



Your Guide to Selling...

Property Auctions

A selection of properties we have recently sold at Auction...



Why a Property Auction?

Public auction is an exciting and efficient method of sale which can achieve swift and excellent results. For the right type of property the best price is achieved for the client in the auction room.

Is my property suitable for Auction?

The most common assumption tends to be that a rundown cottage or a piece of land are ideal for auction. The fact is, a range of different properties may be suitable to sell at auction.

The benefit of selling at Auction?

- Selling by auction is legally binding.
- 5/6 weeks intensive marketing campaign.
- Contracts are signed on the day of the auction.
- No further negotiations are entered into.
- Completion is usually 28 days after the auction.

Auctions are a quick and effective way to sell your property.



Call us today and see if your property is suitable for auction
Hereford 01432 356 161 or Hay 01497 822 522

The Auction Process

Once you have decided to sell by auction, we carry out the usual process and create sales particulars with plans, EPCs, photographs etc.

MARKETING

On average we have an intensive marketing campaign of around six weeks in the local press and national websites.

BEFORE THE AUCTION

Your solicitor will need to produce an Auction Pack which contains the contract of sale and other supporting legal paperwork, such as the searches and title plan which any potential buyer can view either at our offices or the sellers solicitors.

VIEWINGS

Once the property is live, viewings take place and interest is noted and communicated back to you. In some circumstances an offer can be made on your property prior to the Auction and you can accept it and remove the property from the sale or proceed as planned to the Auction date.

AUCTION DAY

When the day of the auction arrives, the Auctioneers will have already had a chance to have a look at the property to familiarise themselves in preparation for the sale. A reserve price is set (the public will have no access to this) and the bidding will commence.

THE OFFER

Once the Auctioneer has an offer in excess of the reserve, the highest bidder, upon the fall of the hammer is deemed to be the purchaser and signs the contract once all of the Auction lots have gone under the hammer. The purchaser will pay 10% of the purchase price, sign the contract and provide identification to the seller's solicitor.

AFTER THE AUCTION

Completion usually takes place 28 days later (but this can be altered by arrangement). On rare occasions a property does not sell in the Auction room. If a deal cannot be struck with any interested parties in the Auction room then private treaty is usually the next step.

Selling by auction, is quick. It takes around six weeks
With no chain, when the hammer falls your property is sold

Established in 1862, Sunderlands are the most successful property auctioneers in Herefordshire. With our fully qualified and experienced auctioneers, we hold property auctions throughout the year.

Our other services include:

Residential

- Sales and lettings
- Professional valuations
- Property auctions
- Sale of new homes
- Sale of development sites
- Planning advice
- RICS red book valuations

Rural

- Sale of farms, smallholdings and land
- Farm dispersal and miscellaneous sales
- Estate management
- Farm business tenancies
- Single farm payments and entitlements
- Grass keep and straw auctions
- Livestock sales
- Grant and stewardship schemes
- Arbitrations

Commercial

- Sales and lettings
- Professional valuations
- Property auctions
- Planning advice
- RICS red book valuations



Hereford Office

T: 01432 356161

Offa House

St Peters Square

Hereford HR1 2PQ

E: hereford@sunderlands.co.uk

Hay-on-Wye Office

T: 01497 822522

3 Pavement House

The Pavement, Hay On Wye

Herefordshire HR3 5BU

E: hay@sunderlands.co.uk

For confidential professional advice on your property options contact 'The Property Experts'