

SOUTHEASTERN MULTI-PROPERTY AUCTION

HERE'S THE DEAL FOR BROKERS

WELCOME

The Southeastern Multi-Property Auction is open to brokers far and wide. Brokers are encouraged to enter their listings. Our purpose is to provide broker's an opportunity to accelerate the sale of certain listings and to give their clients a specific date to expect a sale.

The sponsoring broker is a member of the South Carolina and National Association of Realtors. He respects the listing broker/client relationship as set forth in the NAR's ethics and standards policy and wants to nurture a long term mutually profitable relationship.

AUCTION EXPENSES

Typical single event real estate auctions require an expensive non-refundable marketing fee to be paid in advance. This fee funds the auction's marketing budget. An auctioneer retainer fee may also required for the auctioneer's protection in case the property "no sales", or, the event is cancelled because of some unforeseen occurrence.

Auctioneer's can incur considerable production expenses. For instance, he may pay: a staff of "ringmen"; registration and recording clerks; licensed personnel to prepare and execute legal documents, counsel buyers and sellers, and follow-up to the close of the sale; security personnel; labor and equipment to erect tents, sound & lighting, seating, clean-up and take down; transportation, food and lodging, etc..

Marketing and retainer fees can be particularly burdensome for a seller of a single property at auction. However, these costs are considerably reduced with a multi-property auction.

MARKETING COSTS

The marketing fee for the Southeastern Multi-Property Auction is only ½ of 1% of the list price up to \$1,000. The large number of listings in a multi-property auction can reduce the average fee, increase the total marketing budget, and subsequently increase exposure in the market. The cost of advertising in a national market can quickly get too expensive for most single property auctions.

Our auction event marketing fee may be paid by either the seller, the broker, or both. The decision as to how the marketing fee is paid is solely up to the seller and the listing broker.

The sponsoring broker is committed to spending 100% of the marketing fees collected for the production and promotion of the event. A summary of these expenditures will be provided to the seller after the auction.

RETAINER FEE AND SALES COMMISSION

The auctioneer's retainer fee for the Southeastern Multi-Property Auction is solely the responsibility of the sponsoring broker. Neither the seller nor the listing broker will be charged this fee. The sponsoring broker also declines the listing broker's offer to share in referral and sales commissions. A percentage (8%) of the high bid, commonly called the buyer's premium, is added to the contractual sales price. This buyer's premium is paid by the buyer as an off-set for the seller to pass it through to the sponsoring broker as compensation when the sale closes.

REFERRAL COMMISSION

A licensed broker who refers a successful auction buyer to the sponsoring broker prior to July 1st, 2008, and is so acknowledged by that buyer at the time the buyer registers as a bidder, shall be paid 1% of the sales price, up to \$1,000, at the time of closing.

OUT-OF-STATE PROPERTY

Property located in any state may be included in the Southeastern Multi-Property Auction as long as such property is formally listed with a reputable real estate broker who is licensed within the state where the property is located. The sponsoring broker is a licensed professional in the state of South Carolina only and does not offer counsel, advice, or expertise about real estate practice and/or property value in other states.

HOW TO ENTER YOUR LISTING

Listing brokers simply complete the marketing agreement and return it along with the marketing fee to the sponsoring broker. Sales materials, write ups and pictures of the subject property should also be provided to the sponsoring broker. The listing broker should continue his/her marketing effort during the auction listing.