

SuttonKersh



**1ST FOR
AUCTIONS**

www.suttonkersh.co.uk



A selection of testimonials from our 2014 ESTAS Awards Entry

“ We bought and sold lots of properties through this and other agents in the North West and can say that Sutton Kersh stands out as the best. The whole team are friendly and approachable. They explained every step of the process clearly and left no questions unanswered. Excellent agent. Top level of service in all aspects. All members of staff are extremely professional. ”

“ I am totally delighted with this team's efficiency and knowledge of the local market. I will gladly continue to do business. ”

“ I always use SK to sell my property you know exactly what service you will get as well as great results. happily recommended them. ”

“ A pleasure as always doing business with Sutton Kersh and the team. The girls work so hard and always put in 110%. ”

“ I had my house on the market for a year and gave it to Cathy and her team to sell and they did in 4 weeks. 1st Class Service from the start. ”

“ I always use Sutton Kersh you know exactly what service to expect. Cathy and her team work very hard and always get great results. ”

“ Great estate agent and auction house, all the girls are very helpful and lovely to deal with, especially Cathy Holt ! Many thanks ”

“ I have dealt with all estate agents, auctioneers in Liverpool, Sutton Kersh in my opinion are the most professional, helpful approachable. Made the selling process stress and hassle free, Thank you for a job well done ”

“ Sutton Kersh have to be one of the best agents I have ever worked with. From instruction to completion in 30 days! Pretty Good in my book! ”

“ Cathy, James and team – bought and sold many properties via SK auctions – excellence as standard ”





Welcome

We offer residential and commercial property from across North-West England for sale by public auction. Since 2006 we have maintained our position as Merseyside's number one property auctioneer by consistently obtaining the largest catalogues, attracting the highest attendances and achieving the best sales results in the area.

Auction provides the fastest route to selling a property. The whole process, from instruction through to completion, can take as few as eight weeks. We regularly work with private investors, estate agents, housing associations, LPA Receivers and public bodies with property assets by providing a quick disposal solution for varying property types.

As always, price is vital to success and as a long established multi-disciplined firm we are uniquely placed to monitor market conditions to ensure we get this right. Ultimately, demand will decide the true value of a property which is why it is important vendors choose an auction house that consistently attracts high attendances so that competitive bidding wars can be capitalised on.

For details of our forthcoming auctions please contact us on **0151 207 6315** or visit our award winning website **www.suttonkersh.co.uk**.



Intensive marketing

We implement intense marketing campaigns before, during and after every auction to ensure we generate maximum exposure for each property throughout the short selling period. By effectively using newspaper and magazine advertising, digital marketing, direct mailing and our strong board and office presence across Liverpool we consistently attract high attendances at our auction rooms which fuels bidding wars and enables us to maximise selling prices.

- Over 10,000 investors from the UK and overseas subscribe to receive hardcopies and e-versions of our catalogues
- All properties are displayed on our web site, which achieves over 400,000 page views every month
- We have a fast growing e-mail subscription database which we use for alerting people about forthcoming sales, new instructions, auction updates, previous results.
- High impact advertising in all the key newspapers and magazines
- A strong presence through our branch network
- Our specialist PR team actively seek editorial opportunities in local and national media and regularly obtain coverage in print as well as on TV and radio
- All properties are displayed on Rightmove/Zoopla/Net House Prices/EI Group



What makes a good auction lot?

Not all properties are suitable for auction. The types of properties we are looking for include:

- Residential (vacant or tenanted)
- Development opportunities
- Redevelopment opportunities
- Receivership properties
- Probate properties
- Properties in need of refurbishment
- Land (with or without planning permission)

- Commercial properties (vacant or tenanted)
- Properties with a quirky appeal or that are difficult to value
- Chain free properties

If you are unsure whether your property is suitable for auction, call one of our qualified professionals on **0151 207 6315** who will be happy to advise you.

Benefits of selling at auction

8 weeks from instruction to completion

Auction can provide the fastest route to achieving a sale. A legally binding contract between the buyer and the seller is formed upon the fall of the gavel. The majority of sales complete within the following 28 days. If you need a quick sale, then you should consider selling at auction.

No price ceiling

Competitive bidding during the short selling window can lead to properties selling for much more than expected because purchasers have less time to negotiate. In past auctions lots have sold for in excess of £100,000 over their guide price. And, as vendors set the minimum value we are allowed to sell at, there is no risk.

