



**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 sense of urgency 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

1. Properties that go to auction are **foreclosures/ distressed properties**.
2. Properties that go to auction **sell for less than market value**.
3. 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**.
2. 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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**Kimball House Square-Downtown Lexington
SOLD for \$2,479,100**



**3633 Hidden Pond Road - Executive Home
SOLD for \$455,400**



**424 Fairman Court - Commercial Warehouse
SOLD for \$880,000**



**Online Only Personal Property Auction
SOLD for \$161,060**



Halfhill

AUCTION GROUP



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