

West' – 29<sup>th</sup> January 2011

### **Auction marketing investment yields dividends!**

Let's face it, no one in their right mind wants to have their own home open to the public on a weekly basis, Saturday after Saturday....with all your personal possessions shown unto the world.

Unfortunately Open For Inspections (OFI) are a necessary evil as most people plan their time around conducting physical inspections on the weekend!

So the choice is simply yours... an 89% success rate for a sale within 37 days of going to the market.....or go Private Treaty and be prepared to get what you paid for!

An Auction marketing period is much shorter by comparison to the Private Treaty method of sale...That'd be nice I hear you say!! The thing is you need to compress around 3 months of Private Treaty marketing driving buyer traffic volume in to a shorter period of time...namely 4 weekends in fact!

This greater saturation brings more buyers...and quickly too, the intensity & momentum is optimum and the property is always going to be relatively fresh to the market place along with the competitive environment you're creating for auction day! Hence the success rate is a little over just 1/2 the time of a Private Treaty method of sale.... If privacy & timing are important, surely you must consider Auction!

### **Tom Esze is the current REIWA State Auctioneering Champion**

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