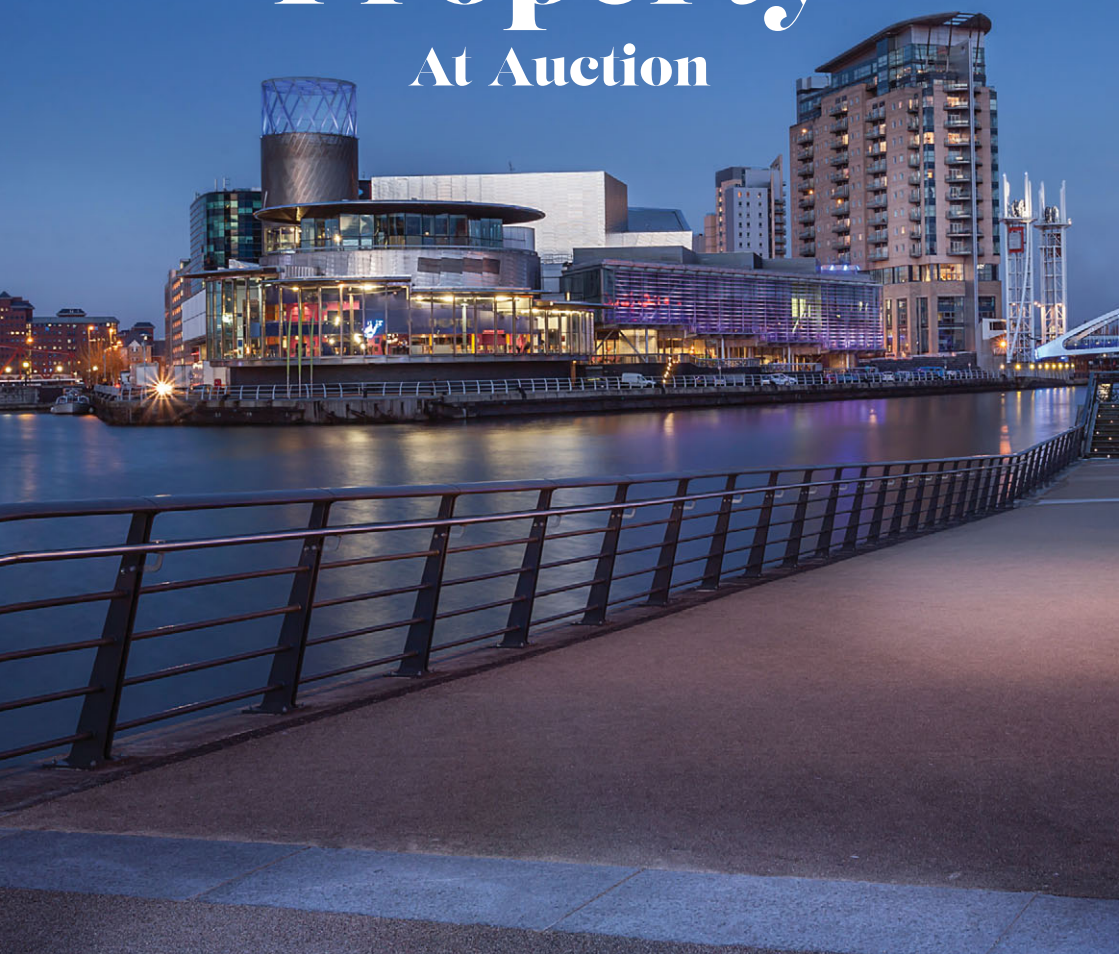


AUCTION
HOUSE
NORTH WEST

AUCTION
HOUSE
COMMERCIAL

A Guide To
**Selling
Property**
At Auction



HOW MANY LOTS SOLD IN COMPARISON TO LOTS OFFERED?



913

LOTS OFFERED



770

LOTS SOLD



HOW MUCH HAVE WE RAISED?

£140MILLION

84.3%



BETWEEN JUNE AND AUGUST, WE HAVE SOLD **770** OF THE **913** LOTS OFFERED.

£362.1MILLION

A 36 % INCREASE AND MORE THAN £38M UP ON 2020, AND OVER £30M BETTER THAN OUR LAST BEST-EVER SUMMER IN 2016.

NATIONAL ONLINE AUCTION

A WORD FROM OUR CORPORATE SALES MANAGER, LEWIS HAMILTON

41

SOLD AT AUCTION



HOW MUCH HAVE WE RAISED?

**£3.9
MILLION**

"IT'S BEEN A FANTASTIC SUMMER FOR OUR WEEKLY NATIONAL ONLINE AUCTIONS!"

