

Your complete property selling guide





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CONTENTS

Selling your home can be a time consuming and stressful process. There's a lot to consider – should you buy or sell first? When is the best time to sell? How do you choose a sales consultant? What's the best way to market and sell your property? And those are only a few of the major considerations!

We want to make sure that you're well informed of the whole selling process and know exactly what to expect every step of the way. The Harcourts Sellers Guide will cover everything you need to know from start to finish.

4

When is the best time to sell?

6

How to choose a sales consultant

8

Marketing your property

10

Preparing your home for sale

12

Pricing your home for sale

14

The best way to sell your home

16

Technology

18

Accepting an offer

19

Completing the sale

22

Harcourts Complete

WHEN IS THE BEST TIME TO SELL PROPERTY?

There are a few factors that play a part when it comes to listing your property that won't have much to do with the time of the year. Things like personal circumstances and market conditions are going to play the biggest role in choosing when to market your property. However, if the market is right and it is time for you to sell, then it makes sense to opt for the time of year best suited to attracting buyers. Here, we take a look at the benefits of listing your property at different times of the year.

“There are merits to listing your home at several different times of the year.”

Selling in warmer months

Traditionally, spring has long been considered the best time of year to sell a property. Your garden and outdoor area will probably look their best in spring, and temperatures mean more people will be out and about and likely to look into an open home. This being said, in Australasia, we see a lot of properties enter the market heading into autumn, with March, April and May usually attracting a large number of new listings and auctions. Whilst this means there's also a lot of buyer activity, if you're wanting to set your property apart from the crowd you might consider listing your property earlier in the year.

Listing a property around February means you'll get the jump on listings that tend to come onto the market from March onwards, and it also means you'll start to attract buyers after a long holiday period. This may target buyers who have had time off over the Christmas and New Year period and have had time to reflect on their next big move for the coming year, including buying a new property.

Selling in cooler months

Whilst not the traditional time of year most agents will tell you to list your property, winter could still be the right time of year to list your home for sale. One advantage to listing your home during the cooler months is the relative lack of competition, with other sellers holding off until the spring period. With fewer homes on the market, your property has a much better chance of standing out.

The location of your home may also play a part. If your property is within an area which snows, or is nestled at the foot of a mountain range that looks particularly beautiful in winter, you can use the season to capitalise on views and winter activities. It's also an opportunity to show how warm, comfortable and inviting your home can be in winter. Make the most of features like fire places and wood stoves, light candles, and use plush cushions and warm throws throughout living areas.

Selling over the school holidays

There's lots of commentary on whether or not listing your property for sale during a school holiday period is a good idea. One school of thought is that this is a great time of year, with people able to view open homes and even attend auctions held mid-week. Another suggests this isn't the best time of year, with people often travelling away from home, or switching off during their downtime.

According to the end of year auction data from Harcourts Group Australia, looking at the percentage of clearance rates, December actually achieved more sales through auction than October and only slightly less than November, with 55.89% of properties selling before or at auction in December 2014, compared with 53.41% and 56.35% respectively. These figures would suggest that buyers are no less active, at least at auctions, during school holidays.

There are merits to listing your home at several different times of the year, so ask your Harcourts sales consultant which time of year they would recommend for your home and location, as they'll be able to draw on their market insights and knowledge and make an informed suggestion for your situation.

HOW TO CHOOSE A SALES CONSULTANT

When it comes to selling one of your most valuable assets, your home, it makes sense to take the time to choose a qualified and knowledgeable sales consultant who has the right tools and strategies at their disposal.

When speaking with sales consultants, don't be afraid to ask the right questions to make sure you trust your consultant and to make sure you're confident they have the experience to sell your home quickly and for the best price.

the following are a few things to consider

Is your salesperson qualified?

To sell real estate in Australia or New Zealand, you need to be a qualified sales consultant, and that means you need to hold the proper valid licence.

In New Zealand, the Real Estate Agents Authority issues real estate licences to sales consultants and ensures they undergo continuous professional development as well as monitoring registered agents to maintain a high standard of professionalism.

In Australia, sales consultants in each state must register as a real estate salesperson after the successful completion of a Certificate of Registration Program.

It is a valid question to ask your sales consultant if they hold the proper licence.

Is your salesperson experienced?

Experienced sales consultants don't just know all there is to know about selling real estate, they also know about your local market, average house and unit prices, what kinds of homes and even features are popular with buyers, important negotiation strategies, and how to effectively market your home.

That's why it's vital to sit down with a prospective sales person and ask detailed questions about your market, how much homes have sold for in the area, and what they'll be doing to market your property.

An experienced sales consultant should be able to take you through all of this in great detail and answer any questions you might have.

Is your salesperson focused on you?

It's about people. Successfully buying and selling real estate is so often about understanding human needs and aspirations. That's why Harcourts people not only receive in-depth professional training (the benchmark for the industry) but are also committed to creating meaningful and genuine personal relationships.

The huge volume of referrals and repeat business generated is proof this method works. A complete consultative approach is what makes the Harcourts way of doing things so seamless.

Alongside the trust, honesty and integrity of Harcourts' personal hallmarks, an intimate knowledge of local markets and current property trends help to establish our consultant's credentials. Combined with a solid work ethic and well-developed negotiation skills these qualities ensure that the Harcourts consultant leads the field.

Is your salesperson able to achieve the right result?

Achieving the quick sale of your property for the right price can depend on more than your sales consultant alone. A consultant needs the right tools at their disposal and the support to use them effectively.

At Harcourts our sales consultants have a full range of marketing, research and technological tools available to them at all times. Working within a highly motivated team environment, the business, customer support and online services that they can draw upon are truly impressive.

It's this network that helps produce the best results. That's what helps us to achieve over 60,000 written sales every year - that's one property sold by Harcourts every 11 minutes, 24 hours a day, seven days a week.

Our Promise

For us, all of this forms part of what we call Our Promise. Research has demonstrated that our clients expect an exceptional level of personal and professional service from Harcourts and their chosen consultant.

Our Promise is our way of being held accountable, and your way of assessing our performance every step of the way.

Consider it a total commitment to working together to make the whole experience easier, less stressful and far more rewarding.

Here's how we make that happen:

- Written marketing plan and calendar
- Post inspection feedback
- Regular written marketing report
- Marketing review meetings
- All offers presented in writing

MARKETING YOUR PROPERTY

Written marketing plan

Following initial consultation and property inspection, we will present a comprehensive marketing strategy specifically tailored for you, your property and the current market conditions. A fully-detailed marketing action plan calendar will be prepared which clearly identifies where and when all scheduled promotional activities and regular client contact will take place. Because we believe that our relationship is a partnership, your input is invaluable at this key stage.

Post-inspection feedback

Following each visit by an individual potential buyer and, of course, immediately after all inspections, we will keep you completely up-to-date on how your property was perceived, pertinent comments, price-relevant issues and prospective 'hot prospects'. Just like us, you need to know exactly what's going on at all times.

Weekly written marketing report

This is an important tool for assessing market reaction to your property and also to identify those prospective buyers who are showing the most interest. Based on this regular information, we will make on-going recommendations which will maximise the effectiveness of our targeted marketing efforts.

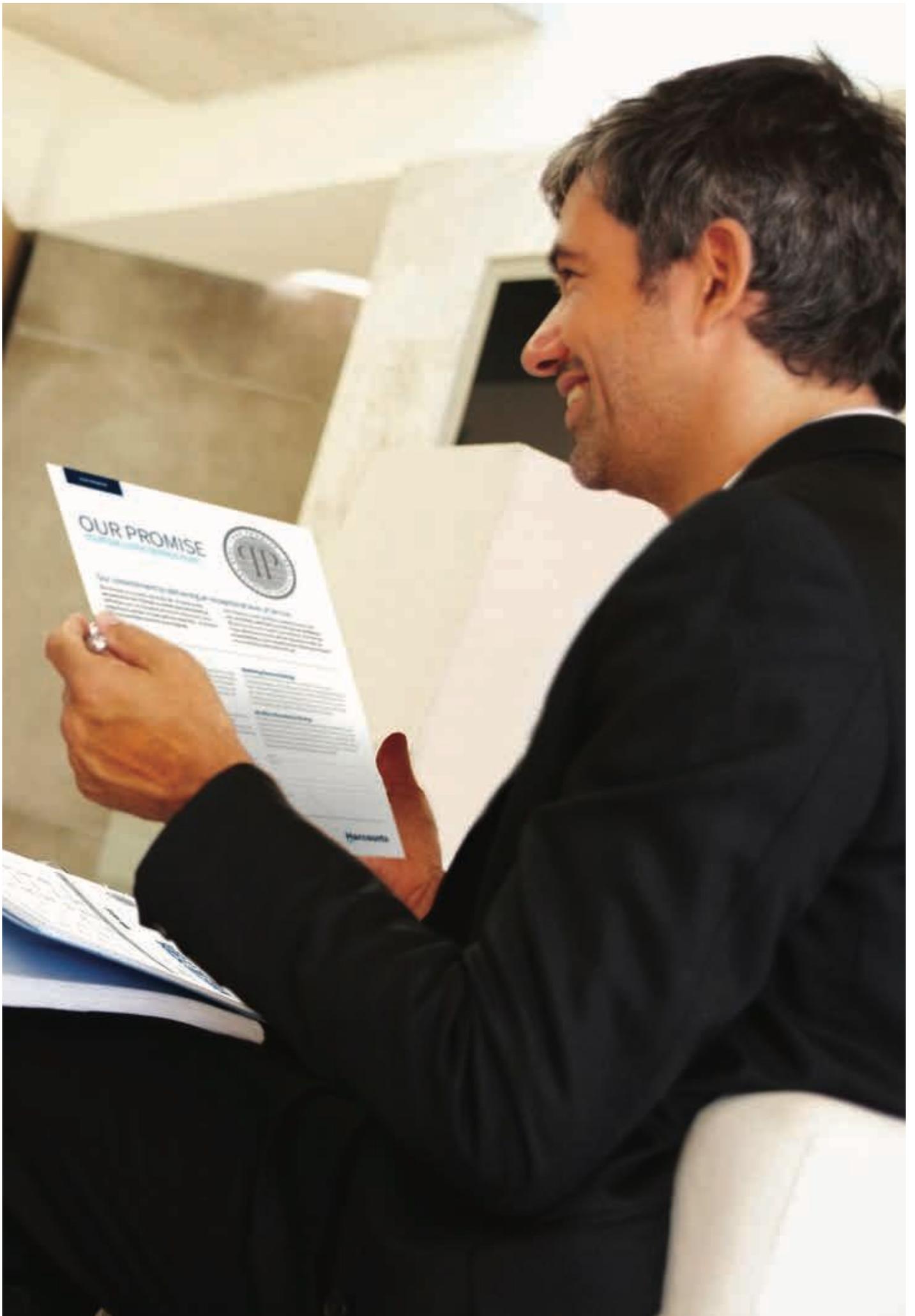
marketing review meeting

It is during the initial few weeks after your property is first introduced to the market and has gained a high profile and maximum level of interest that it is most valuable to review the marketing progress to date. A frank and open discussion between client and consultant can often identify new opportunities and strategies which can build upon the original marketing plan.

