



Why Some Auctions Don't Turn Out As Well As They Should Have....

The Rest of the Auction Industry

- Some auction companies do not allow buyers to compete on combination of parcels vs. single parcels therefore reducing the total sales price.
- Some auction companies do not commit to an investment in time and money to understand the local market and to create a climate of urgency in the local buyers.
- Some auction companies focus on national advertising campaigns without a dedicated focus on the local community and local real estate professionals
- Some auction companies lack local knowledge of land owners, business opportunities, investors, etc.
- Some auction companies do not understand the local market, and market conditions prior to or after auction day.
- Some auction companies lack the number of bidders for the "highest bidder gets choice" approach, which means fewer bids for the remaining tracts, resulting in a "one bidder takes all at a bargain".
- Some auction companies use the "high bidder gets choice" or "each tract to the highest bidder" approach with no option at the end for the "whole property bidder" that ultimately discourages the bidder from even attending the auction.
- Some auction companies do not have an effective back up plan to weather conditions.

The Benefit of Choosing the Right Auction Company

- Buyers will only buy what they desire and that will fit their financial needs.
- The Seller will maximize the true value of their property.

"The only reason a buyer should leave the Auction disappointed and frustrated is because they did not have enough money to purchase the property they wanted."