Auction House sell 1 in 6 properties sold by auction in the UK

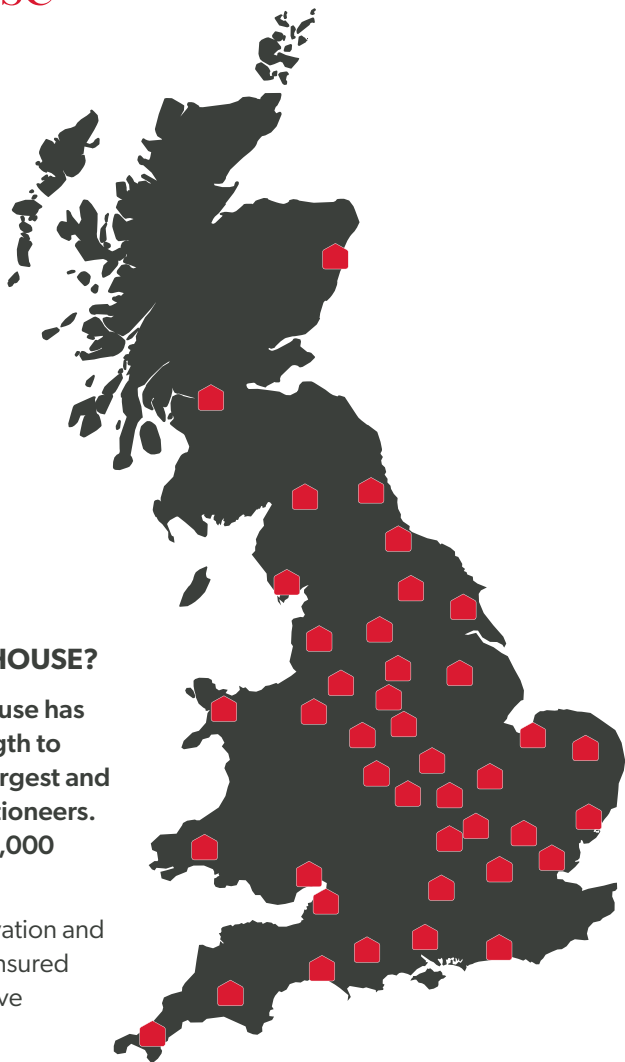
WHY CHOOSE AUCTION HOUSE?

Founded in 2007, Auction House has grown from strength to strength to become the one of the UK's largest and most successful property auctioneers. To date, we have sold over 41,000 properties.

A clear vision, continuous innovation and a market leading solution has ensured consistent growth and impressive success.

Our regional teams operate 35 auction rooms throughout England, Scotland and Wales and together we hold over 200 auctions each year. Every one of our teams has a strong reputation locally - this coupled with their regional knowledge and specialist expertise ensures that Auction House capitalises on every opportunity and delivers exceptional service.

Expert local knowledge is a key ingredient of the Auction House service and unlike some others we visit the property as part of our appraisal and sales programme. We have become the regional auctions experts who are trusted by corporate and private sellers alike.



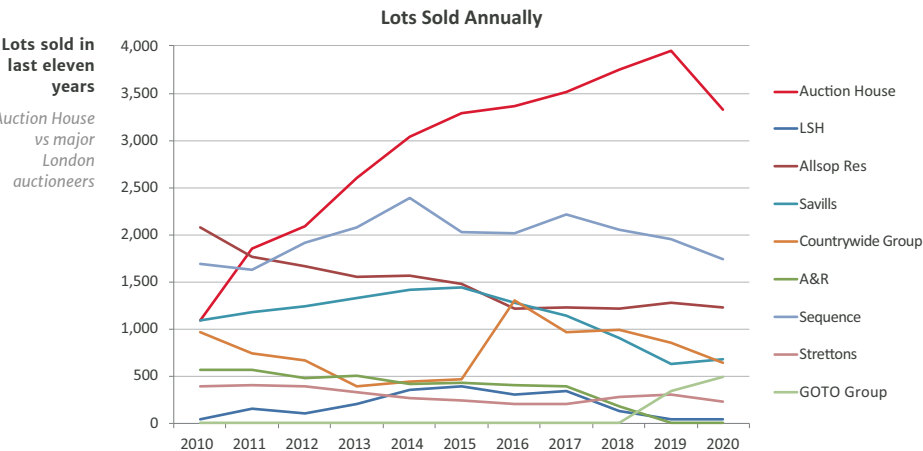
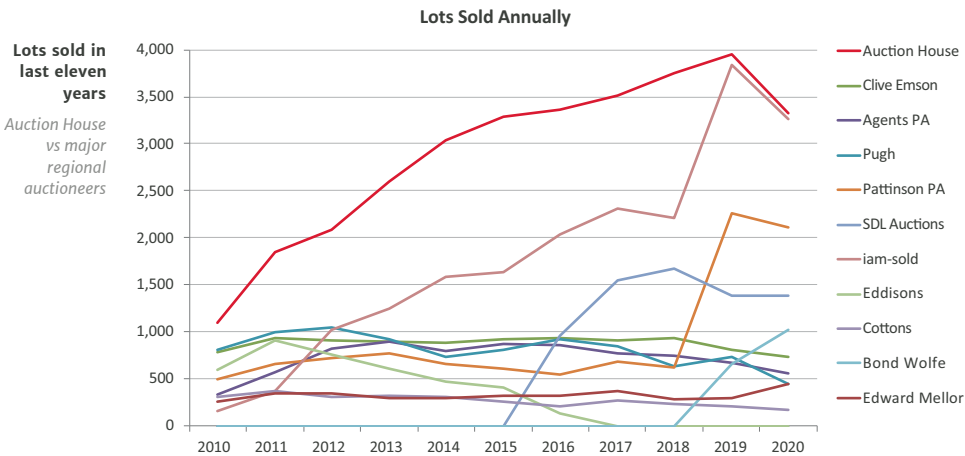