All offers presented in writing

Because it is your property, it is solely your decision whether to accept or decline a specific offer. For your consideration we will formally present every offer received in writing so that you are better able to make an informed judgement. Obviously we are only too happy to offer advice, but we will always leave the final choice up to you without exerting any undue influence whatsoever.





PREPARING YOUR HOME FOR SALE

Why choose to hold open homes when selling?

Open homes are one of the most effective ways of marketing a property and attracting interest from a wide variety of buyers. Some of the advantages are:

- You have plenty of time to ensure your property is tidy and ready for inspections
- You can control the viewing times
- Open homes can create plenty of activity, even in a slow market
- Interest and activity can trigger urgency with buyers
- The sales consultant's time is put to best and most effective use. They will have the opportunity to talk to numerous people about your property
- Comments from open home visitors can provide feedback on price, presentation, sales appeal, etc.

“Look at your home from a potential buyer's perspective.”

Top tips for attracting potential buyers and higher offers

De-clutter

The first tip is the simplest. It's obviously a must to clean and tidy your home before an inspection, but it's crucial to also get rid of clutter that could stand in the way of a potential buyer picturing themselves within the home. That means getting rid of personal nick knacks and photographs, unnecessary furniture or furniture within a room not designed for that purpose, for example a bed within a space traditionally used as a living area. Even if it means putting belongings and furniture into storage until the property sells, the investment will be worth it.

Repair

Make any aesthetic repairs well before inspection. Things as small as a chip in paint in an interior wall could detract from the overall feel for the home, so get these things up-to-date before your open home. You could also invest in updating features like tired curtains, older fixtures and fittings, or laying new turf if you have a patchy lawn.

Style

Once clutter free, consider using a home stylist or home staging service. The results can be dramatic. Home stylists will take a look at your space, and then loan you the furniture which is the size and style best suited for your home, which will make a space look bigger, comfortable and liveable. Again, this will help potential buyers to see themselves living in the space.

Photograph

Before even getting to your first home inspection, consider using a professional photographer to take quality, well-lit pictures of your home. After going to the trouble of updating, de-cluttering and staging your property, the last thing you want to do is turn people away before they've even inspected your home. Professional photos are taken with professional equipment, they can make spaces look bigger, well-lit and showcase them in the best possible way. Plus you benefit from the experience of someone who knows exactly how to take a photo that appeals. This way, you attract buyers looking online, scanning through ads, and looking through the paper. It's about piquing interest to attract buyers to inspect in the first place.

Your property may not need all of the above, so it's really about taking a look at your home objectively from a potential buyer's perspective and assessing what needs to be done. What would distract you if you were inspecting the property? What would you want to replace or update if you were thinking of making an offer? If you were to say to yourself "this place is great, but...", how would you finish that sentence?

Once you've made a list of the possible things your property needs, you can employ the top four tips above to make your home a stand-out to the sea of potential buyers out there.

PRICING YOUR HOME FOR SALE

The price of your home must be right. Too low and you lose money. Too high and you lose buyers. That's where the intimate local market knowledge and expertise from your Harcourts marketing consultant comes in. Coupled with Harcourts advanced information technologies this knowledge proves invaluable.

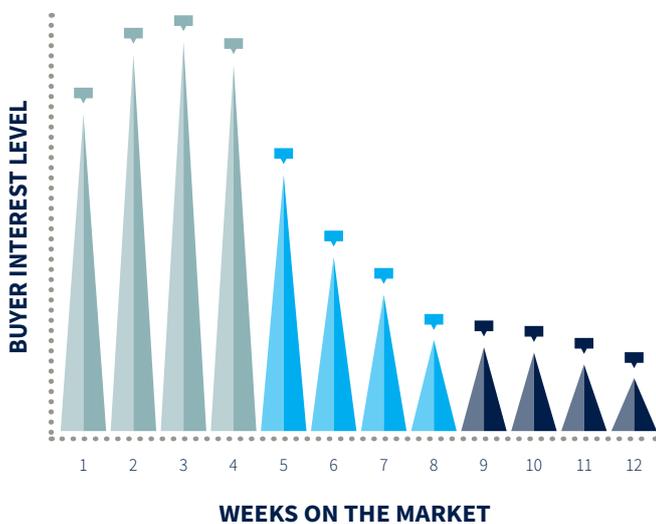
The price of success

The most difficult task for most sellers is determining the value of their home. Many different elements can combine to create unrealistic expectations - be it uninformed and optimistic opinion, the cost of improvements a seller hopes to recover or the final amount needed to realise future plans. The best method is to study the current real estate market facts and figures. Your Harcourts sales consultant will show you comparisons of other similar homes in your area - those which have sold, those which have yet to sell and those which will represent your competition. Quite simply, the current property market determines the value of your home.

Buyers will see your home for what it is and, while they may still look, if the price is too high, they'll pass on your property for one elsewhere. This is backed by research clearly showing that properties that sell quickest also sell closest to their initial asking price.

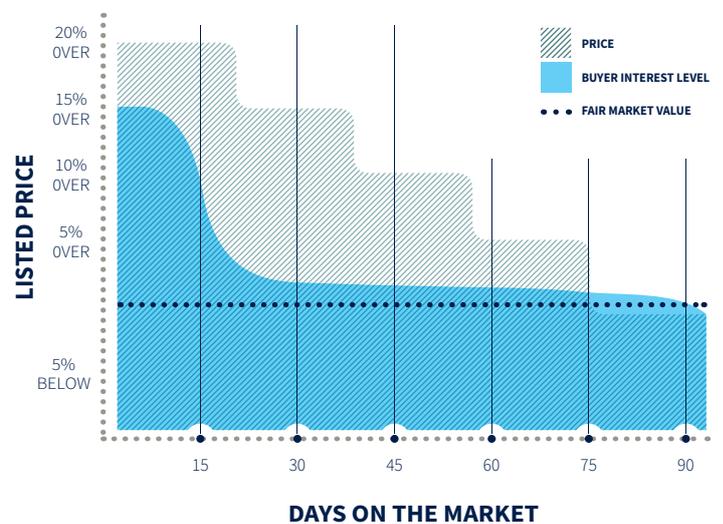
Time limits

Buyer interest is greatest for your property within the second and third week of its entrance into the market. After this, interest falls away quite dramatically. To maximise this window of opportunity your Harcourts sales consultant will design a marketing programme that peaks during this prime period. Your property will have the highest profile for this vital time. If you have decided to market your property with a price remember that it must be valued correctly right from the outset to benefit from this initial surge of interest.



A realistic return

It's a fact that over-priced properties take longer to sell and do not attract the optimum number of potential buyers, particularly during the prime selling period. The longer properties sit on the market the lower price they achieve. After three or more months this can often be 20% to 25% less. To ensure this doesn't happen, your Harcourts sales consultant has all the relevant information necessary to help you price your property correctly for the best return.



THE BEST WAY TO SELL YOUR HOME

With market conditions constantly changing and no two properties ever the same there's never one 'tried and true' method of selling. The type of property you wish to sell and the timeframe in which you want to do it ultimately determine the most appropriate and effective marketing strategy.

Harcourts people are top achievers, no matter what it takes. And, while the result should always be what's best for you, that outcome can be achieved in a number of different ways.

“The best option is listing exclusively with one company.”

Exclusive listing

By exclusively signing with Harcourts your home is immediately entered into our extensive international database, gaining exposure to over 5,200 sales consultants in over 790 offices internationally.

It is also featured on our website. Exclusive listing avoids the frustrations and lack of action so often experienced when dealing with a number of different real estate companies. It sidesteps the conflicting agendas and different procedures and maintains a strong brand grounding for your property. Most importantly, listing your home with Harcourts ensures your home is backed with the best possible resources come sale time.

Auction

The advantages of the auction are numerous. You set the terms, conditions and deadline. You agree on an undisclosed minimum reserve price, with no pressure to sell if the property fetches a lower than expected bid. There's also the very real possibility of acquiring a higher price – especially if keen buyer interest promotes competition. You'll also attract only genuinely interested, cash-in-hand buyers with no subject-to-sale or subject-to-finance uncertainty.

There is even the opportunity to accept offers prior to auction day. A positive statistical sales rate together with property being on the market for such a short time have many regarding auctions as the most successful 'non-price' method of selling. Auction marketing motivates genuine buyers to act. It's also the least disruptive and intrusive method because you only need open your home at times which suit you best.

FSBO

Selling by owner is a big undertaking. You will be responsible for researching comps in your neighborhood and pricing your property as well as marketing, paperwork and legal compliance that comes with selling a home. A simple mistake can lead to financial and or legal repercussions that can be avoided with the help of a professional Realtor®.

According to the National Association of Realtors, in 2016 the typical FSBO home sold for \$190,000 and the typical agent assisted home sold for \$249,000.

General or open listing

Getting many people from different real estate companies working for you may sound great but in reality it can be confusing and frustrating. The lack of co-ordination, cohesion and focus is often more disruptive than advantageous as personality and ego conflicts can add to the stress and sense of dislocation sellers sometimes experience.

For the maximum amount of time, effort and resources spent on your property the best option is listing exclusively with one company. You'll then have your appointed marketing consultant assume total responsibility for the successful sale of your home.

TECHNOLOGY

With successful real estate business based around establishing excellent personal and professional relationships, strong paths of communication are a necessity. Due to the highest level of technological support, we have the ability to access vital information and communicate this to potential purchasers. It's this capability that keeps Harcourts on the cutting edge of technology-based support.

