



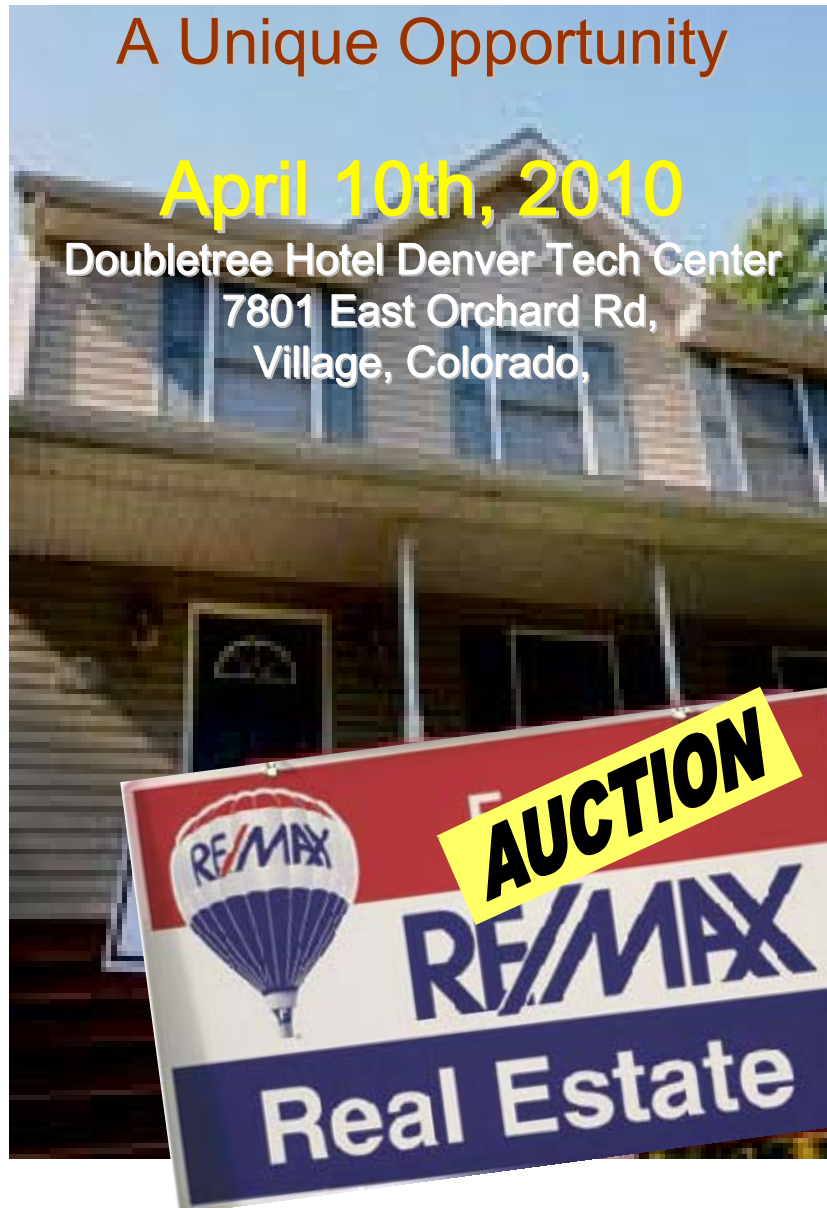
# Colorado Front Range Property Auction

In association with



**A common goal shared by select  
RE/MAX Brokers  
and Pinnacle Auction Group**

*"To successfully sell real estate and meet  
the needs of the seller."*



- .A Grand 1 Day Real Estate Auction Event*
- .Over 200 Qualified Properties*
- .Hundreds of Pre-qualified Buyers!*
- .Concentrated Marketing and Advertising*



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## **Auction Benefits**

### **Value of Time**

The auction method provides a defined time to sell your property and establishes a determined sale date. This creates a sense of urgency among qualified buyers and becomes the driving force of the sales process.

### **Time Value of Money**

A slow market can become a serious drain on seller's equity. Continuing expenses like mortgage payments, upkeep and taxes and insurance can add up to thousands of dollars each month. The auction method may be the most efficient and effective way to meet the needs of you the seller.

### **Opportunity**

There are many advantages to consider. The auction creates a competitive bidding environment giving you the seller the best opportunity to obtain the highest possible price and the current market value of the property. Your property is sold on your time schedule, and on your terms, instead of those of the buyer. The buyer purchases property in an "As-Is" condition and there is no negotiation process. Eliminating all contingencies including financing gives the seller a far greater certainty of closing on an auction purchase contract.

### **Sales Price and Market Value**

Price is negotiated UP not Down at the auction! The price of your property is negotiated through the competitive bidding of qualified and interested buyers. Auctions establish current market value through what buyers are willing to pay at the time of the auction. This eliminates the guess work of over pricing and seeing little interest or under pricing and selling for less than necessary.

### **Qualified Buyers**

The auction audience is made up of pre-qualified buyers, with certified funds who have registered and met the criteria to receive a bidder's package. They come to the auction with the intent to buy. They acknowledge through their acceptance of the "Terms and Conditions of the Auction" their opportunity to attend an open house, inspect the property, attain pre-approval for a mortgage and complete any and all other due diligence they require.

### **Internet Bidding**

Live internet bidding literally expands the buying audience to potential buyers across the country! Internet bidders must meet bidder's requirements and can bid on properties for a specified time before the live auction and during the live auction as well. Internet bids are real time and taken in the order they are received.