Intense marketing

Auction properties benefit from broader, more intense marketing which is essential for maximising exposure and interest throughout the short selling period. We have a large database comprising over 10,000 investors from across the UK and abroad who we distribute copies of our auction catalogues to. We also regularly advertise in key printed media and list all of our properties on leading property portals such as Rightmove.

Reduced risk of sale falling through

Buyers are legally bound to pay a 10% deposit immediately upon fall of the gavel and the remaining balance within 28 days. The fast pace of the transaction and the requirement of a deposit reduces the opportunities for gazumping and vendors withdrawing so fewer sales fall through in comparison to estate agency methods.

You can plan ahead

Property auctions allow you to identify a date by which a property might be sold thus enabling you to successfully plan ahead. If you have found your next property but need to sell before you can complete, you need to act quickly and selling at auction is probably the quickest way to achieve this. By delaying you run the risk of waiting too long for a buyer to come along and during this time you could well lose out on your new purchase.

SuttonKersh

1ST FOR AUCTIONS

WEDNESDAY 9 APRIL 2014
commencing at 12pm prompt at
Marriott Hotel City Centre
One Queen Square Liverpool L1 1RH

www.suttonkersh.co.uk

EG&A
ESTATE AGENTS

EG&A
ESTATE AGENTS

NOW INVITING
INSTRUCTIONS
FOR OUR
3 JUNE AUCTION

The Selling Process

Market appraisal

One of our experienced valuers will visit your property and provide you with a free, no obligation market appraisal. At this meeting we will advise you on the auction procedure, confirm if auction is the most appropriate method for selling your property and provide an accurate valuation.

Formally instruct us as your selling agent

At this point we will ask you to confirm the reserve and guide price. These figures should be realistic and based around our valuation recommendation in order to maximise your chances of selling. Sign and return a copy of our contract and terms of business and pay the auction entry fee by cheque or debit/credit card.

Commence Marketing

Once we have received the above we will immediately begin to market your property by placing it on our website, Rightmove and E! Group. When the catalogue officially closes copies will be circulated to over 10,000 investors from across the UK and abroad. The auction will also be supported by regular advertising in key press.

Instruct a solicitor

You will need to instruct a solicitor who will produce a legal pack containing the full conditions of the sale of your property, and who will manage the sale through to completion should you receive and accept an offer.

Viewings

We employ professional viewing clerks who will accompany potential purchasers on property viewings. We request that a set of keys are left at our office or arrangements are made so that we have ongoing access throughout the auction period.

Offers received pre-auction

If we receive an offer on your property before the auction we will notify you and it is at your discretion as to whether to accept it or not. We will of course provide you with our professional advice on what we think you should do.

Auction day

The catalogue will be offered in lot ordered. Should bidding on your property reach or exceed the reserve price the auctioneer will sell to the highest bidder. The fall of the gavel signifies the start of a binding agreement between the buyer and seller.

Offer accepted

The buyer is legally contracted to immediately pay a 10% deposit and the remaining monies must be transferred within the 28 days that follow.

Unsold lots

We will continue to market unsold lots for 8 weeks after the auction date.

Completion

Your solicitor and the buyers solicitor will progress the exchange of contracts and completion will normally occur in 3–4 weeks.



Buying at auction

Obtain a catalogue

Receive the latest copy of our catalogue direct to your home address or e-mail inbox by subscribing to our mailing list. Please contact the office or visit www.suttonkersh.co.uk for more information.

Arrange a viewing

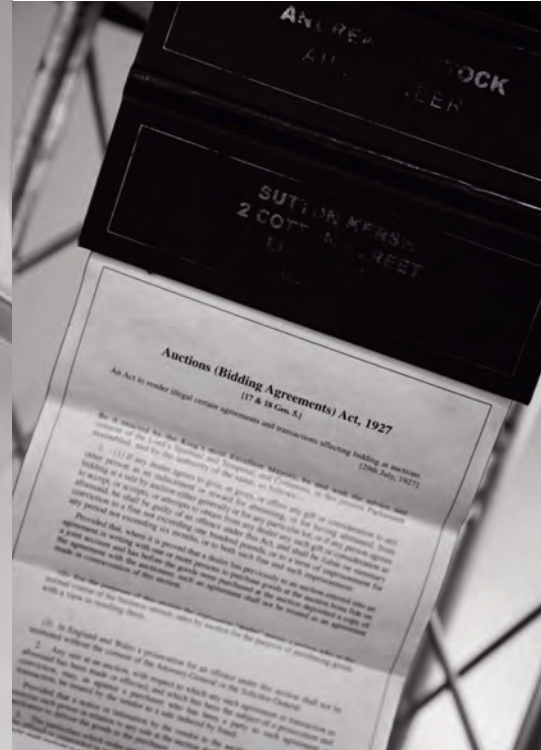
We ask that all potential buyers carry out their own due diligence checks prior to bidding on a lot at auction. Viewing a property is a good way to satisfy yourself of its condition and to get a feel for the area it is in.

