding the best course of action based on current conditions.

At the end, you have three choices:

1. Sell to the highest bidder if the offer meets or exceeds expectations.
2. Re-list immediately or later when the market improves.
3. Withdraw the property, considering alternatives like renting or upgrades based on feedback.



READY TO GET STARTED WITH AUCTIONS? HERE ARE THE NEXT STEPS

As the seller, our expertise ensures a smooth, transparent sale. Follow these steps:

1. Signing the Marketing Mandate

A marketing mandate is required to legally market and sell your property via auction.

2. Property Disclosure

Provide a Property Condition Disclosure to protect against future claims. Honest disclosure is recommended; avoid unnecessary repairs by being upfront about the condition.

3. Choosing a Transferring Attorney

Select an experienced attorney early to streamline the ownership transfer process.

4. Notifying Your Bank About Your Bond

If bonded, give 90 days' notice to your bank (via app or directly) to avoid penalties. Your Harcourts representative can assist.

5. Staging & Photography Preparation

Declutter for a clean, spacious look; use professional photography to enhance appeal. For tenanted properties, we coordinate viewings efficiently.

6. If Your Property Was Previously on the Market

We welcome collaboration with agents having bona fide buyers, incorporating them into the auction for the best price. Commission structures will be negotiated fairly.

By following these steps, you set the foundation for a smooth, transparent, and successful auction process, maximising your property's sale potential.



This guide is intended for general information purposes only. The content does not take your personal circumstances into account. You should obtain independent legal and financial advice before undertaking any transaction involving real estate.

Harcourts uses reasonable endeavours to ensure the information in this guide is current and accurate. To the extent permitted by law, Harcourts makes no representations or warranties as to the accuracy, reliability, completeness, or currency of the information within this guide, and the use of this guide is at your own risk. None of Harcourts, its employees, or any authors of this guide can be held liable for any inaccuracies, errors, or omissions in this guide.

All information and material contained in this guide is copyrighted and owned by Harcourts South Africa (Pty) Ltd. Except as permitted by applicable local laws, no part of this guide may in any form or by any electronic, mechanical, photocopying, recording, or any other means be reproduced, stored in a retrieval system, or broadcast or transmitted without prior permission.

© 2025 Harcourts South Africa (Pty) Ltd.

Harcourts

*We make it
possible*