Local Knowledge
Regional Expertise
National Coverage



Auction House is the UK's biggest and most successful property auctioneer

NATIONAL GROWTH



Alternative Ways To Find The Best Buyer

TWO WAYS TO SELL, EXCHANGE OPTIONS TOO

We really do offer the most comprehensive range of services within the property auction sector and we have a proven track record of delivering the best results for our clients. Our specialist teams will be able to advise which option will lead to the best result for you and your property.

LIVE STREAM AUCTIONS

A tried and trusted way to sell.

Most auction sellers will choose to sell their property in a regional auction room as part of a collective catalogue. They see the value of an auctioneer conducting the auction and encouraging bids. Local properties invariably sell at higher prices to local buyers when offered through regional auction rooms.

As a result of the pandemic and in order to keep the in-room experience and benefits as close as possible, Auction House North West now conducts Live Stream Auctions – this is where the Auction can be viewed live online see www.auctionhouse.co.uk/northwest for further details.

We offer three ways to bid, via the internet, by proxy or by telephone. Our auction team are always available to help answer any questions that you may have, as a prospective buyer or seller, prior to each auction. Please feel free to call us on 0800 050 1234 or email us northwest@auctionhouse.co.uk.

ONLINE AUCTIONS

A modern faster digital alternative.

Online auctions combine the traditional benefits of auctions with eBay style bidding. We run National Auctions with lot entries on a weekly basis. Lots are listed, promoted and managed by our experienced local auction room teams who also host open house viewings. A virtual hammer falls after an extendable bidding period with the sale exchanged, the deposit being collected and documentation delivered by email. It is a secure and certain route to a faster exchange and completion.

Both Live Stream and Online auctions offer faster turnaround times, they are simple and convenient and pitch properties to a wider geographic catchment of buyers who are able to bid remotely globally as well as nationally.

UNCONDITIONAL AUCTIONS

We sell the vast majority of auction lots with exchange of contracts delivered on the fall of the gavel - we call this Unconditional Auction or Immediate Exchange, and sales are made to cash ready buyers who are able to complete in the prescribed 14/28 day period.

Property Types For Auction Sale

There are many different types of property that sell well at Auction, and if you have one that falls into any of these categories you certainly should consider the Auction route. Check through the list below, and if you find a match, then give Auction House a call.



Properties for
Improvement



Tenanted
Properties



Residential
Investment



Development
Propositions



Building
Land



Mixed Use
Properties



Commercial
Investments



Unique
Properties



Amenity Land &
Other Property

Benefits Of Selling At Auction

There are many reasons for choosing Sale by Auction and it is by understanding these that sellers can decide that Auction is right for their property.



Speed



Competitive Bidding



Chance of Success



Best Price



Legal and Binding



No Renegotiation



**Higher Profile
Marketing**



Timescale



**Open House
Viewing Days**



**Continuing Tenancy
Income**

- Auction is the quickest way to sell many different types of property.
- Auction offers the best chance of a successful sale.
- A sale by auction establishes the true market value of your property and demonstrates that best value has been achieved.
- The Auction House service is now available in most parts of the country, through our extensive network of regional auction rooms.
- Auction House works with Estate Agents, Commercial Agents, Residential Letting Agents and Land Agents on a joint instruction basis.

