

Auction

 **Pattinson**
Auction

Build your business with Auction...

What can Auction do for you?

• SELL FOR FREE

Offer clients the option to "SELL FOR FREE."

• INCREASED REVENUE

You can receive up to 2.5% commission.

• SPEED & SECURITY

A buyer is financially committed on the fall of the hammer and, according to a fixed timescale, sales must complete in a timeline tailored by the property seller.

• WHITE-LABEL SERVICE

Marketing materials and a website branded as your agency means this is **YOUR** auction department.



In an increasingly competitive market place, within which more estate agency offices compete for fewer property transactions, some estate agents slash their fees in order to gain business. Other estate agents employ more staff in order to help provide a superior customer experience, which comes with added associated costs. We at Pattinson Auction recognise the dilemmas presented to estate agents across the country and look to help remedy some of these challenges.

ARE YOU A FORWARD-THINKING ESTATE AGENT WHO AIMS TO:

- ✓ INCREASE INCOME
- ✓ IMPROVE YOUR PROPERTY SERVICE OFFERINGS
- ✓ EXPAND YOUR BUSINESS

What if there was a free solution which would help increase revenue without the need to employ additional staff? What if you could provide an additional service to your customers which would not only ensure you can answer more client's needs but allow your agency to provide more property sale services and generate improved revenue? We at Pattinson Auction truly believe we have created a service which can provide all this and more - and at no cost to you or your agency.

Pattinson Auction has been running and overseeing successful property auctions for almost 30 years. Our aim is to enable estate agents throughout the UK to offer their own 'in house' auction department, tailored to blend with their existing property services.

By joining as a Partner Agent, you will immediately have the ability to offer an auction facility under your own company name and branding, whilst in partnership with and backed up by a trusted auction service provider.



Is this what you think...



...all auction properties look like?

Think again!



Fantastic properties like this also sell at our auction!

What is Auction?

When asked about property auctions, many estate agents confess that they have little knowledge surrounding the mechanics or process. Indeed, a majority even believe the same misconceptions as non-property professionals when considering property auctions. When partnered with Pattinson Auction, we are there to guide and assist - we would be your very own auction department, supplying to you and your clients a large team of auction experts.

Misconceptions about buying property at auction...

One misconception is that the property auction process is over-complicated and difficult to understand.

On the contrary, the auction process is designed to be as transparent as possible. Weeks prior to bidding, essential information and disclosures regarding the property are usually available at the auction site or upon request. Buyers will have ample opportunities to have their questions answered.

Another myth about property auctions is that buyers cannot see the interior of the property before bidding.

In almost all cases, this is not true. There will be several opportunities to view the property to give interested buyers the chance to tour the home. The buyer will also likely be able to complete a survey at the property. However, because homes sold at auction are sold 'as is,' the buyer would have sole responsibility for any fixes or improvements to the property.

Some people believe that the homes sold at auction are always run-down, distressed and in need of complete renovation.

Whilst it is true that some property auctions sell homes that have been bank-owned and vacant for some time, the majority of auctions sell traditional family and luxury homes in very good condition. It would be a mistake for buyers to ignore auction listings because of this false belief buyers could miss out on a well-maintained, desirable home. In short, any property is suitable to be auctioned.

An additional misconception is that if you are successful at the auction, you must pay cash for the property.

With our auction options and resources available we are able to offer any type of buyer the opportunity to bid at auction. Indeed almost three quarters of our buyers require funding to assist with the auction procedure. Buyers are keen to take advantage of this as auction fall through rates are less than 1%.

Some are under the impression that the best price may not be achieved.

On the contrary, auction provides the best environment to maximise price with multiple bidders all bidding simultaneously and transparently. Unlike private treaty, all interested parties are fully aware of what bids/offers have been submitted. The vendor also applies a reserve price, therefore the property will not sell for less than they need.

Vendors sometimes believe it will cost them more to sell at auction.

