THE AUCTION COMPANY

THE AUCTION COMPANY GUIDE TO

SELLING YOUR PROPERTY AT AUCTION

The stress-free, fast, flexible and secure way to sell property.

SPEED. SECURITY. CERTAINTY.

THE AUCTION COMPANY

SPEED. SECURITY. CERTAINTY.

We are an innovative and trusted property auction specialist with a national network of experienced professionals, all working to provide the best selling and buying journey for our clients.

With over two decades of experience, we're well-renowned names in the property auction and estate agency world.

Our core values of trust, integrity and transparency, coupled with our commitment to going above and beyond for our clients, mean you are in safe hands with The Auction Company.

20+

YEARS OF AUCTION & AGENCY EXPERIENCE

1%

TRADITIONAL AUCTION FALL-THROUGH RATE

£0

COSTS TO YOU, AS THE SELLER

SPEED. SECURITY. CERTAINTY.

THE SECURE WAY TO SELL YOUR PROPERTY

Selling your home shouldn't be stressful, slow, or uncertain. Yet for most people using a traditional estate agent, it still is.

The average property sale in the UK takes over 125 days to complete, and around 30% of estate agency sales fall through before the point of exchange.

AT THE AUCTION COMPANY, WE DO THINGS DIFFERENTLY.

We combine the exposure of the open market with the speed, security, and transparency of a true auction sale.

28-DAY COMPLETIONS FOR CASH BUYERS

56-DAY COMPLETIONS FOR MORTGAGE BUYERS

CONTRACTS EXCHANGED AS SOON AS THE GAVEL FALLS

10% BUYER'S DEPOSIT PAID ON THE DAY OF SALE

AS THE SELLER YOU PAY NOTHING! (ALL FEES PAID BY THE BUYER)

30%
ESTATE AGENCY SALES COLLAPSE

1%
TRADITIONAL AUCTION FALL-THROUGH RATE

125+
AVG. DAYS FOR A UK AGENCY SALE

YOUR SELLING OPTIONS

ESTATE AGENCY SALE

COMPLETION	BUYER TYPE	LEGAL EXCHANGE	SELLER SECURITY	FALL-THRU RATE	WHO KEEPS THE MONEY*
125+ Days	Mortgage / Chain	No	None	30% (approx.)	Nobody, sale collapses

MODERN METHOD

COMPLETION	BUYER TYPE	LEGAL EXCHANGE	SELLER SECURITY	FALL-THRU RATE	WHO KEEPS THE MONEY*
56 Days (approx.)	Mortgage / Cash	Reservation only	Low	5% (approx.)	Agent & auction house

THE AUCTION COMPANY 28-DAY AUCTION

COMPLETION	BUYER TYPE	LEGAL EXCHANGE	SELLER SECURITY	FALL-THRU RATE	WHO KEEPS THE MONEY*
28 Days	Cash	Yes, 10% deposit	Very High	1% (approx.)	Seller

THE AUCTION COMPANY 56-DAY AUCTION

COMPLETION	BUYER TYPE	LEGAL EXCHANGE	SELLER SECURITY	FALL-THRU RATE	WHO KEEPS THE MONEY*
56 Days	Mortgage / Cash	Yes, 10% deposit	Very High	1% (approx.)	Seller

Traditional auctions complete 99% of the time, compared with only 70% for estate agency sales.

* If the buyer pulls out of the sale.

HOW WE AUCTION YOUR PROPERTY

We offer one auction method: the most secure, traditional auction. Your personal circumstances or property type can influence which method suits you best.

THE AUCTION COMPANY 28-DAY AUCTION

- Fast! Completes in 28 days after auction.
- Exchange of contracts takes place as soon as the auction ends.
- The successful bidder pays a 10% deposit and Buyer's Premium when the auction ends.
- Suitable for properties in need of development or refurbishment, probate properties, and vacant properties requiring a quick sale.