Arrange a survey

Once you have instructed a surveyor, please ask them to contact our auction office directly and we will allow them to gain access to the property

Arrange your finance

Buyers will need to pay a 10% deposit upon the fall of the gavel at the auction. The remaining monies must then be paid in full, usually within the next 28 days. If you need to obtain a mortgage it is important that you receive an offer from your lender in principle before the auction day. Most building societies and banks will wish to instruct a surveyor to prepare a valuation report before making you a mortgage offer, so it is advisable to make your mortgage application as soon as possible. Sutton Kersh Auctions has teamed up with Auction Finance to give you access to quick finance whilst you arrange a more long-term finance solution. An offer in principle can usually be obtained within 24 hours of your initial enquiry and funds can be made available within a week. For more information please visit www.auctionfinance.co.uk or contact our office.



Read legal documents

Legal packs containing special conditions of sale, title deeds, leases, office copy entries, searches and replies to pre-contract enquiries will be made available for you to read prior to the auction. Please note that you buy subject to all documentation included in the legal packs regardless of whether you have chosen to read them or not. Copies can be viewed online, posted out to you and will also be available to read at our offices and in the auction room.

Register for the auction

All bidders must register prior to bidding. This can be done on auction day at the registration desk in the foyer or by completing and returning a copy of the registration form which is available on our website and in hard copies of the catalogue.

Bids

Bids can be made before, during and after the auction. If you are unable to bid in person at the auction, telephone and proxy bidding facilities are available. The relevant forms can be downloaded from our website and must be completed and submitted prior to the lot of interest being offered. If bidding in person, we ask that you bid clearly and only up to the maximum amount that you can afford. For more information on the bidding process please speak to a member of our friendly team.

Sold

Once the gavel is brought down you are legally obliged to pay for the property purchased and refusal to pay can result in legal action. A 10% deposit must be paid immediately by cheque, bankers draft or credit/debit card. Please note that cash will not be accepted. The remaining monies must then be paid within 28 days of the auction.

Financing your auction purchase

As an established principal lender, Auction Finance Limited have teamed up with Sutton Kersh Auctions to provide fast, flexible funding to property professionals buying at auction, allowing bidders to make immediate buying decisions.

Our experienced decision makers assist property professionals with tailor made financial solutions. We are able to agree 'in principle' loans before, during and after an auction and with up to 24 hour funding available buyers can bid in confidence knowing finance will be available in time for completion. 100% funding is also available on purchases with supporting security.

What is a bridging loan?

A bridging loan is short term finance usually taken out from 1 to 12 months pending the arrangement of longer term finance. It is an interest only facility that helps with buying a property and completing the purchase almost immediately. This type of loan is usually repaid by refinancing it on a long term basis or by selling the property.

With our flexible lending criteria we can offer funding for almost any property type, such as:

- Residential
- Commercial
- Semi-commercial
- Land

With funding also available for almost any purpose including:

- Auction purchases
- Renovation/refurbishment
- Buy-to-let
- Portfolio investment
- Overseas acquisitions
- Capital raising

For more information on how Auction Finance Limited can assist with your auction purchase call **0161 333 1975** or visit **www.auctionfinance.co.uk**.



property funding when it matters

EAD Solicitors specialist auction service



EAD Solicitors is proud to work with Sutton Kersh. We have extensive expertise in all manner of auction lots. EAD Solicitors hosts a consultancy desk at each auction to assist you with the completion of your purchase.

Our auction legal service

We will check the legal documents and advise you prior to the auction. Simply contact us and send us the legal papers. We will check these for a fixed fee. We are very experienced in dealing with auction properties for both buyers and sellers, having given legal advice at a major property auction for several years.