Information at your fingertips

The Harcourts website receives hundreds of thousands of unique visitors every month. These aren't just domestic enquiries – there are also a large number of international hits.

The number of people who log on in search of property is only getting larger. The majority of these prospective buyers shop at their leisure and have definite ideas about exactly where they want to live, what kind of home they want and what they can afford to buy.

The information provided on the Harcourts website is comprehensive, to say the least. It offers a detailed property search with virtual and video property tours. And that's just the start.

The highest visibility – from the moment you list

List your property with Harcourts and it will be entered into our own listing system, Harcourts One. Harcourts One spans every single office in our group and enables buyers and sellers to be matched far more effectively.

Of course your home will also be automatically listed on our website. The comprehensive detail of each listing enables potential national and international buyers an ease of access that's unparalleled.

With just a few clicks of the mouse a virtual tour of your property affords these buyers the opportunity to visit without ever leaving their computer.

A buyer-seller matching system that can't be beaten

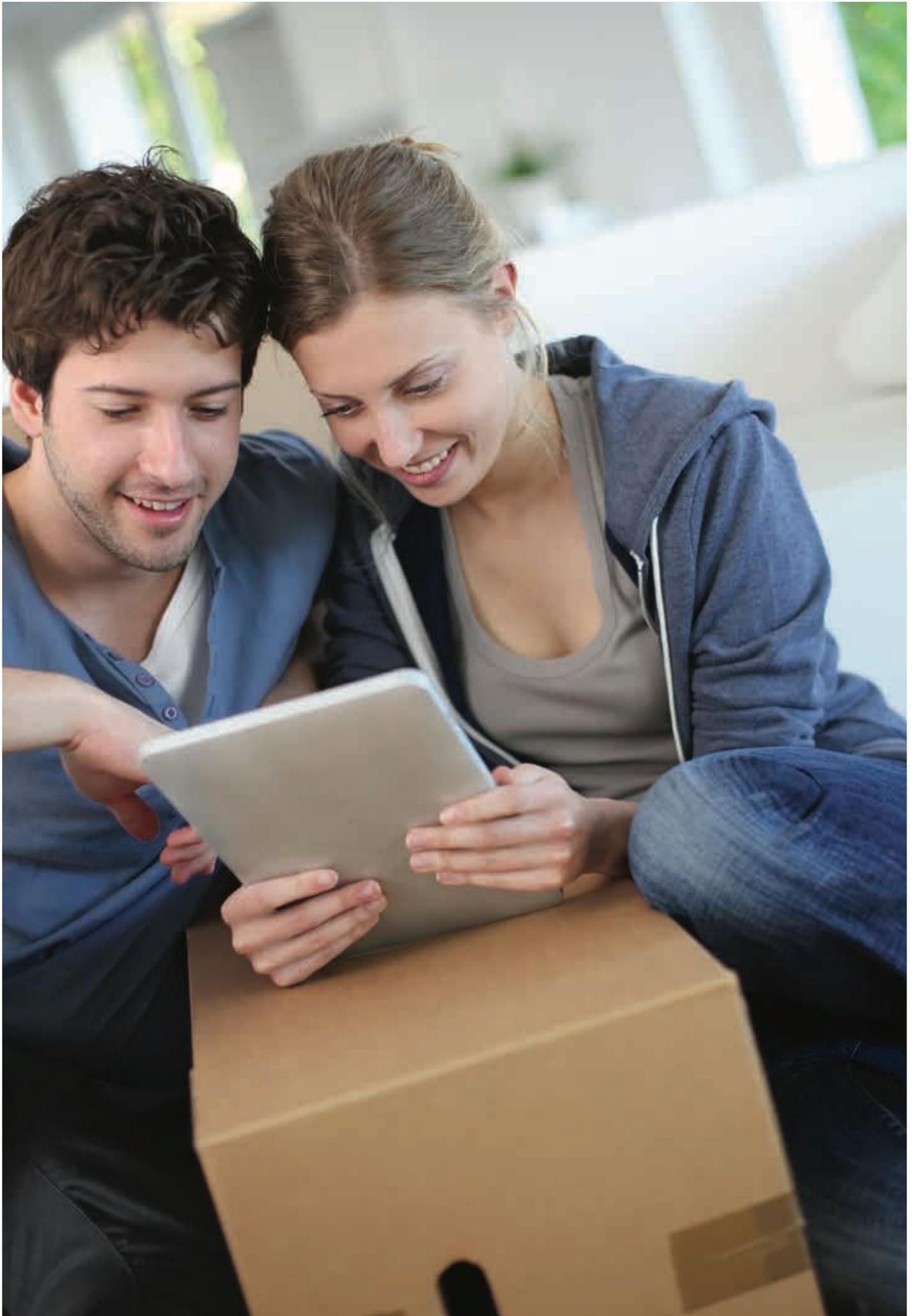
Harcourts also offers the services of your own personal account online. This is an intelligent, reliable system that automates the process of matching buyers with properties that meet their criteria. And it's all done fast, automatically and confidentially online.

Mobile technology – your Client Login

The Harcourts Client Login service is a portal for exclusive Harcourts clients to use to keep up-to-date with everything that is happening with your property. The Harcourts Client Login gives each client a unique login for every one of the properties you are listing for sale or lease, enabling you to access a range of data, documents and statistics on each.

The tool will house the marketing plan and calendar, marketing reports and feedback about a property. In addition to this all of the documents relating to the property will be held here, and you will be able to see how your property is performing on the various real estate portals where your property is marketed





ACCEPTING AN OFFER

At Harcourts, our commitment to you is to bring you each offer formally in writing. We will do this by providing interested buyers with a contract, and will give both you and the potential buyer the opportunity to add conditions when negotiating the sale of your property.

Common conditions of sale are subject to:

- Finance
- A builder's report
- Sale of another property
- Solicitor's approval of the contract
- Specialist inspection or approval

Your sales consultant will have the purchaser sign a standard approved contract with their offer and any conditions of sale either you or the purchaser has requested. Once this process has been completed your sales consultant will check whether any other interested parties are putting in an offer. This system ensures it remains fair to all parties in a multiple offer situation.

As the vendor, you can then accept the offer, reject it or counter sign it. Counter signing usually occurs when you are not satisfied with the price offered and/or conditions included and wish to subsequently alter them. The contract will then be brought back to the purchaser for their consideration.

If accepted, the purchaser will initial your alteration and the property is under offer subject to any conditions that the contract may contain. Alternatively the purchaser also has the right to counter sign. Your sales consultant will continue negotiations between you and the purchaser until you are both in agreement.

After an offer is accepted

Once an offer has been accepted and all parties have signed the contract, the purchaser will be asked to pay a earnest money deposit. This usually equates to 3% of the purchase price.

Once paid, this deposit is held in escrow until the contract is confirmed and becomes unconditional in all respects. If the contract does not become unconditional the deposit will be repaid to the purchaser.

COMPLETING THE SALE

Settlement generally takes place between you and the purchaser and the legal/financial representatives. Officially, it's where ownership passes from you to the purchaser, and the balance of the sale price is paid to you or your financial institution.

As the seller, you would have set the settlement date within the contract of sale. Settlement usually occurs 30-90 days after the contract has been signed, depending on what has been agreed upon.

The purchaser is entitled to inspect the property at a reasonable time the week prior to settlement, and as the seller, you must hand the property over in the condition in which it was sold.

On settlement the purchaser's agent will exchange the following with your agent and escrow:

- Monies
- Transfer documentation
- Keys to the property

On the day of settlement, escrow will register the necessary documentation and mortgage transfer with the title company.

Possession of the property usually takes place on the settlement day although you and the buyer can agree for these dates to be different.

The next steps are to ensure you're well prepared for the move to your new home.

HARCOURTS COMPLETE

Once the sale is complete, it's now time to settle into your new home! When preparing to move there are always so many things to organise and remember. Often it's the little things that make all the difference. Use our handy checklist to help make the whole process smooth and stress-free!



REMEMBER TO CANCEL

- Newspaper and/or milk delivery
- Telephone, internet and cable TV
- Gas, water and electricity (arrange a final meter reading)

ORGANISE FOR MOVING DAY

- Obtain supply of boxes (the supermarket can be one supplier)
- Get packaging tape and heavy marker pens
- Arrange for furniture removal (get quote, confirm time)
- Arrange care of your children on moving day
- Make suitable arrangements for any pets
- Arrange transit insurance and contents and fire insurance for your new home
- Organise shifting times with the purchaser of your old property and the previous owner of your new one

NOTIFY YOUR CHANGE OF ADDRESS TO

- Bank, credit card and charge card companies
- Post office for redirection of mail
- Elections registrar
- Registrar of motor vehicles and drivers license
- Tax department
- Insurance companies
- Hire purchase or finance companies
- Investment companies
- Local council
- Clubs and organisations
- Police (if you own and store firearms)
- Friends and relatives
- Magazine subscriptions
- Doctor, dentist, accountant, lawyer

DON'T FORGET

- Clean the stove and defrost the fridge/freezer
- Tidy the yard
- Ensure that the chattels that have been sold with the property aren't accidentally packed
- Disconnect all appliances
- Disconnect the TV aerial
- Return any borrowed items
- Throw out items that you don't intend taking with you
- List valuable items for special care when moving
- Advise removal company of dangerous goods being moved (i.e.ammunition, petrol, spirits, chemicals)
- Securely pack all jewellery, money, special documents and papers (i.e. legal, tax, insurance etc)
- Set aside items you will need on the day of the move so you can take them with you (i.e. food, drinks, cleaning products)
- Pack each room leaving the boxes stacked and labelled with the room they are to be moved to. It is a good idea to write on each box a list of its general content

- Clearly label boxes containing breakables as 'fragile' and identify these items to the removal people
- Pot and pack away the plants and cuttings you're taking
- Explain your packing procedure to the removal people and be at your new home when they arrive

DON'T...