Sell Sooner Rather Than Later

Operating the combined Live Stream and Online service will invariably mean that your property will be offered earlier and likely get sold sooner. For many sellers this is a huge benefit - speed is an important consideration and Auction House will usually deliver a result faster than other auctioneers.





Sellers 10 Steps To Auction Success

Selling a property by auction is easier than many people think, the prices that we achieve are usually higher than expected too. You can follow our easy ten step process, take some time to read our timely tips. If you are considering the possibility of selling by auction, then call us or complete our **FREE RESIDENTIAL OR FREE COMMERCIAL VALUATION** online enquiry form and we will call you back when convenient visit www.auctionhouse.co.uk/northwest

1. Seeking Advice

- It all starts with an email enquiry or a phone call to Auction House. We will ask you about your property, your situation and your requirements.
- An Auctioneer or an Auction House Valuer will visit and inspect your property, to advise you on the best method of sale.
- If it is 'Sale by Auction,' we will give Guide Price recommendations, talk you through the process and help you decide on the appropriate way forward.

2. Instruction to Sell

- We will confirm our terms of appointment, get in contact with your solicitor, gather together the necessary paperwork, liaise with others to get Searches, Planning Permissions, Specialist Reports, an Energy Performance Certificate (EPC), Tenancy Agreements, Architectural Plans and get Special Conditions of Sale prepared for your property.
- We will work with you and your solicitor to help get a legal pack prepared as quickly as possible, making it available online to all interested parties, and hold an 'office copy' for buyers to inspect.

3. Property Details Approved

- We prepare property details and marketing material for you to approve.
- Once agreed we will convert them into a format suitable for our website, for digital marketing and for printed materials.
- Amendments and late revisions will be notified via an addendum prior to the auction.

4. Effective Marketing Campaign

- All auction lots are advertised extensively through online portals including our website, the national website www.auctionhouse.co.uk and other digital communications.
- When appropriate we promote auctions nationally in the Estate Gazette and other specialist publications.
- We also pitch your property to our extensive mailing list of buyers, using email newsletters.
- You will benefit from multi office marketing through our Residential offices, and when appropriate our joint agents.

5. Viewings & Open Days

- We can organise viewings on most properties in accordance with COVID-19 government guidelines. An experienced member of the Auction House Cumbria Team will be present to provide guidance and ascertain interest from the many viewers.
- Alternatively you can access virtual tours on our local and national websites as well as Rightmove and Zoopla so that you can view the properties wherever you are located.

6. Digital Catalogue is served

- Your property will be allocated a running order 'Lot number' and, after approval, will be added to our auction catalogue. These will be sent to a considerable number of buyers on our mailing list as well as those who have made specific enquiries for 'Lots' in a current auction.
- The Catalogue is also uploaded to the website in digital format and made accessible through subscription to other interested parties.

7. Reserves Set

- We gauge interest and likely bid levels at open days and by discussion with prospective buyers.

Pre-auction offers may also be received which are taken into account.

- We agree a reserve price with every seller approximately 48 hours prior to the auction and this remains confidential between you and Auction House.
- Occasionally a pre-auction offer may be so attractive and unlikely to be surpassed in the auction room that we recommend its acceptance, conditional upon exchange at least five days prior to auction day.

8. Auction Day

- Time is allocated prior to the start of the auction for prospective buyers to contact us and ask any last minute questions.
- Any final amendments to the Catalogue are highlighted to viewers at the start of the livestream auction or indicated on the website for the online national auction.
- Each Lot is described prior to being offered, and after competitive bidding, sold on the fall of the hammer, with contracts exchanged at that point.
- Sale documentation is signed digitally on the day of the auction, one of our team members will contact you as soon as the lot has sold successfully to maintain the speed and certainty of the auction process.

9. Completion

- Your Solicitors will handle the process thereafter. We will supply them with a Notification of Sale and hand over deposit monies after deducting sale costs. You will need to provide vacant possession on completion, unless the property has been sold tenanted.
- Make arrangements for key release.
- Cancel your service supplies, insurance etc.

10. Can Auction House help you further?

- Whether you need help with other disposals, valuation advice on other properties or want to use the sale proceeds to purchase another property please call us on 0800 050 1234 - we are here to help you.
- If you have been pleased with our service and the result of your sale, then please recommend us to others and help us promote the benefits of 'Sale by Auction' alternative.

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Lancashire PR2 9XJ

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Manchester M3 2DF

☎ 0161 830 7477

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[auctionhouse.co.uk/northwest](https://www.auctionhouse.co.uk/northwest)

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