



# THE AUCTION ADVANTAGE

Our auction platform produces  
outstanding results for your property.

[harcourts.co.za/auctions](https://harcourts.co.za/auctions)

**Harcourts**

# WHY CHOOSE HARCOURTS AUCTIONS TO SELL YOUR PROPERTY?

## Ensure the highest value

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

## Value over price

Auctions shift 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 an amount you are happy with.

## 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 conduct auctions with a reserve price. 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. 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 always a clean, simple, and 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.

## Level playing field

When selling your property via traditional means with many agencies, you are often removed from negotiation and kept in the dark about offers. But with Harcourts Auctions, you can see everyone interested – they are literally standing in your front yard! 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.

# WE SELL 93% OF ALL PROPERTIES WITH OUR 3-PHASE APPROACH

Our unique and effective three-phase approach gives sellers twice the chance of selling their property for a higher value.

## 01.

- Strong marketing creates buyer interest and competition.
- Buyers make offers prior to auction.
- Buyers are attracted to the property, not the price.

## 02.

- A transparent platform creates buyer competition and produces the highest bids prior to auction.
- The sale is unconditional.
- Reserve price is set by the seller.

## 03.

- Market feedback is used to determine a realistic value and marketing with a price commences.
- Negotiation continues from Phase 2.
- New buyers are attracted to the property.
- Seller remains in complete control.