Harcourts

YOUR COMPLETE GUIDE TO SELLING AT AUCTION





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WE'RE HERE TO HELP

Auctions are a significant part of Harcourts' real estate business. They are the fairest and most transparent method of selling property, designed to deliver the best possible results for sellers.

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THE BENEFITS OF SELLING AT AUCTION

- Unconditional sales with certainty.
- Premium prices driven by competitive bidding.
- Buyer competition pushes prices upwards.
- Attracts committed, cash-ready buyers.
- The seller retains full control over terms and timelines.
- A four-week auction campaign often achieves in weeks what traditional sales take months to accomplish.

Here are some other benefits of selling at auction:

- Set a specific sale date for planning.
- All viewings are scheduled in advance to accommodate the occupant.
- Unconditional transactions proceed without delays.
- Sellers may accept offers before the auction.



PREPARING FOR AN AUCTION

Your Harcourts representative will guide you through your marketing plan, covering advertising content, platforms, and buyer engagement strategies. You will receive regular updates and reports on buyer interest, feedback, and market conditions.



Holding an open home before auction

Open homes generate buyer interest and urgency. Harcourts recommends conducting grouped viewings twice a week—midweek and on weekends.

Some of the advantages are:

- Controlled viewing schedules.
- Creates urgency, even in slower markets.
- Provides valuable feedback on price and presentation.

Your Harcourts representative will keep you in control throughout the campaign, consulting you if bidding stalls below your reserve price.

FORMING AN AUCTION STRATEGY

Your Harcourts auctioneer

Your auctioneer collaborates with your Harcourts representative to highlight your property's key selling features, develop strategies to maximise bidding competition, and manage pre-auction offers.

The reserve price

- Your auctioneer will explain how the reserve price is used.
- Avoid discussing the reserve price openly to prevent leaks.
- You remain in control: accept or reject any bids above the reserve price.



MARKETING YOUR PROPERTY

A robust marketing campaign is critical for a successful auction. Harcourts representatives will advise you on the target demographic and market comparisons to guide your decisions

Key Marketing Methods:

- Professional photography and videography.
- Compelling copywriting.
- Online advertising (social media, property portals).
- Print advertising (brochures, flyers, signboards).
- Database marketing (leveraging the agent's buyer lists).

Platform advantage

The Harcourts Auction Platform generates up to 400% more buyer activity compared to traditional sales. The advertised opening bid price attracts genuine, ready-to-act buyers.



FREQUENTLY ASKED QUESTIONS (FAQs)

What if no one registers or attends?

The auction will be passed in to the traditional market, creating another opportunity to engage pre-qualified buyers. This event is part of a three-step marketing process designed to re-engage interest.

What if nobody bids?

If bidding is silent, the auctioneer may initiate momentum with a seller bid. The advertised opening bid price can also be adjusted to invigorate the market.

What if the reserve price isn't met?

The auctioneer will consult with you to explore options, such as negotiating with the highest bidder, adjusting the reserve price, or continuing with traditional marketing methods.

What happens when the property sells?

The buyer signs the contract and pays the deposit immediately. The sale is finalised and sent to the transferring attorney of your choice. The process from signing to registration typically takes 1–3 months, depending on guarantees and registration timelines. A competent professional conveyancer is highly recommended.

COMPLETING THE SALE

Key steps:

1. Notify your bond holder of your intent to sell at the start of the campaign (typically 90 days' notice is required) to avoid delays. Should you need assistance with this, please ask your Harcourts representative.
2. Your Harcourts representative will assist in completing the sales agreement, which will be sent to the conveyancing attorney appointed by you, the seller.
3. A trusted conveyancer should oversee key communications, although you can request your Harcourts representative to remain involved.
4. Once all conditions are met, the conveyancer will arrange for property registration.

Compliance certificates:

As the seller, you must provide the buyer with compliance and clearance certificates as required by the local authority (e.g., electrical, gas, pest, solar). Arranging these before the sale concludes can prevent delays.



MAKING THE MOVE: YOUR CHECKLIST

Remember to organise

- ☐ Utilities (electricity, water, internet).
- ☐ Services (newspaper delivery, garden service).

Organise for moving day

- ☐ Arrange removal services.
- ☐ Clearly label boxes.
- ☐ Arrange care for pets and children.

Notify your change of address to:

- ☐ Banks, credit card providers, post office, insurers, and service providers.

Don't forget

- ☐ Secure valuables and important documents.
- ☐ Arrange key collection for your new property.



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We make it possible