- Put breakables or liquid filled containers in drawers
- Overload drawers and make furniture too heavy to move (too much weight can damage furniture)
- Move netting, barbed wire, timber, wood, coal etc without special arrangements being made
- Store perishable goods where they might be overlooked

MAKE ARRANGEMENTS TO

- See your solicitor to sign transfer documents / mortgage discharge documents
- Enrol children in new school
- Coordinate the forwarding of any files from the children's previous school to their new one

ORGANISE FOR YOUR NEW HOME

- Contact Harcourts Complete to connect your gas, electricity and telephone. Ask your sales consultant for details
- Newspaper delivery
- Telephone
- Internet and cable TV connection
- Gas, electricity and water

THE WEEK BEFORE MOVING

- Remind and confirm dates, times and locations for furniture removal company
- Confirm moving in/moving out details and key exchange with your Harcourts consultant
- Say goodbye to neighbours

ONE LAST CHECK

- Nothing left behind?
- No clothes at the dry cleaners?
- No gear stored away from your property?
- Electricity, gas and telephone disconnected?
- Water turned off and no taps left running?
- Windows and doors latched?
- Keys with solicitor (if appropriate)?

AFTER IT'S ALL OVER

- Have spare keys cut
- Make an insurance claim if any damage has occurred during the move
- Teach children how to get to their new school
- Enjoy your new home and keep in touch. We'd love to hear how you're going

Your complete guide to selling at auction





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Contents.

When selling your property, there are quite a few different types of sale you can opt for. However selling your home through auction has many benefits:

- You set the terms and conditions of sale
- Target marketing puts a spotlight on your property
- Marketing with no price attracts genuine, cash in hand buyers
- Auctions create a sense of urgency, bringing buyers to a point of decision

Once you've decided to auction your property, how can you ensure you're best prepared for the day? To help you, we've gathered a list of considerations and frequently asked questions from Harcourts' top auctioneers.

4

The benefits of an auction

6

Preparing for an auction

7

Holding an open house before auction

7

What is your role on auction day?

8

Getting to know your property

8

Marketing

11

Technology

12

The reserve price

14

Frequently asked questions

15

Completing the sale

18

Making the move

The benefits of an auction.

The auction method of sale provides sellers with the greatest opportunity to obtain 'fair market value' or a premium price for their property. An auction campaign also adds structure to the property listing and sale process and is regarded as the most effective way of marketing property for sale.

Should an auction listing not sell during the auction campaign, the chances to sell the property soon after are dramatically increased due to the increased amount of buyer enquiry that's generated through marketing for sale by auction.

In addition to the benefits of being an 'exclusive agency', auctions have many other advantages, such as:

- The seller sets the terms and conditions of sale and creates a deadline (the date that the auction is to be held).
- This auction-oriented target marketing puts a 'spotlight' on the property and shows the vendor's motivation to sell.
- The 'no price' aspect will attract more genuinely interested, cash-in-hand buyers.
- It allows sellers to plan ahead in the knowledge that a specific date has been set for the sale of their home.
- A sale by auction is unconditional and allows the transaction to proceed to settlement without delays.
- A sense of urgency is created by the set deadline, bringing interested buyers to a point of decision.
- The property is neither overpriced nor undersold; its value is determined by the market, in the form of bids or offers.
- A successful purchase requires a payment of a deposit on the day of auction.
- Market feedback will assist the seller to decide on a reserve price, whilst still allowing for the possibility of achieving a premium through buyer competition.
- Auctions provide a transparent arena where buyers compete against other public offers, taking away the guesswork.
- The seller always has the option to accept an offer prior to auction, if desirable offer is received.
- Potential buyers will be focused on establishing the maximum price they will pay, not how little they should offer.
- A premium sale price can be achieved when multiple interested parties must compete against each other to secure the property, through bidding.
- The seller controls the terms of sale and can choose to allow variations to the date of settlement or deposit amount required.
- If the property is not sold, it will be released to the market as an exclusive listing at a saleable price, which will be established from the market feedback received throughout the auction campaign.

Preparing for an auction.

Auctioning your property is about so much more than simply showing up on auction day. There's a lot that goes into it beforehand to ensure you achieve the best result possible for your property. Marketing your property well is the key to achieving a successful result.

Your Harcourts sales consultant will walk you through your marketing plan in detail, from selecting the images to be advertised, the copy that will be included, to where the property will be advertised (online, papers, brochures, in office, etc.).

Before you go to auction, you will hear from your Harcourts sales consultant on a daily basis and have a face-to-face meeting each week. You will also receive a written report which summarises all of these activities along with the interest in your property.

Your Harcourts sales consultant will also keep you well informed of the current market, so that you can make an informed decision come auction day.

“Marketing your property well is the key to a successful result.”

Holding an open house before auction day.

Open homes are one of the most effective ways of marketing a property and attracting interest from a wide variety of buyers. When choosing to sell your home through auction, open homes are essential, so that potential bidders can get a good feel for the home before committing to attend, and bid at, the auction.

Some of the advantages are:

- Controlled viewing times
- Open homes can create plenty of activity, even in a slow market
- Interest and activity can trigger urgency with buyers
- Your Harcourts sales consultant's time is put to best and most effective use. They will have the opportunity to talk to numerous people about your property and will get an idea of how many people will be registering to bid
- Comments from open home visitors can provide feedback on price, presentation and sales appeal, which will give you a good amount of information to go into the auction with

For more tips on holding an effective open home, ask your Harcourts sales consultant for a copy of our Complete Property Selling Guide.

What is your role on auction day?

If you are available, it is recommended that you attend your auction. It's great to have you there if there are any last minute questions. Some common ones buyers ask are "can we vary the deposit amount?" or "can we vary the settlement date?"

Your Harcourts auctioneer will also want to confer with you depending on how the auction is going. For example, if bidding stops below your reserve price your Harcourts auctioneer will want to discuss next steps with you.

Getting to know your property.

Your Harcourts auctioneer should be introduced to your property, much as your Harcourts sales consultant has been. They should walk through the property, understand the features of the home, and really understand why a buyer would fall in love with it. That way they'll be able to better represent your home to buyers. This information will assist the auctioneer in developing a strategy for auction day.

Your Harcourts auctioneer will also want to know all about the interest the property has received. They'll ask your Harcourts sales consultant detailed questions about it. How many inspections have there been? What kind of interest has the home received? Have any valuations been done? Any building/pest inspections?

Marketing.

When it comes to marketing your property before auction, the rule seems to be that more is more. The success of your auction can be largely dependent on your marketing campaign.

Harcourts' latest research shows a direct correlation between the amount invested in marketing versus how much interest was generated for a property, and what price was achieved. On average, properties that sold in the shortest timeframe invested further into marketing than those that did not see a sale in a 45-day period (45 days being the standard time period of an auction campaign, inclusive of post auction activity).



Technology.

With successful real estate business based around establishing excellent personal and professional relationships, strong paths of communication are a necessity. Due to the highest level of technological support, we have the ability to access vital information and communicate this to potential purchasers. It's this capability that keeps Harcourts on the cutting edge of technology-based support.

Information at your fingertips

The Harcourts website receives hundreds of thousands of unique visitors every month. These aren't just domestic enquiries – there are also a large number of international hits.

The number of people who log on in search of property is only getting larger. The majority of these prospective buyers shop at their leisure and have definite ideas about exactly where they want to live, what kind of home they want and what they can afford to buy.

The information provided on the Harcourts website is comprehensive, to say the least. It offers a detailed property search with virtual and video property tours. And that's just the start.

The highest visibility – from the moment you list

List your property with Harcourts and it will be entered into our own listing system, Harcourts One. Harcourts One spans every single office in our group and enables buyers and sellers to be matched far more effectively.

Of course your home will also be automatically listed on our website. The comprehensive detail of each listing enables prospective national and international buyers an unparalleled ease of access.

With just a few clicks of the mouse a virtual tour of your property affords these buyers the opportunity to visit without ever leaving their computer.

A buyer-seller matching system that can't be beaten

Harcourts also offers the services of your own personal account online. This is an intelligent, reliable system that automates the process of matching buyers with properties that meet their criteria. And it's all done fast, automatically and confidentially online.

Mobile technology – your Client Login

The Harcourts Client Login service is an exclusive portal for Harcourts clients to use to keep up-to-date with everything that is happening with your property. The Harcourts Client Login gives each client a unique login for every one of the properties you are listing for sale or lease, enabling you to access a range of data, documents and statistics on each.

The tool will house the marketing plan and calendar, marketing reports and feedback about a property. In addition to this all of the documents relating to the property will be held here, and you will be able to see how your property is performing on the various real estate portals where your property is marketed



The reserve price.

It's important for you to understand and be clear on what your reserve price is, and how it will be used during the auction. Your Harcourts auctioneer will be able to explain this to you in detail and will develop a strategy for the auction, based around the reserve price. Remember, your Harcourts auctioneer will be working to ensure you get the best price possible for your property.

It's important not to openly discuss price with others, to reduce the risk of a price leaking out into the market. The auction should focus on the property, and price should become a secondary factor to buyers.

Remember, at all times during at auction, you're in control. If the highest bid is at an acceptable level then you can take it and sell. If not, the property will be passed in and negotiations with all interested parties can begin.

However; auction provides you with the best chance to sell your property without undesirable terms and conditions, so the reason for not accepting the highest bid or offer, on auction day, should be greater than the reason why the property is for sale in the first place.



Frequently asked questions.

What if no one registers for/turns up to the auction?

In this instance, the auctioneer will pass the property in and inform any attendees of the next steps to take if they are interested in purchasing the property. In reality, this isn't something that happens very often. With a robust and well thought out marketing campaign, any home can attract potential buyers.

What if nobody bids?

It's understandable that buyers might be nervous under the excitement and pressure of an auction. This is why it's not uncommon for an auctioneer to be met with silence when asking for an opening bid. Some buyers will have a strategy and may wait to see what others at the auction might bid. So to get the auction rolling, your Harcourts auctioneer may choose to nominate a starting bid - this is referred to as a 'vendor bid'. A vendor bid will only be used in order to create momentum during the auction and cannot be used above the seller's reserve price.

What if the reserve price is not reached?

In this event, your Harcourts auctioneer can pause the auction and come and speak to you, the seller. They will go back to the current highest bidder and ask if they're prepared to increase their offer to a price at which you're prepared to sell. If the bidder is not prepared to do that, your Harcourts auctioneer will then ask if you're prepared to adjust your reserve price. That's why it's important for you to have a price in mind that whilst you wouldn't be entirely happy with, you are prepared to sell at. If neither of these scenarios happen, then a sale cannot occur, and your home will be what is referred to as 'passed in'.