THE AUCTION COMPANY 56-DAY AUCTION

- Flexible — allows a successful bidder to put a mortgage in place.
- Exchange of contracts takes place as soon as the auction ends.
- The successful bidder pays a 10% deposit and Buyer's Premium when the auction ends.
- Completes in 56 days from exchange of contracts.
- Suitable for sellers with more time to sell. It also gives mortgage buyers, investors, and those seeking a mortgage the option to purchase.

28 Days

Best for refurbishment, probate and vacant properties needing a fast, cash-backed sale.

56 Days

Best when there's more time to sell, opening the door to mortgage buyers and investors.

REAL AUCTIONS · REAL HAMMER PRICES

PROVEN RESULTS AT EVERY LEVEL

Every figure below is taken straight from the live bidding history — proof that competitive bidding drives the best price, at every level.

LITTLE STREET

GUIDE PRICE	SOLD PRICE	BIDS	UPLIFT
£135,000	£195,000	60	+44%

ABBEY COURT

GUIDE PRICE	SOLD PRICE	BIDS	UPLIFT
£235,000	£300,000	54	+28%

MIRFIELD

GUIDE PRICE	SOLD PRICE	BIDS	UPLIFT
£495,000	£562,000	37	+14%

ALDERBROOK

GUIDE PRICE	SOLD PRICE	BIDS	UPLIFT
£900,000	£1,160,000	35	+29%

THE VALUATION & APPRAISAL

The Auction Company will provide an honest valuation of your property, during which we will discuss, in detail, the benefits of selling by auction.

We'll give you guidance on the current market, setting the guide and reserve price, marketing your property to the widest possible audience, the legal process and the timeframes involved.

THE SALE OF PROPERTY VIA AUCTION IS FAST BECOMING THE PREFERRED WAY TO GET THE BEST RESULTS.

MARKETING & EXPOSURE

EVERY LISTING DESERVES TO BE SEEN.

With The Auction Company, your property will benefit from professional presentation and targeted exposure to serious, ready-to-act buyers.

- **PROMOTED ON RIGHTMOVE AND OUR OWN WEBSITE**
- **EMAIL CAMPAIGNS TO OUR ACTIVE BUYER DATABASE**
- **TARGETED SOCIAL MEDIA PROMOTION ON KEY PLATFORMS**
- **PROFESSIONAL PHOTOGRAPHY AND COPYWRITING**

Exposure → Competition → The Best Possible Price

Maximum visibility brings more committed buyers to the table — and competition between them is what drives your final sale price.

LEGAL PACK & CONVEYANCING

A Legal Pack is the documentation, prepared on your behalf, that enables you to sell your property by auction. In estate agency sales, legal documents are prepared after the price is agreed.

As properties complete quickly at auction, these documents are prepared **before the bidding starts**.

A LEGAL PACK TYPICALLY CONTAINS:

- Official copy of Register of Title (Office Copy Entry)
- Land Registry and Local Searches
- Special Conditions of Sale
- Property Information Form
- Fixtures and Fittings Form
- Management Information
- Leases / Tenancy Agreements
- Planning Permission Documentation
- Energy Performance Certificate (EPC), if applicable

FEES & COSTS

TRANSPARENT. FAIR. 100% COST-FREE FOR THE SELLER.

When you sell your property at auction you pay nothing. EVER.

All costs — including auction fees, legal pack charges and associated seller costs — are covered by the buyer. This means you receive the full sale price achieved at auction.

NO COMMISSION. NO HIDDEN CHARGES. NO SURPRISES.

THE STEPS TO SELL AT AUCTION

If you decide that selling your property at auction is the right choice for you, here's what happens next...

01 SET A PRICE

We will help you set a guide price — the amount we advertise your property for. Experience tells us the final selling price is higher than the guide price. We'll also help you set a reserve price, the lowest amount you would accept for your property.