At Pattinson, the vendor need not pay a penny. The fees can be covered by the buyer in its entirety if they wish. The vast majority of our vendors choose this option. It costs the vendor **ZERO** in auction or estate agency fees.



Why sign up as a partner agent?

- ✓ You can earn up to **2.5%** of each sale.
- ✓ There's no cap on your earnings, we paid one agent over **£180,000** in one ten month period!
- ✓ The more you refer the more you could earn.
- ✓ Your agency would gain all recognition for your very own white labelled auction department.
- ✓ You have the facility to introduce a buyer to any property being offered for sale on our auction site - and gain a fee!
- ✓ We assign properties to our partners agents to assist with marketing. The agent also gains a fee once sold.

How does it work?

- ✓ You can refer any property through the online, easy to use Partner Agent System.
- ✓ We talk through auctions with your vendor and get a signed auction contract.
- ✓ We work together to advertise the property and generate as much interest as possible with the new, lower starting bid - again giving your agency recognition.
- ✓ You'll accompany viewings as normal and applicants' details can be put through the Partner Agent System by you and us.
- ✓ The property will be offered at one of our live events or through our fantastic online auction facility.
- ✓ Once the property sells we'll take care of instructing the sale, all of the paperwork and sales progression...we like to keep in touch so we'll be giving you regular updates right the way through to completion.

Free Marketing

- ✓ When you join as a Partner Agent you'll receive free bespoke auction guides in your company branding, with your logo, contact details and designed with your company ethos in mind.
- ✓ We can also provide you with co-branded contracts so as soon as you have someone interested in auction you have an auction contract to hand customised in your company's branding.
- ✓ We'll build you an auction tab which sits seamlessly within your existing website - demonstrating you have an auction department.
- ✓ We include your logo in our auction catalogues with each property you refer. We post and email the catalogues to a huge database of interested applicants every month.
- ✓ You will list the property on property portals as you would with any other private treaty listing, in tandem with us. This also serves to highlight and promote your own auction facility.



Auction Guides...



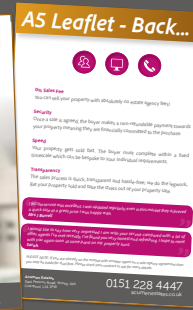
Branded Auction Website...



Window Card/Poster/Social Media...



A5 Leaflet - Front...



A5 Leaflet - Back...

Training & Support

- ✓ We hold regular training sessions across the UK however we are also happy to arrange bespoke training at your offices as often as you require it.
- ✓ We have dedicated members of staff working nationwide who are on hand to offer support in order to get the most out of your auction facility, comprising of regular visits.
- ✓ An exclusive central team are on hand 7 days a week.

Rewards

- ✓ We offer regular incentive and rewards from vouchers, to activity days, mini breaks or concert tickets – we love your input so welcome your suggestions.

It's Absolutely Free!

- ✓ You can become a partner agent and we'll assign a dedicated auction team to help you at all times at no cost.



Google

What our
valued
partner
agents
have to say
about us...



P. Servis ★★★★★

Have been dealing with Bobby Myers and Lee Smith who have been absolutely first class throughout the whole auction procedure. They kept us and our mutual client fully updated at all times resulting in exchange of contracts today so felt only fair to commend them on their professionalism - they clearly know their stuff.

T. Virdee ★★★★★

I have sold 2 properties in London with Pattinson Auctions. Both have gone smoothly, the team Bobby, Lee and Justin, have done a remarkable job. It could not be easier and or less stressful.

R. Kilner ★★★★★

Working as a partner agent for Pattinson Auction I have always found them to be professional and hard working to achieve the best results for my clients. I would recommend Pattinson Auction to any client and other partner agents. Lee, Bobby and Vinny are a good team with great knowledge to help all with any enquires regarding the auction.