On hand to help you today

Held at each of the Sutton Kersh auctions, auction specialists Garry Abrams and Lucy Joel will be on hand to help you with any legal endeavours regarding your new property. They'll be able to assess contracts and other legal documentation all for a low cost fixed fee. Together Garry and Lucy boast many years of experience specialising in properties bought at auction, therefore understanding how quickly and efficiently a service you need.

Top Tips for buying at auction

- Identify and view any of the properties you are interested in.
- Research the property and ask local estate agents and neighbours for their opinions.
- Carry out necessary searches.
- Carefully read the conditions printed in the catalogue.
- Always get legal or professional advice from a solicitor and, in appropriate cases, a chartered surveyor.
- Make sure you have a 10% deposit ready for payment on auction day, when the contracts are signed and access to the remaining 90% within 28 days.

- Plan ahead if you need mortgage assistance. It's wise to arrange a mortgage in principal with a bank or building society before buying at auction. You could lose your 10% deposit if you fail to complete within the time given (normally within 20 working days).
- Be aware that buying at auction is a binding commitment that carries the same legal implications as a signed contract by private treaty. In most cases, auction offices have copies of legal documentation provided by the seller's solicitors which can be sent to you.



Garry Abrams deals with domestic and commercial property transactions and also has a particular interest in management and holds a MBA in Legal Practice. As one of the founding members of EAD, he was the one time managing partner and is still involved in the management of the practice contributing to the strategic direction of the firm.

T: 0151 291 2560 E: garry.abrams@eadsolicitors.co.uk



Lucy Joel is an established and well respected member of the conveyancing team at EAD and has experience in a support function regarding auction transactions. She assists Garry in providing investors and property professionals with procedural advice which ensures a smooth and speedy transaction.

T: 0151 291 2522 E: lucy.joel@eadsolicitors.co.uk

Legal made *personal.*

For more advice, download our Auction Property Factsheet or Call 0151 735 1000 www.eadsolicitors.co.uk

Commercial Property and Professional Services

Auctions – Liverpool

2 Cotton Street
Liverpool L3 7DY
Tel: 0151 207 6315
auctions@suttonkersh.co.uk

Auctions – London

3 Belgrave Gardens
St Johns Wood
London NW8 0QY
Tel: +44(0)20 7625 9007
info@auctionhouselondon.co.uk

Commercial Property

2 Cotton Street
Liverpool L3 7DY
Tel: 0151 207 9339
commercial@suttonkersh.co.uk

Building Surveying

Tel: 0151 207 9966
exchange@suttonkersh.co.uk

Mortgages

40–42 Allerton Road
Liverpool L18 1LN
Tel: 0151 280 0407
mortgages@suttonkersh.co.uk

Surveys & Valuations

2 Cotton Street
Liverpool L3 7DY
Tel: 0151 207 9966
exchange@suttonkersh.co.uk

Block Management

6 Cotton Street
Liverpool L3 7DY
Tel: 0151 482 2555
management@suttonkersh.co.uk

Residential Lettings & Estate Agency Services

Residential & Commercial Allerton & South Liverpool

40–42 Allerton Road
Liverpool L18 1LN
Tel: 0151 734 0666
Fax: 0151 734 4504
allerton@suttonkersh.co.uk

City Centre

30–32 Exchange Street East
Liverpool L2 3PQ
Tel: 0151 236 2332
Fax: 0151 236 3755
citycentre@suttonkersh.co.uk

West Derby & Central Liverpool

18 West Derby Village
Liverpool L12 5HW
Tel: 0151 256 7837
Fax: 0151 226 1349
westderby@suttonkersh.co.uk

Residential Lettings Head Office

6 Cotton Street
Liverpool L3 7DY
Tel: 0151 207 5923
lettings@suttonkersh.co.uk
Fax: 0151 482 2566

Allerton & South Liverpool Lettings

11 Allerton Road
Liverpool L18 1LG
Tel: 0151 207 5923
lettings@suttonkersh.co.uk

Residential Lettings City Centre

30–32 Exchange Street East
Liverpool L2 3PQ
Tel: 0151 207 5923
lettings@suttonkersh.co.uk
Fax: 0151 236 3755

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2 Cotton Street
Liverpool L3 7DY

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