02 PRE-MARKETING

Your local or appointed agent will prepare property details, including images, measurements and required certificates. We complete ID checks (a legal requirement to sell a property), and the Legal Pack is prepared.

03 MARKETING

To secure viewings and the best final price, our marketing strategy ensures your property gains maximum exposure. Our expert photography, social media marketing and communications to our existing client database attract committed, motivated buyers.

04 BIDDING TAKES PLACE

Your property is allocated a specific time slot on auction day. Interested buyers will have reviewed the Legal Pack before bidding. Bids are taken live, and if the highest bid meets or exceeds your reserve, the sale becomes legally binding at the fall of the gavel. Contracts exchange instantly, and the buyer pays the required deposit and fees.

YOUR PROPERTY GOES TO AUCTION WHEN THE LEGAL PACK IS COMPLETE

BIDDING RUNS AS A TIMED AUCTION WITH A SET START & END TIME

Depending on the method used, our team will then guide your property to completion within 28 or 56 days.

WHAT TYPES OF PROPERTY SUIT AUCTION?

Auction sales attract a diverse range of sellers and buyers. Despite common stereotypes, auctions are far from a world reserved just for derelict homes that appeal only to investors and developers.

- Buy-to-Let and HMOs
- Probate Properties
- Prestige and Luxury Homes
- Property Investment Portfolios
- Farms and Outbuildings
- Aborted Sale Fall-Thrus
- Commercial and Mixed-Use Buildings
- Structurally Defective Buildings
- Properties Requiring a Quick Sale
- Properties Requiring Refurbishment
- Bungalows and Retirement Properties
- Unmortgageable Properties
- Properties with Land
- Properties with Sitting Tenants

WHY CHOOSE THE AUCTION COMPANY?

We're a team of experienced auction professionals who manage every sale from start to finish — properly, transparently, and personally.

28/56
DAY COMPLETIONS WITH FULL LEGAL PROTECTION

1%
TRADITIONAL AUCTION FALL-THROUGH RATE

£0
COSTS TO YOU, AS THE SELLER

LEGALLY BINDING SALES. NO LOOPHOLES.

FREQUENTLY ASKED QUESTIONS

HOW MUCH WILL I GET FOR MY PROPERTY?

We'll discuss the valuation with you and set a Reserve Price — the minimum you'll sell for, which you must be willing to accept if reached during bidding. The reserve is not disclosed to bidders, so we set a Guide Price to attract competitive bidding, usually within 10% of the Reserve.

WHAT IF THE RESERVE PRICE IS NOT REACHED?

We'll let you know the best bid and, if you wish, you can accept it and proceed to completion. Or we can market your property again and place it in our next available auction, potentially with a revised Reserve Price.

HOW LONG IS THE AUCTION OPEN FOR?

This can depend on you, your property and the interest received during marketing. We'll discuss this with you to optimise your property's exposure and the number of interested bidders.

WHY DO I NEED A LEGAL PACK?

In an estate agency sale you won't think about legal documents until a sale is agreed. With an auction sale, due to the speed and security for all parties, these documents are prepared before the auction for interested bidders to read.

WHAT IF I CHANGE MY MIND?

If your property reaches the Reserve Price you set and you do not complete the sale, you'll be liable to pay the auction fees as per the contract agreements — the equivalent of the Buyer Fees. The buyer may also claim against you.

I'VE RECEIVED A PRIVATE OFFER, CAN I ACCEPT?

Whilst your property is being marketed by us, if you sell outside of our agreement you will be liable for the auction fees. We work hard on your behalf to ensure a fast, secure and committed sale at the best price.

HOW DOES THE AUCTION COMPANY COLLECT A FEE?

Our income comes from the buyer who purchases your property — not from you. The buyer pays a Buyer's Premium, which does not form part of the payment for your property.

1% FALL-THROUGH · LEGALLY BINDING SALES · NO COST TO THE SELLER

READY TO SELL SMARTER?

CONTACT US

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