S. Vithlani ★★★★★

I work for Kings Group Estate Agents in Enfield Highway. I have used Pattinson auction to sell many properties which I have passed over to them. The feedback I have gathered from sellers is that they are proactive, efficient and also give you the advice you need in selling your home. This auction company work to make sure both sellers and buyers are happy when purchasing/selling. I would highly recommend anybody thinking about maybe selling and not having to pay any fees. **BEATS ANY AUCTION COMPANIES I'VE DEALT WITH.**

T. Cunningham ★★★★★

I have worked with Bobby and his team on a number of sales now, they are always responsive and deal with enquires quickly to ensure a smooth transaction. I would highly recommend working with him and his team.

D. Ward ★★★★★

I have worked with Jason and the team at Pattinson's for over a year now and we have built up a great selling relationship, this has been an exciting time for me and our Agency branching out into the auction method of selling and I can't thank Jason enough for all his help and his professional approach to all our clients.

D. Cocklin ★★★★★

Very rarely do I write a review but Bobby and the guys on the London team are exceptional in the quality of service that is delivered. Friendly and always accessible they make any transaction enjoyable and effortless. Keep up the good work team.

L. Meaney ★★★★★

I have worked with Bobby and the team at Pattinsons for the last year and have been impressed with their service not only for us but to our vendors. Providing professional guidance to our clients it makes our job far easier and helps our clients achieve their dream sale. Not only do they help achieve the offers that the clients want and need but they do it with incomparable customer service. Keep up the good work guys!!!

R. Garbutt ★★★★★

I've used Pattinson Auction recently to sell a number of properties and have had nothing but first class service from my advisor Jason Nicholson. He has gone above and beyond on numerous occasions, assisting both buyers and sellers in a very professional manner. Highly recommend employing their services.

J. Brown ★★★★★

I have dealt with Jason at Pattinsons for a while now he is very efficient always comes back to us promptly we have had some fast sales in the last few months.

B. Andrews ★★★★★

Had the pleasure of working with Bobby & his team for some time now, their knowledge is great and always have the right mindset to achieve the best possible price for the sellers. Would highly recommend to anyone looking at selling.

L. Redman ★★★★★


We have been working with Pattinson for a while now and we have already successfully sold a few properties. They've been extremely helpful from the outset and offer friendly and professional advice. We would strongly recommend them as a company.

A. Snell ★★★★★

We have had a thoroughly positive experience of becoming a partner agent with Pattinsons. Straightforward and transparent information and great results. Dwelling Place.

Auction Success Stories...

Richmond



SOLD! 0% SALES FEE!
SIMILAR PROPERTIES URGENTLY REQUIRED!

Twickenham



SOLD! 0% SALES FEE!
SIMILAR PROPERTIES URGENTLY REQUIRED!

Harlow



SOLD! 0% SALES FEE!
SIMILAR PROPERTIES URGENTLY REQUIRED!

Ware




SOLD! 0% SALES FEE!
SIMILAR PROPERTIES URGENTLY REQUIRED!

Hertford



SOLD! 0% SALES FEE!
SIMILAR PROPERTIES URGENTLY REQUIRED!

Luton



SOLD! 0% SALES FEE!
SIMILAR PROPERTIES URGENTLY REQUIRED!

Chippenham



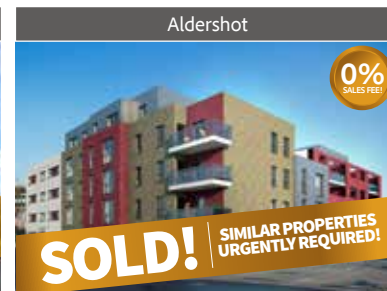
SOLD! 0% SALES FEE!
SIMILAR PROPERTIES URGENTLY REQUIRED!

Choppington



SOLD! 0% SALES FEE!
SIMILAR PROPERTIES URGENTLY REQUIRED!

Aldershot




SOLD! 0% SALES FEE!
SIMILAR PROPERTIES URGENTLY REQUIRED!

Haverhill



SOLD! 0% SALES FEE!
SIMILAR PROPERTIES URGENTLY REQUIRED!

