

# 1<sup>st</sup> for auctions

A guide to buying and selling at auction

**SuttonKersh**

[suttonkersh.co.uk](http://suttonkersh.co.uk)

Working with



**Beresford  
Adams**



# We bring people and property together



Property can be complex: that is why we are here. Our personal, straightforward approach has helped us become market leaders in our region since 2006.

For more than a decade we have maintained our position as the region's number one property auctioneer and the most active auctioneer in the North West by consistently obtaining the largest catalogues, and achieving the best sales results in the area.



## Fast and efficient

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.



## Local experience

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.



## Biggest catalogues – highest attendances

Ultimately, demand will decide the true value of a property which is why it is important you choose an auction house that consistently attracts high attendances which in turn creates competitive bidding.



## Live auctioneer

We stream 7 auctions a year with a live auctioneer, which means we maintain the excitement of the auction room.

# 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.



## 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: we have sold lots for more than £100,000 over their guide price!



## 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 of over 50,000 investors from across the UK and abroad who receive our auction catalogue. We list all of our properties on leading property portals such as Rightmove and Zoopla.



## 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.



## 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.



## Ideal lots to be sold at auction

- Probate sales
- Unusual properties
- Properties requiring modernisation
- Land
- Investment properties – with or without tenants in situ

# The selling process

There is no faster and easier way to sell your property than at Auction!



# The buying process



## Obtain a catalogue

Receive the latest copy of our catalogue direct to your e-mail inbox by subscribing to our mailing list.



## Arrange a viewing

We strongly recommend that you carry out your own due diligence checks (including viewing the property yourself) prior to bidding on a lot at auction.



## 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

You 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 require finance please contact a member of our team.



## Read legal documents

Legal packs 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.



## Register for the auction

You must register prior to bidding at auction via our online portal and provide us with two forms of ID and proof of funds to be able to bid.



## Bids – 3 ways to bid:

- 1. Telephone Bidding** The auctions team will call you and bid on your behalf subject to your specific instructions.
- 2. Proxy Bidding** You authorise the auctioneer to bid on your behalf to your specified maximum amount.
- 3. Internet Bidding** You can bid remotely by using our internet bidding service.



## Sold

Once the gavel is brought down the property is yours! A 10% deposit and our buyers administration fee must be paid immediately by debit card. Please note that cash will not be accepted.

We sell more  
because we do more!