



The Clift Land Auctions Difference

Clift Land Auctions Endorses the True “Multi Parcel System”

The multi-parcel system allows buyers to bid on smaller parcels and compete against buyers of multiple parcels. This process will maximize value to seller.

How Do You Get Exceptional Auction Results?

- The Auction Company must make a commitment to spend time and resources meeting with lenders, buyers, neighbors, local business leaders and brokers in the local community. Feet on the ground prior to the auction creates local excitement throughout market area.
- An aggressive marketing program focused on the Seller’s property. A 45-day marketing focus that includes Internet advertising, direct mail campaign, informational meetings and personal contact.
- The Auction Company must commit days in the local market to show property, meet with buyers and with local community centers of influence prior to the auction day.
- The Auction location should be a “business environment.” in a climate controlled location. Usually the auction is held off-site.
- The Auction should conclude when there is no other single tract bids or combination bids from buyers.
- Bidders should be allowed to adjust size and \$\$ amount of purchase to fit buyers capability.
- All due diligence should be provided to buyers in a professional manner ahead of sale. When buyers attend the auction, the only question for buyer is “what their desired property will cost”.
- Buyers should have time during the auction to consider purchase options with multiple tracts.
- There should be a professional presentation of bids during the auction with modern computerized state of the art equipment.
- There should be signage giving property location, auction details and tract divisions, which are critical for buyers.

“Auctions allow the Seller to control the details of the auction contract. Seller/Auction Company collectively determine all negotiable items of purchase agreement. All buyers compete with same terms as determined by Seller.”