



The Auction Puzzle

Putting the pieces together



Broker Advantages

There are some significant advantages associated with adding auction services to compliment your core real estate business.

Let's review the first 10.



Puzzle Piece #1

Are you really full service?

Brokers want to be viewed as “full service” operations. This program adds to their portfolio of services helping them to maintain the image of full service.

If you offer

Insurance

Home Services

Title Work

Property Management

Why **NOT** auction?



Puzzle Piece #2

Move it before you lose it!

Since most agents do not introduce the auction option to their clients early in the listing, they are generally close to losing the listing when we hear from them.

Consequently, the auction acts as an “insurance policy” that the company will get paid on the sale of the property before losing it to another broker. This listing retention element is a BIG plus to you and your broker.



Puzzle Piece #3

Market share!

Brokers count their sales volume by numbers of transactions. For instance, IF the broker is the listing and selling broker the company will count the transaction twice. Consequently, through a corporate auction program, the **broker can potentially count 2 sides** since they have the listing and the auction side. Since market share is their primary goal, the auction transactions assist in increasing their share on each deal.



Puzzle Piece #4

Put your name in lights!

You and your broker can benefit from the auction advertising. In most cases the seller pays the advertising fees for auction in advance. This allows you the opportunity to benefit from the dynamic marketing campaign at no cost to you or your broker.



Puzzle Piece #5

Of course you get paid!

Though we cannot discuss commissions in this setting, you can *rest assured* that you will be compensated on auction listings!

BEWARE: Sellers are looking for options. If you don't offer the option they will likely find it on their own without you!



Puzzle Piece #6

Agent Retention!

Auction options aid in agent retention.
Why? Because the auctioneer will negotiate manageable numbers to move the listing for the agent who is otherwise at a loss in getting it sold.

NOTE: Many of the newer agents weren't prepared for the market shift.



Puzzle Piece #7

List...list...list

Without listings we have no business.

The auction is a power tool to open doors -you have something that your competitor doesn't have. Since we are responsible for offering our sellers the best tools available...we should at least be telling them about *all of the options. They deserve it.*

Open doors to FSBO's, expired's, withdrawn's, etc. with this tool!



Puzzle Piece #8

Build your team!

Auctions work as a recruiting tool. Let's face it, people LOVE to hear about auctions and having a program in place is a great drawing card. This added services gives the impression that the broker "has it all" and that the broker is an innovative thinker.



Puzzle Piece #9

Be the first...be the best!

By adopting an auction program the Broker has the advantage of standing out from the competition. In the Broker world establishing market share is the most essential key to success.



Puzzle Piece #10

No start up costs?

By associating with a reputable auction firm, the broker has **no start-up costs to get going.** Identify the right turn-key auction option for you. You should continue to focus on your real estate business and allow the auction professional to focus the auction program that will compliment your listings and get them **SOLD!**



More Questions?

For more information on how to promote auctions within your brokerage feel free to contact us!

The Institute for Auction Learning

Lynn Gardner

877-668-6131

info@auctionlearning.net