



GUIDE FOR **SELLERS**

WWW.MEARES.COM.AU

Maximise your market reach, competition and sale results with Meares Online global auctions!



TIME TO THINK. **TIME TO DECIDE.**

Mearns Online global auctions are the perfect solution for vendors, agents and buyers. A stress-free, fully controlled and legally compliant process designed by industry experts to get maximum sales results.

The strengths of this system are adequate transparency, full compliance and enforceable contracts. In the event your property fails to meet your reserve price the highest bidder gets a full hour immediately post auction to exclusively negotiate for your property. This means that all bidders are encouraged to put their 'best foot forward' during the auction, as they may not get a second chance - therefore driving competition and discouraging fence sitting.



STRESS FREE

*Attract a larger audience.
Give yourself more time.*

As a seller, your goal will be to achieve the best possible result in the shortest time, with the least amount of stress. Traditional live auctions generally satisfy the first two points but can be considered very stressful, consequently many property owners avoid using them, therefore potentially missing out on premium prices through a lack of competition. The global Online auction minimises stress and maximises competition.

CAST A BIG NET

*Take the auction to your buyers.
Don't make them come to you.*

Meares & Associates utilise the SoldOnline auction platform which allows a potential buyer to bid online from anywhere in the world over the course of days, not minutes. Owing to this extra time – bidders can watch how the auction is tracking, secure additional funds if required, or finalise due diligence issues before bidding - a benefit the traditional auction process does not afford.

Also intending bidders do not need to be present at a set location. By allowing the bidding process to take place online, over time, potential obstacles that stand between the buyer and your property are removed. Buyers don't trust behind the scenes haggling of private treaty sales, so the transparency and convenience of this process makes it simpler for the buyer. In any market you must do everything you can to encourage buyer participation, and you must make the sale process as easy as possible.

SIMPLE. EASY. EFFECTIVE.

SO YOU HAVE DECIDED TO SELL ...

At last, you have an alternative to the frantic pace of traditional live auction and the prolonged uncertainty of private treaty sales. Our online bidding platform allows you to maximise the value of your property by encouraging bidders from anywhere in the world to compete in a non-aggressive environment.



AUCTION LENGTH

The actual auction commences after the normal marketing campaign comes to an end and will range from 1 to 14 days. A wide global net will capture the largest audience and realise the best possible price.



OPENING BID

Online auctions commence with an opening bid (a bid price at which offers under would not be considered by the auctioneer). Advising intending bidders of this bid 3 to 4 days before the commencement of the sale allows potential bidders to understand where the vendor is pitching his price expectation, therefore allowing them to finalise their enquiries and organise their finance above this price in order to bid.



TRANSPARENCY

All bidders must prove their identity with the auctioneer/marketing agent, and finalise their registration online, before being permitted to bid. Secure passwords must be used. Every bid is logged publicly with a bidder's number. Email and SMS keeps bidders and owners informed throughout the sale.



TIME TO THINK, TIME TO DECIDE

Meares Online Auction allows you, the seller, time to see the competition and have the flexibility to review your reserve, or cast your "vendor bid" if need be. Likewise, the system gives bidders time to secure additional funding or negotiate amendments to the contract to enable them to continue bidding.



FINALISE THE SALE

Once the virtual hammer falls on your bid, the marketing agent/auctioneer will finalise the transaction by exchanging contracts for you offline.

MOVING WITH THE TIMES

There is not much that can't be found or purchased online. Today most people are familiar and comfortable with this process of researching and buying. 'Purchasing rural property online' is the logical next step. It is only the bidding process that occurs online - marketing, property inspections, contract signing and financial transacting still occur in the traditional way.



Meares & Associates, Sydney
T: +612 9362 8111