Fleetwood



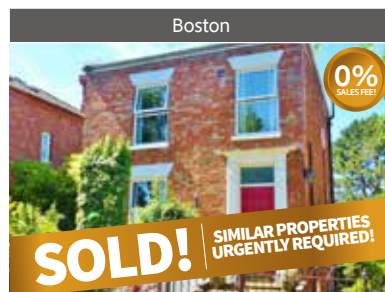
SOLD! 0% SALES FEE!
SIMILAR PROPERTIES URGENTLY REQUIRED!

Isleworth



SOLD! 0% SALES FEE!
SIMILAR PROPERTIES URGENTLY REQUIRED!

Boston



SOLD! 0% SALES FEE!
SIMILAR PROPERTIES URGENTLY REQUIRED!

Lancaster



SOLD! 0% SALES FEE!
SIMILAR PROPERTIES URGENTLY REQUIRED!

Whaley Bridge, High Peak



SOLD! 0% SALES FEE!
SIMILAR PROPERTIES URGENTLY REQUIRED!

Essex



SOLD! 0% SALES FEE!
SIMILAR PROPERTIES URGENTLY REQUIRED!

Peterborough



SOLD! 0% SALES FEE!
SIMILAR PROPERTIES URGENTLY REQUIRED!

London SE13



SOLD! 0% SALES FEE!
SIMILAR PROPERTIES URGENTLY REQUIRED!

Allendale



SOLD! 0% SALES FEE!
SIMILAR PROPERTIES URGENTLY REQUIRED!

Fenham



SOLD! 0% SALES FEE!
SIMILAR PROPERTIES URGENTLY REQUIRED!

Bedford



SOLD! 0% SALES FEE!
SIMILAR PROPERTIES URGENTLY REQUIRED!

London SW18




SOLD! 0% SALES FEE!
SIMILAR PROPERTIES URGENTLY REQUIRED!

Lincolnshire



SOLD! 0% SALES FEE!
SIMILAR PROPERTIES URGENTLY REQUIRED!

London, N17



SOLD! 0% SALES FEE!
SIMILAR PROPERTIES URGENTLY REQUIRED!

Portfolio of 9 Properties in Lancashire



SOLD! 0% SALES FEE!
SIMILAR PROPERTIES URGENTLY REQUIRED!



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How do I join?

Contact us on **0191 206 9335** or email auction@pattinson.co.uk and a local manager will arrange to visit you at your convenience and create a business plan with you in order that you fully utilise your auction department.

Where are the auctions held?

We hold regular live events across the UK as well as daily online auctions, which are showcased on our very own bidding platform and all main property portals. Our live online bidding system makes the process even more streamline.

What else should I know?

Pattinson took the well-established traditional auction method of selling property and successfully blended the process with Private Treaty marketing. Thus creating a truly accessible, convenient and transparent option to market and sell property. This marketing option therefore allows for any type of buyer or seller to utilise the power and security of auction.

Over fifteen years ago we pioneered the concept of the conditional auction, more often known as the modern method of auction. This business model has been accepted and embraced throughout the property industry, again demonstrating how Pattinson Auction is at the forefront of innovation.

We are RICS regulated and have a specific Commercial Department who are there to support you with any commercial lots you'd like to enter in to auction.

Award Winning Service...

Offer your clients the opportunity to sell with the Residential Auction House of the Year 2016. We've also been shortlisted for two categories at this years Negotiator Awards!

Success in numbers...

Total Property Value Exchanged...

OVER £3.5 Billion

Total Properties Exchanged...

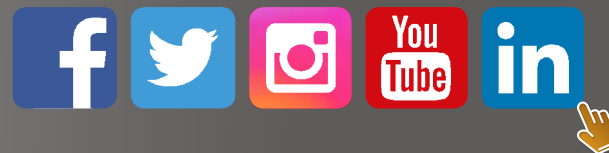
OVER 33,000

Success Rate...

76%*

* According to figures taken from EIG 2017





Let's talk
auction...

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