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## Auction Process

A real estate auction is the sale of real estate property offered “As-Is” and “Where-Is” for the fair market value, using a competitive bidding process. “As-Is” is a legal term and concept used to disclaim liability for an item being sold. “As-Is” denotes that the seller is selling, and the buyer is buying, an item in whatever condition it presently exists, and that the buyer is accepting the item “with all faults,” whether or not immediately apparent.

### Marketing Plan

A powerful benefit of auctions is a strategic, accelerated and comprehensive marketing plan. The marketing program is custom-designed to the demographics of the market and the profile of the properties being offered. Marketing efforts typically begin four weeks prior to the auction date.

### Property Catalogue

The property catalogue is a comprehensive document that outlines important details of the properties at auction, contains the Terms and Conditions of the auction and describes how the auction will be conducted. By providing this information, bidders are given the confidence to participate in the auction possibly resulting in a higher sale price for the seller. This catalogue is provided to all potential buyers.

### Start of the Auction

The auction begins promptly at the appointed time with opening remarks summarizing the terms of sale, the methods of bidding, and any last minute changes or disclosures. These comments usually take only a few minutes. Then the auction begins!

### Working with the Bidder Assistant

The Bidder Assistants are auction staff members who are positioned among the auction attendees to help all bidders communicate their offers to the Auctioneer. Bidders place a bid by raising their bidder card. Any tie bids or other issues regarding who has the high bid are always resolved by the Auctioneer, who has complete and final authority.

### SOLD!

From the first bid, things move quickly with bidders offering their bids up to the price they are willing to pay. When it is determined that the final bid has been made, the Auctioneer will identify the high bidder and the final bid price. The purchaser simply executes the Real Estate Purchase Agreement and makes the required Earnest Money Deposit. In a “subject to confirmation” auction, the seller retains the right to accept or reject the high bid within a specified time after the auction.

### CLOSING

Closing on the property typically takes place within 30-45 days from the date of the auction. Closing is not contingent on financing, appraisals, or inspections.



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## FAQ's

**Q: Why would my property sell using the auction method if it hasn't sold using the traditional real estate listing method?**

**A:** Today's economic climate has made it difficult for sellers to set a price that reflects the current real estate market. When an asking price does not represent the current market value buyers are often times not comfortable making a lower offer. Or if an offer is made it is unacceptably low. At an auction there is no asking price so that problem is eliminated. In addition, the short time period for promoting a real estate auction provides the opportunity to expose the property to more people in a given target market.

**Q: Who is the ideal auction seller?**

**A:** There was \$58.6 billion of real estate sold at auction in 2008 and 2009 numbers are tracking higher than 2008 performance. The ideal seller is one who is ready, willing and able to accept a price that reflects current market value and satisfies their personal requirements and motivations for selling.

**Q: Is the sales contract contingent upon financing or inspections?**

**A:** No. The auction contract is contingency free. The buyer is responsible to arrange his financing and inspect the property before the auction.

**Q: Will I be required to make my property available for open houses?**

**A:** Yes. Auction properties will be required to be open for touring and inspection during a series of open houses. There will be three open houses scheduled and hosted by your listing agent. You may also continue to show your property by appointment.

**Q: What is the difference between "absolute" and "reserve" at an auction?**

**A:** "Absolute" means that property is offered without a reserve or minimum and is sold to the highest bidder, regardless of price. "Reserve" is subject to seller confirmation and gives the seller the right to accept the high bid at the conclusion of the sale. In Colorado, unless advertised as "absolute" and disclosed in the auction **Terms and Conditions of Sale**, auctions are considered to be "reserve" auctions.

**Q: Will I be able to decide if my property is sold as "Absolute" or with a "Reserve"?**

**A:** Yes. If you choose to sell your property at auction with a "reserve" your RE/MAX Agent will consult with you to establish an acceptable "reserve"(minimum) price. You agree to sell your property to the bidder that meets or exceeds your "reserve" price. In order to ensure competitive bidding and sell your property for the highest price, "reserves" are not published or made known to potential buyers.

**Q: How does putting my property in the auction effect my listing agreement with my RE/MAX Agent?**

**A:** If you decide to nominate your property to be included in the auction and your property is accepted for the auction your listing agreement with your RE/MAX Agent will be amended to reflect a change to your current commission agreement to a three and one half percent (3.5%) sales commission, for auction day only.

**Q: What happens if my property sells through my listing agreement, with my RE/MAX Agent prior to the auction?**

**A:** If your property sells, through your RE/MAX agent prior to the auction the original listing agreement and sales commission percentage applies.

**Q: Is there a fee to put my property in the auction?**

**A:** Yes the fee is \$495. This fee is used to advertise and promote the auction and is non-refundable.

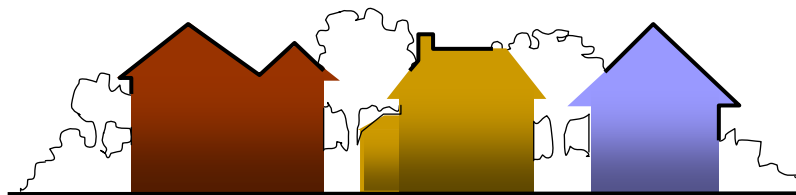


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## **RE/MAX Brokers and Pinnacle Auction Group share the same goal.**

***“Working together to successfully  
meet your needs and sell your property.”***

Auction Partner Companies



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**RE/MAX**  
Properties, Inc.

 **RE/MAX**  
Professionals  
COLORADO'S MOST *P*RESTIGIOUS REAL ESTATE COMPANY

 **RE/MAX**  
ALLIANCE

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