What happens when the property sells?

After the auctioneer announces the property as 'sold', it is then time to focus on the buyer. Your Harcourts sales consultant or auctioneer will then take the buyer aside and begin to process the contract of sale, straight away. The buyer will then make arrangements to pay the deposit. As the seller, you will then be required to sign the contract and the sale will be concluded.

Completing the sale.

Settlement generally takes place between you and the buyer and your legal/financial representatives. Officially, it's where ownership passes from you to the buyer, and the balance of the sale price is paid to you or your financial institution.

As the seller, you would have set the settlement date within the contract of sale. Settlement usually occurs 30-90 days after the contract has been signed, depending on what has been agreed upon.

The buyer is entitled to inspect the property at a reasonable time the week prior to settlement, and as the seller, on settlement you must hand the property over in the same condition in which it was inspected.

On the day of settlement your solicitor or conveyancer will exchange the following with the buyer's solicitor:

- Monies
- Transfer documentation
- Keys to the property

Once settlement has been completed, the buyer's financier or solicitor will register any release of mortgage and the transfer with the Land Titles Registry.

Possession of the property usually takes place on the settlement day once settlement has been completed, although the seller and the buyer can agree for these dates to be altered.

The next steps are to ensure you're well prepared for the move to your new home.

For more information about selling a property visit:
reia.asn.au/consumers/selling-a-property

“When preparing to move there are always so many things to organise and remember. Often it’s the little things that make all the difference.”





Harcourts Complete.

Once the purchase is complete, it's now time to settle into your new home! When preparing to move there are always so many things to organise and remember. Often it's the little things that make all the difference.

Use our handy checklist to help make the whole process smooth and stress-free!



Remember to cancel

- Newspaper and/or milk delivery
- Telephone, internet and cable TV
- Gas, water and electricity (arrange a final meter reading)

Organise for moving day

- Obtain supply of boxes (the supermarket can be one supplier)
- Get packaging tape and heavy marker pens
- Arrange for furniture removal (get quote, confirm time)
- Arrange care of your children on moving day
- Make suitable arrangements for any pets
- Arrange transit, home, contents and fire insurance for your new home
- Organise shifting times with the buyer of your old property and the previous owner of your new one

Notify your change of address to

- Bank, credit card and charge card companies
- Post office for redirection of mail
- Elections registrar
- Registrar of motor vehicles and drivers license
- Tax department
- Insurance companies
- Hire purchase or finance companies
- Investment companies
- Local council
- Clubs and organisations
- Police (if you own and store firearms)
- Friends and relatives
- Magazine subscriptions
- Doctor, dentist, accountant, lawyer

Don't forget

- Clean the stove and defrost the fridge/freezer
- Tidy the yard
- Ensure that the chattels that have been sold with the property aren't accidentally packed
- Disconnect all appliances
- Disconnect the TV aerial
- Return any borrowed items
- Throw out items that you don't intend taking with you
- List valuable items for special care when moving
- Advise removal company of dangerous goods being moved (i.e.ammunition, petrol, spirits, chemicals)
- Securely pack all jewellery, money, special documents and papers (i.e. legal, tax, insurance etc)
- Set aside items you will need on the day of the move so you can take them with you (i.e. food, drinks, cleaning products)
- Pack each room leaving the boxes stacked and labelled with the room they are to be moved to. It is a good idea to write on each box a list of its general content

- Clearly label boxes containing breakables as 'fragile' and identify these items to the removal people
- Pot and pack away the plants and cuttings you're taking
- Explain your packing procedure to the removal people and be at your new home when they arrive

Don't...

- Put breakables or liquid filled containers in drawers
- Overload drawers and make furniture too heavy to move (too much weight can damage furniture)
- Move netting, barbed wire, timber, wood, coal etc without special arrangements being made
- Store perishable goods where they might be overlooked

Make arrangements to

- See your solicitor to sign transfer documents / mortgage discharge documents
- Enrol children in new school
- Coordinate the forwarding of any files from the children's previous school to their new one

Organise for your new home

- Contact Harcourts Complete to connect your gas, electricity and telephone. Ask your Harcourts sales consultant for details
- Newspaper delivery
- Telephone
- Internet and cable TV connection
- Gas, electricity and water

The week before moving

- Remind and confirm dates, times and locations for furniture removal company
- Confirm moving in/moving out details and key exchange with your Harcourts sales consultant
- Say goodbye to neighbours

One last check

- Nothing left behind?
- No clothes at the dry cleaners?
- No gear stored away from your property?
- Electricity, gas and telephone disconnected?
- Water turned off and no taps left running?
- Windows and doors latched?
- Keys with solicitor (if appropriate)?

After it's all over

- Have spare keys cut for your new home
- Make an insurance claim if any damage has occurred during the move
- Teach children how to get to their new school
- Enjoy your new home and keep in touch. We'd love to hear how you're going



PROPERTIES

CALL ME TODAY TO SEE IF AUCTION IS RIGHT FOR YOU.



Armen Gekchyan, REALTOR®

Cell (949) 378-9690

Email agekchyan@gmail.com

Web www.ArmenRES.com

Lic.# 01832466

Harcourts

Compare Your Options: Auction Vs. Traditional Listing

Harcourts Auctions



Auction

Traditional Sale

SUCCESS RATE

The Harcourts Auctions process has over a 90% list to sell ratio.

On average in an area, the list to sell ratio is between 30%-50%.

PRICING

- Auctions have a bidding to start from price or no price, allowing a negotiation up.
- The marketplace doesn't know the Seller's expectations or their final number.
- There is no ceiling to the value.
- Market decides the value.
- Buyers are focused on what the property has to offer without the distraction of a list price.
- Auctions are subject to a Seller's confidential expectation/ reserve, allowing a seller to be in complete control at all times.

- Traditional listings have a for sale list price.
- The list price immediately tells a Buyer what the Seller will accept.
- Buyers will always try and negotiate and offer below the list price.
- Buyers are focused on how much less they can buy your property for and how much they can negotiate your list price.
- If the property isn't selling the only option is to reduce price
- In a traditional sale the buyer knows your reserve price – because it's your list price.

STRATEGY

- All inspections, reports, and disclosures are completed upfront.
- When a property sells at auction, it is sold on an 'as is' basis.
- The Buyer is required to complete all due diligence before signing the non-contingent purchase agreement.
- During the auction process, the Seller is in control and the Seller dictates the terms.

- In a traditional listing, the Buyer signs a purchase agreement, lists their terms, and inspection periods.
- Buyer completes due diligence after making the Seller agree to the purchase agreement.
- During contingency periods, the Buyer has the ability to ask for repairs, price reductions, and extended time to close.
- During the traditional process, the Buyer is in control.

Compare Your Options: Auction Vs. Traditional Listing

Auction

Traditional Sale

SET DATE

- Auction properties have a set sale date – auction day.
- The set date tells Buyers the Seller is motivated to sell, although not desperate.
- Forces Buyers to make a decision and creates a sense of urgency amongst Buyers.
- Buyers are more likely to view an auction property before a traditional listing, allowing us to captivate the entire market.
- Set date allows market value to be found quicker as the process creates urgency and encourages Buyers to make an offer for fear of missing out.

- Traditional listings are marketed without a timeline and with no set date for sale.
- Traditional marketing can be described as a passive approach with no set strategy.
- Can take months to obtain valuable feedback and discover market value.
- No set date means Buyers are not forced to make a decision.
- Buyers keep looking at other properties whilst watching the Seller's property continuously sit on the market.
- Buyers will wait for a price reduction because they have no call to action.

CONTROL

- Viewings and showings are restricted to Open House times only, to further assist qualifying interested buyers.
- Listing agent is always in attendance during showings to sell the home and defend any feedback.
- Agents are able to monitor feedback from Buyers as all open house attendees must give their information before entering the property.
- Interested parties must view within the same open home.
- All people are called if an offer is received prior to auction to ensure equal chance and best possible outcome.

- Listing agent may put a lock box on the property and allow Buyers to go through the property at any time.
- When Buyers permitted to view the property alone it gives them a feeling that they are the only one interested.
- The agent has a disconnect to the Buyer's feedback as they aren't present during the viewings and do not understand the true features and benefits of the property.

INQUIRY

Our Auction listings have experienced at least 50% more inquiry than a traditional listing; with every property receiving **at least one offer** before auction day.

Traditional listings received at least 50% less inquiry, which means less competition.

CALL ME TODAY TO SEE IF AUCTION IS RIGHT FOR YOU.



Armen Gekchyan, REALTOR®

CELL (949) 378-9690

EMAIL agekchyan@gmail.com

WEB www.ArmenRES.com

DRE# 01832466

LUXURY
PROPERTY
SELECTION

Harcourts Prime Properties

The information contained herein has been supplied to us and we have no reason to doubt its accuracy, however, we cannot guarantee it. Accordingly, all interested parties should make their own inquiries to verify this information. If your home is already listed, this is not meant as a solicitation.

The Harcourts Auctions

GUIDE TO
SELLING



WHERE IT ALL BEGAN.

We made the gigantic leap from Australia to the US.

Upon Harcourts moving to the United States, it became clear that the traditional way of buying and selling in the largest real estate economy in the world has its limitations. You are only given one way to buy or sell a house.

We quickly realized that to create a competitive environment in an oversaturated market, we should provide our buyers and sellers with multiple options in which they can choose to buy or sell their home. Given the international success of our Harcourts Auction Platform, we saw a tremendous opportunity to introduce this method of sale to the United States. Compiling our experience from all over the world where auctioning homes is common practice, we have adapted it to our local marketplace.

In a real estate economy that had previously only seen Auctions as distressed property sales, Auctions have now become a successful, practiced and proven method of sale for your everyday to high-end home.



RETHINK REAL ESTATE.

We are not getting rid of traditional real estate. Rather, we are providing a new innovative personalized solution. Our auction platform steers you away from distressed homes and works towards your everyday, luxury home.

Mission

We want you to feel at home starting now, as we personally navigate you through the auction process. We are committed to offering personalized, passionate, innovative guidance through every step. Whether you're a first-time homebuyer or a seasoned seller, our mission is to give you the blueprint for absolute success. We are measured by your complete and utter peace of mind.

