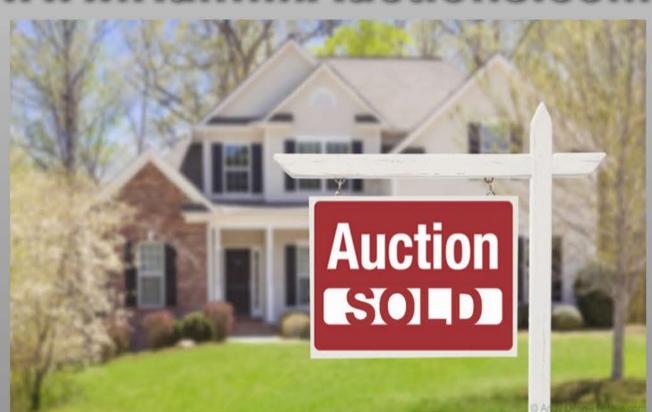


Central Kentucky's
Leading Real Estate Auction Team

# www.HalfhillAuctions.com



Specializing in Residential, Commercial, Farm, Estate and Bankruptcy Auctions

Offering On-Site, Online & Webcast Auctions





# Selling at Auction

Selling at auction is easy and can be hassle free for the seller. Halfhill Auction Group even teams with cooperating brokers/agents to expedite the selling of their clients' listing that is already on the market. AUCTIONS PROVIDE A NUMBER OF ADVANTAGES TO THE SELLER.

- Exposure to a large number of buyers in a short period of time.
- Marketing blitz singles your property out and lifts it above the competition resulting in higher return on assets.
- Buyers enjoy buying at auction. Bidders get confirmation of value from other bids.
- Increase the <u>sense of urgency</u> by using the auction method. Auctions turn lookers into buyers.
- Reduce carrying costs associated with the property by having quick closings. Most properties close on or before 30 days.
- No contingencies! Properties are sold As-Is, and non contingent on inspections, financing, and appraisals.
- Commission to the seller is ZERO!

## **Auction Myths**

- Properties that go to auction are foreclosures/ distressed properties.
- 2. Properties that go to auction sell for less than market value.
- Properties that go to auction can not be inspected.
- 4. Properties that go to auction don't allow Agents/Brokers to be involved.
- 5. If I can't attend the auction, I lose the opportunity to bid.

### **Auction Facts**

- 1. 95% of our auction properties have **NO financial distress**.
- Auctions determine market value by having buyers compete to own the property.
- 3. Properties that go to auction typically have a 3-week period prior to auction for **inspection**.
- 4. Both **listing and buyer's agents** are able to earn a commission with their clients.
- 5. Halfhill Auction Group offers on-site, online, and webcast auctions (live & online).



### Costs

#### **ABSOLUTE AUCTION:**

Selling to the highest bidder regardless of price \* Auction Marketing Fee: None for properties valued at \$200,000 +

### **RESERVE AUCTION:**

Sale is subject to a reserve price

\* Auction Marketing Fee: Starting at \$4,000 (contact Auctioneer for details)

#### **PERSONAL PROPERTY:**

Personal property needs to be evaluated by the auction team.

\* Auction Fee: 25% (+/-) (subject to change per Auctioneer)

### **Auction Timeline**

- SIGN AUCTION CONTRACT 4-6 weeks lead time from auction date
- PREPARE AUCTION MARKETING Submit newspaper ad copy Install auction signage Produce marketing materials Upload to MLS and multiple websites Email marketing & social media campaign
- PREPARE FOR AUCTION Schedule & conduct the Open House LIVE and/or Online Auction
- CLOSING Closing on or before 30 days

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Jim Halfhill, Sr. 859-338-5764 halfhill@rhr.com

Jim Halfhill, Jr. 859-221-9373 jhalfhill@rhr.com

Kristin Halfhill-Larimore 859-333-1855 khalfhill@rhr.com







HALFHILL AUCTION GROUP at Rector Hayden REALTORS® 998 Governors Lane, Suite 125
Lexington, KY 40513