Vision

We aspire to be the leading name in home auctions in the United States and globally. We seek to completely redefine and reinvent auction by bringing an unparalleled level of expertise to every sense of the word. Built on transparency, trust, and a continuous drive for success, we will vastly surpass all others in our field.





OUR VALUES.



Complete Transparency

Absolute honesty and clear communication are essential to us. Our seamless and straightforward auction process is crafted so you feel complete peace of mind from start to finish. We don't just want you to feel secure; we want you to feel at home.



Guaranteed Results

We are dynamic and we are continually evolving to ensure we consistently deliver positive results. To us - results translate into much more than monetary value. Results are about you. Your complete satisfaction is absolutely essential.



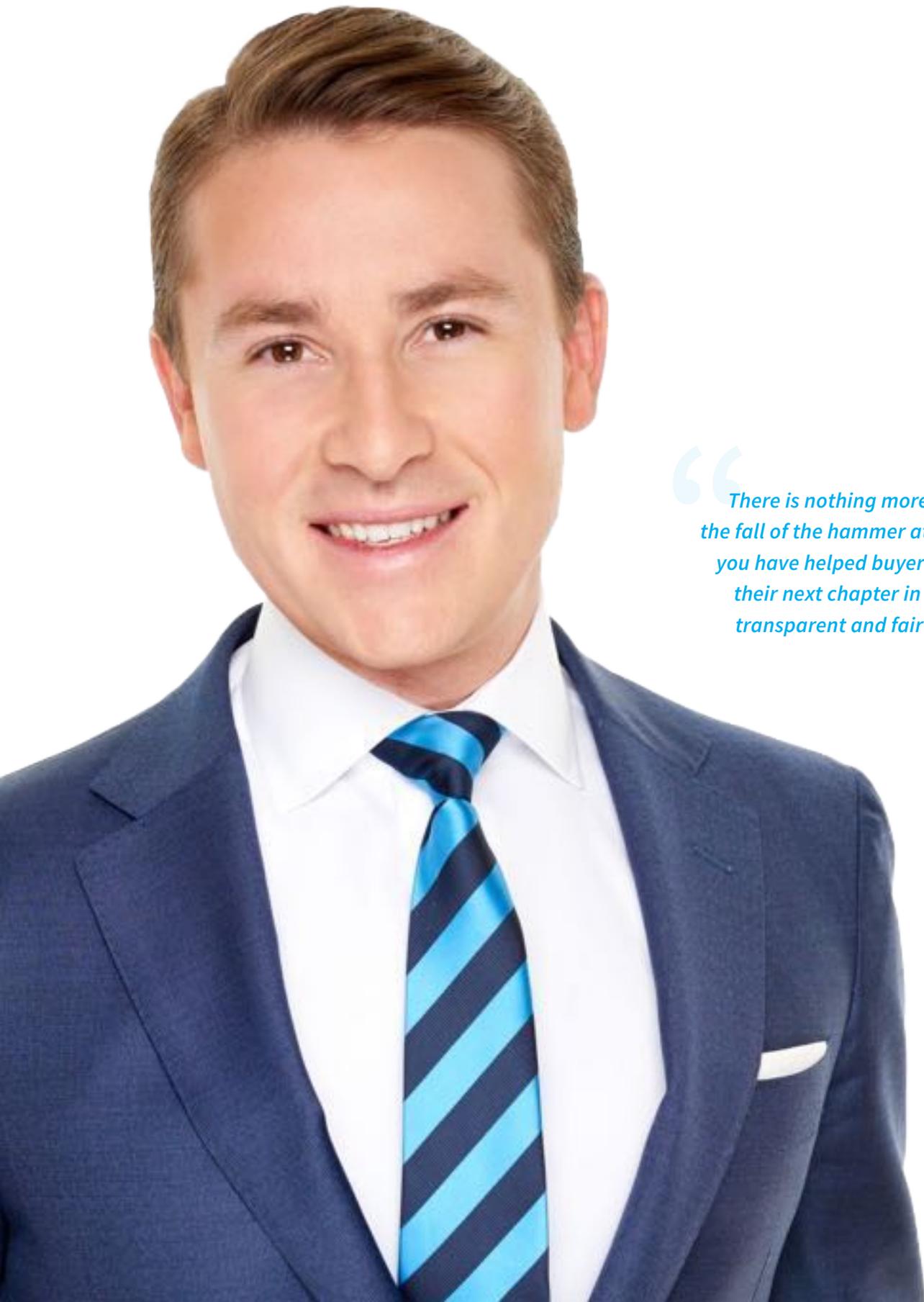
Proven Performance

Our platform is one you can trust with complete confidence. We've helped clients from all over the world successfully buy and sell homes with our proven auction platform, generating more than \$4 billion in total property value. Built on more than 125 years of success, we bring a level of unparalleled skill and experience. But don't take our word for it: let us show you.

TABLE OF CONTENTS

We are excited to introduce Harcourts Auctions Guide to Selling with Auction. Included in this guide, we will cover the benefits of Selling with Auction, how our successful process works and how to get started today.

Meet Ben Brady	08
The Auction Concept	10
Why Auction?	12
The Selling Process	14
Pre-Auction Preparation	16
Auction Day	18
Post-Auction	19
Successful Bidders	20
How to Get Started	22



“There is nothing more exhilarating than the fall of the hammer at auction, knowing you have helped buyers and sellers begin their next chapter in life using the most transparent and fair process available.”

MEET BEN BRADY.

Director of Auctions

When we say Ben is the leading auctioneer in the country, we aren't joking. Before transferring to California, Ben was calling more auctions than any other auctioneer in the country – selling more than \$4 billion's worth of property over the past five years.

Ben has been immersed in real estate for most of his life. At age 15, he started working as a personal assistant to the business owners of three Harcourts offices on the East Coast of Australia. His ambitious attitude drove him to become a qualified agent. Soon, his "SOLD" signs were spreading from neighborhood to neighborhood.

Motivated to continue to progress, he soon became sales manager at one of the largest offices within Harcourts Australia. He was awarded the REIQ Rookie Auctioneer of the Year his first year auctioning. In 2010, he was the youngest ever finalist at the Harcourts Australian Auctioneering Championships. The same year, he also

earned his place to compete in the Australasian Auctioneering Championships; a competition only available to the top 10 auctioneers throughout Australia and New Zealand. In 2013, he was nominated as a finalist for Australia Auctioneer of the Year.

Despite his continually growing list of achievements, his number one passion continues to be Harcourts. Continually striving for success, he is motivated by the belief that the sale or purchase of property is one of the most important decisions a person will make. He's looking forward to meeting you.

THE AUCTION CONCEPT.

The Auction Concept is relatively new to the United States, but has proven its effectiveness for over a hundred years in numerous other countries - and since inception in the United States it has been proving day after day to be very successful.

To date back, our team saw a trend in Auctions doubling year over year, which gave buyers and sellers even more confidence that it works – especially in the United States. The best part about Auctions is the concept works well in both low and high markets. In a low market the auction concept gives people another competitive way to stand out and the process ultimately helps determine the true market value of the home. The same goes for when you are in a high market, you don't want to sell for too little, so you let the competition bid up the price to get your maximum value for the home.

Aside from looking at market demands, what we realized is that the experience should be tailored to the individual. When selling houses you need to have different options because everyone is different. Instead of promising a price, having a process in place is how successful real estate agents meet the true desires and needs of their clients.

WHERE TO START: THE HARDEST PART



First things first. Pricing Your Property.

Pricing a property can sometimes feel like a guessing game. How do you know the right price? What if your list price is too high? What if no one is interested? What if your list price is too low? Typically, your agent will suggest you lower the list price, hoping this will encourage more potential buyers. Do you want buyers to simply look at your home based on price? Do you want them to look at your home because they think they can get a bargain or because they see the true value in your home?

We believe listing your property with a price creates a cap on what you are capable of achieving for the sale of your home. It is never the promise of a price that gets the property sold, it is the process that finds the highest market value possible. We will work alongside a dedicated realtor to determine the best starting point, whether that be no price or a starting bid, to create a negotiation up with no ceiling, rather than a negotiation down, like a traditional sale.



WHY AUCTION?



Ensuring the Highest Value

At Harcourts Auctions, we are dedicated to ensuring that you achieve the highest value possible. Our auction process means potential buyers don't have a list price; all they know is your beautiful property is for sale and will be sold on a particular date.



Value Over Price

Auctions shift the buyers' focus from price to value. Without knowing the price, potential buyers can focus on what the property itself has to offer. We don't get paid until we sell your property, and we don't sell your property until we reach a figure you like.



Your Timeline, Our Process

The auction process allows you to set your own date and a timeline. No waiting around, guessing when your property will sell—or not sell.



You Call the Shots

We don't believe in underselling, and we believe the sale of your property is your decision. We allow you to accept any offer prior to auction day and let you set a reserve price. In other words, you choose the minimum price. If bidding doesn't reach your minimum, you're under no obligation to sell.



Paperwork Completed Prior to Auction

An auction sale is a clean, simple, and often non-contingent contract. The buyer must complete all due diligence before auction day. When auction day comes, you know who is bidding and for how much.



Always in the Loop

When selling your property via traditional means, you are often removed from negotiation and kept in the dark about offers. At auction, you can see everyone interested; they are standing before you. No secrets. No surprises. No stress.



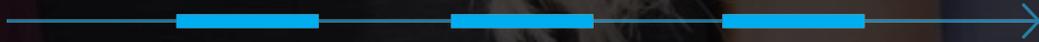
Learn What Buyers Will Pay

Sometimes auctions don't result in a sale before auction or on auction day. This doesn't mean your property or the process has failed. Instead, it means you know exactly how much buyers are willing to pay. Your property's reputation remains intact because you haven't advertised your list price. It's a win-win situation. We don't stop working until your property is sold. We're with you every step of the way.

THE SELLING PROCESS.

**We would never recommend anything that doesn't work
and our proven track record will give you peace of mind.**

At Harcourts Auctions, we have developed an innovative process to allow the selling process to be more transparent. We invite you to learn more about the auction experience by following the three key stages in our selling process: Pre-Auction Preparation, Auction Day, and Post-Auction.



Pre-Auction
Preparation

Auction day

Post-Auction



Harcourts Auctions

PRE-AUCTION PREPARATION

Before the property goes live on the market for auction, we work together to set the auction terms, potentially a starting bid price, deposit amount and close time. Be sure you pay attention to the calendar, so you're fully aware of the schedule for the entire process. We make it our mission to ensure your property sells by taking care of the following details.



Buying at
Auction.

Harcourts

Selling with
Auction.

Harcourts

STEP 01**Raising Awareness**

Our goal is to draw the largest crowd we can. When we market your property, we stand out from the competition. We go above and beyond to ensure you have plenty of willing and able buyers.

STEP 02**Showing the Property**

Condensing public viewing into a limited number of open houses creates the perception of a greater demand for the property and allows us to maintain control over the process. Generally, the agent will conduct an open house/public viewing twice a week, and these times will be widely advertised.

STEP 03**Holding Regular Meetings**

We take your decision to sell your home very seriously. This means we believe you need all the information from the marketplace to make an informed and educated decision. Communication is key. We make sure you receive weekly communication with the agent as well as the auctioneer, so you're always in the loop.

STEP 04**Providing Feedback**

Sellers need to know the market value of their property, so they can make informed decisions. We deliver that information as often as possible either through phone calls, emails, or direct meetings. We make sure you know everything you need to know.

STEP 05**Offers Prior to Auction**

It's likely that you'll receive offers before auction day. Offers prior to auction day allow us to find out the true value of your property. They help us see what serious buyers are willing to pay. It also allows us to leverage the auction date itself, so we can negotiate more in order to reach a successful result. For this reason, many sellers decide to accept an offer before auction day.



AUCTION DAY

The auction will normally take place either at the property or a nearby venue. Prior to auction, we'll conduct an open house to allow interested parties a final chance to look through the property and ask any last-minute questions. On auction day, several Harcourts agents and the auction team will be on hand to ensure the process runs smoothly.

Auctions conducted by Harcourts are professional events and are not intended to be stressful. It is a time for you to sit back and watch the hard work, marketing, and process culminate into a competitive arena where you see bidders putting forward public offers to purchase your property. Although preferable, you're not required to be present on Auction day.

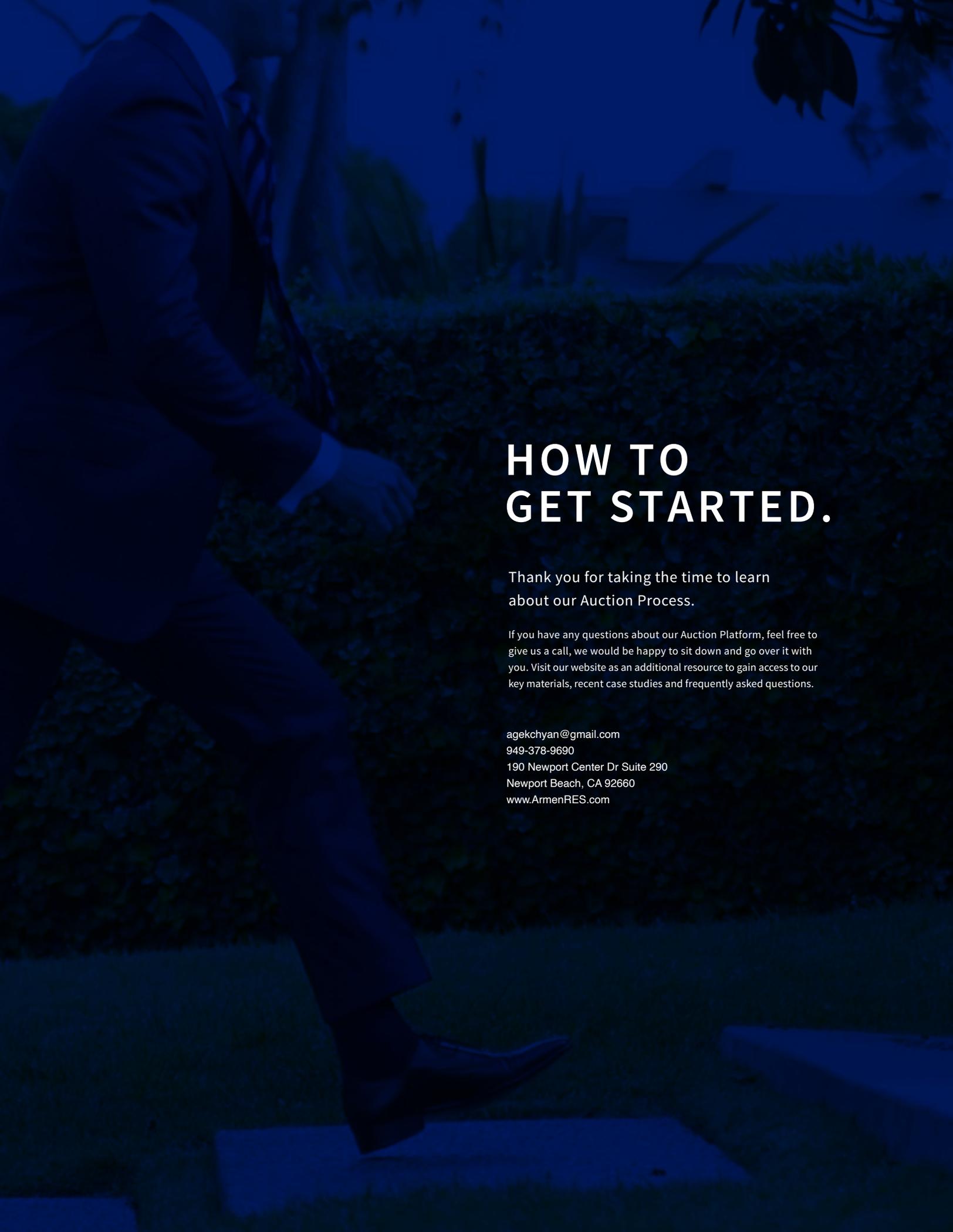
In the likely event your property sells at auction you can rest easy knowing the closing process will be a smooth one, with all due diligence having been conducted and provided to the buyer prior to auction.



POST-AUCTION

We can't guarantee a result. However, we can guarantee the auction process will reveal your property's true market value. Appraisers and other agents giving an opinion of your property's value doesn't make sense unless they are a willing and able buyer. This does not mean your property or the process has failed. Instead, it means you will have a number of showings throughout the campaign, which will allow you to gauge market feedback and where buyers believe your property is valued. The wonderful thing about auction is that it hasn't done any damage to the reputation of your property because you haven't advertised your final sale price.

If your property doesn't sell on auction day, don't worry. There are a number of additional options available. Often, if several buyers are still interested, we will continue negotiations. Otherwise, after considering market feedback, we can list a competitive price to see a successful sale soon after. Remember, just because auction day has passed, that doesn't mean the process has finished and we stop working. Our job is to sell your property. We continue to work closely and strategically with your listing agent until we accomplish this.

A man in a dark suit and tie is sitting on a light-colored bench outdoors. He is looking down and to his left. The background shows some greenery and a building. The entire image has a dark blue overlay.

HOW TO GET STARTED.

Thank you for taking the time to learn
about our Auction Process.

If you have any questions about our Auction Platform, feel free to give us a call, we would be happy to sit down and go over it with you. Visit our website as an additional resource to gain access to our key materials, recent case studies and frequently asked questions.

agekchyan@gmail.com
949-378-9690
190 Newport Center Dr Suite 290
Newport Beach, CA 92660
www.ArmenRES.com

Harcourts Auctions

We are not getting rid of traditional real estate, rather we are providing a new innovative personalized solution. Our auction platform steers away from distressed homes and works with your everyday home up to luxury houses.

This sheet shows our previous 12months statistics

OVERVIEW

TOTAL PROPERTIES LISTED **1309**

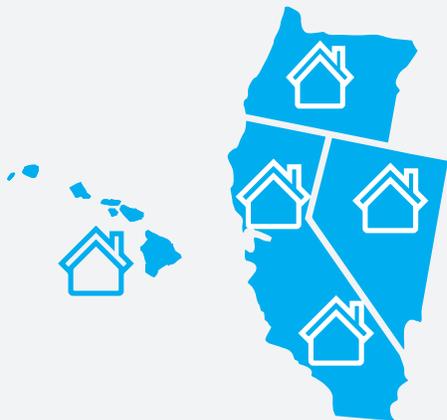


PROPERTIES SOLD **1199**



MARKET EXPOSURE

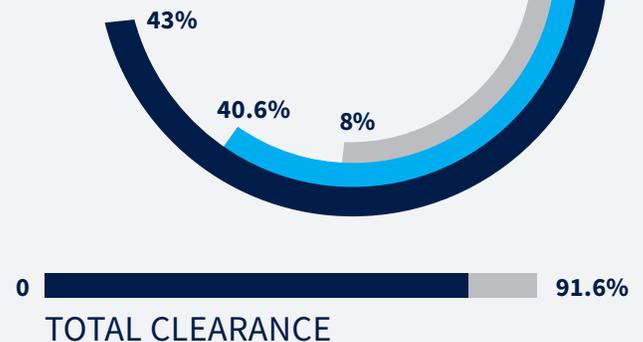
AUCTION LISTINGS



AVERAGE DAYS ON THE MARKET  **38** DAYS

3 STAGES AUCTION PROCESS

PROPERTIES SOLD BEFORE AUCTION
PROPERTIES SOLD ON AUCTION DAY
PROPERTIES SOLD AFTER AUCTION





ORANGE COUNTY CASE STUDIES



42 Lyon Ridge, Aliso Viejo

Previously on the market for 3 months without a single offer. The property expired and within 5 weeks Harcourts Auctions managed to secure multiple offers, exceeding the sellers expectations.

- **DAYS ON MARKET** 35 DAYS
- **HIGHEST OFFER PRIOR TO AUCTION** \$875,000
- **NUMBER OF OFFERS PRIOR** 3 OFFERS
- **BIDDERS** 3 BIDDERS
- **SOLD UNDER THE HAMMER**

BIDDING TO START

\$775,000



SOLD

\$925,000



1 Ritz Cove, Dana Point

A property listed on the market for 4 years with as many agents. Harcourts Auctions transitioned to the auction process and managed to pull in 3 buyers prior to auction day. Selling to a buyer from Texas, this was a fine example of pre-auction negotiation, getting the buyers to a price the seller was ecstatic about.

- **DAYS ON MARKET** **56 DAYS**
- **NUMBER OF OFFERS PRIOR** **3 OFFERS**
- **SOLD AFTER AUCTION**

BIDDING TO START
\$8,000,000



SOLD
\$11,750,000



669 Fontana Way, Laguna Beach

Listed for a total of SIX YEARS, and a total of 8 other agents prior to being listed as an auction. Say no more. A pure example of auction working.

- DAYS ON MARKET 32 DAYS
- PREVIOUSLY LISTED TRADITIONALLY 6 YEARS
- SOLD BEFORE AUCTION

BIDDING TO START

\$2,000,000



SOLD
\$2,600,000



33861 Mercator Isle, Dana Point

Previously on the market place for 8 months with a local broker. After going through 7 price reductions with the agent, it was clear things needed to change. After 7 months of no offers, the sellers listed as a Harcourts Auction and were presented with 2 offers resulting in a sale prior to auction.

- **DAYS ON MARKET** 33 DAYS
- **NUMBER OF OFFERS PRIOR** 2 OFFERS
- **PREVIOUSLY LISTED TRADITIONALLY** 8 MONTHS
- **SOLD BEFORE AUCTION**

BIDDING TO START
\$2,800,000



SOLD
\$3,240,000



333 Poppy Avenue, Corona Del Mar

This home positioned in the exclusive area of Corona Del Mar, this however comes with the problem of custom homes which become extremely hard to anticipate value as all homes are different. The auction process allowed us to stimulate the marketplace and create a negotiation up as people got emotionally connected.

- **DAYS ON MARKET** **45 DAYS**
- **PREVIOUSLY LISTED TRADITIONALLY** **14 MONTHS**
- **SOLD BEFORE AUCTION**

BIDDING TO START
\$2,688,888



SOLD
\$3,050,000



1326 Hampshire Circle, Newport Beach

Property owned by an ex NFL player who had listed the property previously with 4 other top agents in the area prior to listing as a Harcourts Auction. After multiple offers we ended up selling this property for higher than it had previously been listed.

- **DAYS ON MARKET** 28 DAYS
- **PREVIOUSLY LISTED TRADITIONALLY** 4 MONTHS
- **SOLD BEFORE AUCTION**

BIDDING TO START
\$2,000,000



SOLD
\$2,350,000



1615 Lincoln Avenue, Newport Beach

A property which was very difficult to price as this needed some work but the area in Dover Shores is highly sought after. Getting the price wrong would have seen this home sit on the market forever and would have received a horrible reputation. The auction process was used to determine the value and push a high volume of people through the front door. Sold with multiple offer before auction in 3 weeks, in a area that at the time had an average days on market of over 150 days.

- DAYS ON MARKET
- SOLD BEFORE AUCTION
- NEW TO MARKET

27 DAYS

BIDDING TO START
\$1,450,000

SOLD
\$1,600,000



1607 Dorothy Lane, Newport Beach

27 days SOLD, when the average days on market were over 150 day. Property was listing in between Christmas and new year proving that auction will draw the right buyer the property regardless of time of year.

- DAYS ON MARKET 27
- NEW TO MARKET
- SOLD BEFORE AUCTION

BIDDING TO START
\$1,855,000



SOLD
\$1,985,000



19362 Trino Circle, Yorba Linda

A home with a remarkable location and terrific atmosphere once you walked through the front door. This property had been listed by another realtor before we took the property over. The price point for this property was much higher than the average of the area which meant a lot less showing on the property. Using the auction platform, we took the price problem away and used the word auction to get people to the front door and as soon as they walked through the door they fell in love. A great outcome for the area and our sellers.

- DAYS ON MARKET
- SOLD BEFORE AUCTION
- NEW TO MARKET

28 DAYS

BIDDING TO START

\$948,888



SOLD
\$1,115,000



26851 Via Corta, San Juan Capistrano

This property had been through 3 different agents which had not been able to sell the property, the worst part was that the seller had not been given and feedback along the way and still was in the dark about what her home was worth in the market place. We were able to revitalize the reputation of the property using the auction platform to breathe new life into the home and where able to provide her with a result above appraised value in a little over 3 weeks.

- DAYS ON MARKET **24 DAYS**
- PREVIOUSLY LISTED TRADITIONALLY **5 MONTHS**
- SOLD BEFORE AUCTION

BIDDING TO START

\$750,000



SOLD

\$1,039,000



37 Ocean Heights, Newport Coast

Sold at the highest square foot value in the past 6 years.

- DAYS ON MARKET
- SOLD AFTER AUCTION
- NEW TO MARKET

90 DAYS

BIDDING TO START

\$3,888,888



SOLD

\$4,200,000



127 25th Street, Newport Beach

This home was on the market for 6 months and we had depleted the local market place and showings had become none existent. Once it changed over to an auction we saw more buyers and agents from outside the area inquiring as they could not pass up a possible opportunity. We ended up selling the property prior to auction, to a buyer from San Francisco that had been looking in the area but had not taken notice of the property until it was an auction. In escrow within 2 weeks of being on the market as an Auction

- DAYS ON MARKET
- PREVIOUSLY LISTED TRADITIONALLY
- SOLD BEFORE AUCTION

14 DAYS
6 MONTHS

BIDDING TO START

\$1,450,000



SOLD
\$1,700,000



14 O Hill Ridge, Laguna Niguel

Previously struggling to get a single offer for almost a year, these sellers were looking for an alternative to sell. The auction process was presented to them and in 5 weeks the home was locked up in escrow.

- DAYS ON MARKET **39 DAYS**
- PREVIOUSLY LISTED TRADITIONALLY **11 MONTHS**
- SOLD BEFORE AUCTION

BIDDING TO START
\$5,000,000



SOLD
\$5,795,000



1456 Key View, Corona Del Mar

On and off the market with multiple agents for 2 years! These sellers were frustrated with the traditional sales process and the perception of their home having 'something wrong with it' and not selling. Auction was an easy choice and thankfully they did. This sold in only 3 days! Sometimes the call to action is all you need.

- DAYS ON MARKET
- PREVIOUSLY LISTED TRADITIONALLY
- SOLD BEFORE AUCTION

3 DAYS
ON/OFF 2 YEARS

BIDDING TO START
\$1,999,000

SOLD
\$3,200,000



1634 Skylark Lane, Newport Beach, CA

A home that had decent interest traditionally, but the seller needing a quick result. The auction was used to provoke the buyers into auction.

- DAYS ON MARKET 36 DAYS
- NUMBER OF OFFERS PRIOR 3 OFFERS
- PREVIOUSLY LISTED TRADITIONALLY 40 DAYS
- SOLD BEFORE AUCTION

BIDDING TO START
\$1,599,000

SOLD
\$1,825,000



30991 Marbella Vista, San Juan Capistrano, CA

BIDDING TO START

\$1,650,000

An agents family member's home, the seller and agent here wanted to get it right, the first time. Selling before auction above expectation.

- DAYS ON MARKET
- NUMBER OF OFFERS PRIOR
- NEW TO MARKET
- SOLD BEFORE AUCTION

33 DAYS
2 OFFERS

SOLD
\$2,075,000



8 Leatherwood, Coto De Caza

A grand home in a great area, the largest challenge here was not the amount of buyers, but the amount of competing properties. The agent decided to switch to auction, lock in the buyer and the result was done.

- DAYS ON MARKET 60 DAYS
- HIGHEST OFFER PRIOR TO AUCTION \$1,550,000
- NUMBER OF OFFERS PRIOR 2 OFFERS
- PREVIOUSLY LISTED TRADITIONALLY 6 MONTHS
- SOLD AFTER AUCTION

BIDDING TO START

\$1,500,000



SOLD

\$1,785,000



2615 Bamboo Street, Newport Beach, CA

An agents personal home, auction was the only choice for her. 20 days later = sold above expectation.

- DAYS ON MARKET
- NUMBER OF OFFERS PRIOR
- SOLD BEFORE AUCTION
- NEW TO MARKET

20 DAYS
3 OFFERS

BIDDING TO START
\$1,450,000

SOLD
\$1,650,000



33571 Diamond Ridge Court, Dana Point, CA

BIDDING TO START

\$1,300,000

Having heard about the Harcourts Auctions process, this seller came direct and listed with full confidence. It wasn't long before that confidence was solidified.

- DAYS ON MARKET 28 DAYS
- HIGHEST OFFER PRIOR TO AUCTION \$1,500,000
- NUMBER OF OFFERS PRIOR 3 OFFERS
- BIDDERS 1 BIDDER
- SOLD UNDER THE HAMMER
- NEW TO MARKET

SOLD
\$1,550,000



3 Santa Barbara Place, Laguna Niguel

With initial auction day interest lingering, the sellers decided to do a second round of auction, further negotiating their price up.

- DAYS ON MARKET 62 DAYS
- HIGHEST OFFER PRIOR TO AUCTION \$1,400,000
- NUMBER OF OFFERS PRIOR 5 OFFERS
- BIDDERS 2 BIDDERS
- PREVIOUSLY LISTED TRADITIONALLY 8 MONTHS
- SOLD UNDER THE HAMMER

BIDDING TO START
\$1,300,000



SOLD
\$1,481,250



2458 Monaco Terrace, Costa Mesa, CA

Needing to achieve a premium price, this property relied on the auction to get over the \$1m threshold.

- DAYS ON MARKET 120 DAYS
- NUMBER OF OFFERS PRIOR 2 OFFERS
- PREVIOUSLY LISTED TRADITIONALLY 6 MONTHS
- SOLD AFTER AUCTION

BIDDING TO START

\$850,000

SOLD
\$1,050,000



2 Trapani, Laguna Niguel

Falling out of escrow once before, auction was the obvious choice for this home.

- DAYS ON MARKET 20 DAYS
- HIGHEST OFFER PRIOR TO AUCTION \$1,100,000
- NUMBER OF OFFERS PRIOR 3 OFFERS
- BIDDERS 1 BIDDER
- PREVIOUSLY LISTED TRADITIONALLY 1 MONTH
- SOLD UNDER THE HAMMER

BIDDING TO START

\$950,000



SOLD

\$1,225,000