

"If I sell in this market how can I know I'm getting a fair price?"

"If I buy in this market, how can I know I'm paying a fair price?"



REAL-ESTATE 101 FINAL EXAM

Question: WHAT IS THE ONE BEST METHOD OF VALUING AND SELLING MY PROPERTY THAT IS TRUE AND ACCURATE?

Hint: The true value of real estate is the price a willing buyer and seller agree upon.

CHECK ONE:

- a. My banker's opinion
- b. 150% above what I paid for it
- c. The highest acceptable bid at auction
- d. 100% of my child's college tuition

Answer: (c) the highest acceptable bid at auction



- www.proxibid.com/walterboro-sc
- www.walterboro-sc.com
- www.ucauctionservices.com
- www.unitedcountry.com
- www.rogersauction.com

United Country
Auction Services
United Country
Joe Williams & Associates, Inc.
263 Hampton St.
Walterboro, SC 29488

GREAT SOUTHEASTERN
 REAL ESTATE AUCTION
United Country
 Auction Services
 11:00 AM - 12:15 PM BIDDER REGISTRATION
 AND VENDORS BOOTHS OPEN
 12:15 PM - 1:00 PM QUESTION AND ANSWER
 SESSION IN AUCTION COURTROOM

1:00 PM THURSDAY, JULY 17, 2008
494 HAMPTON STREET AUDITORIUM
WALTERBORO, SOUTH CAROLINA 29488

Sponsoring Broker:
United Country Joe Williams & Associates, Inc.
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Mike Jones, CAI, GPPA
President

With over 700 offices in 45 stores and 4,000 marketing professionals. We sell billions of dollars worth of property just like yours.

In 2007 we closed approximately 20,000 transactions worth \$2.5 billion. Our national advertising in newspapers and magazines reach 90 million households per week. UnitedCountry.com alone received 119 million hits in January of '07 and the time spent averaged 24 minutes per visit. This incredible marketing system has built a prospective larger database of hundreds of thousands.

Multi-property auctions work. When bidders compete, sellers win. Auctions accelerate the time it takes to sell your property. It creates excitement and urgency. Live auction webcasts allow bidders to purchase your property from anywhere in the world. Rest content in the fact that the high bid offer is the fair market value of your property on auction day. United Country Auction Services

THE REAL ESTATE SALES PUZZLE SOLVED

Multi-property auction may be the missing dimension in real estate sales. When brokers provide combined traditional marketing and auction services, sellers have the complete deal.

Traditional Method

- MLS & Realtor support system
- Long term marketing
- Flexible negotiations
- Conditional terms

Auction Services

- “As Is” quick sale
- Buyer pays commission off-set
- Predictable sale date
- Fair & accurate sales price

AUCTION DAY

At the heart of our auction are five core interlinked web sites. Participants may familiarize themselves with specifics about auction procedure by visiting each one:

1. To register as a bidder, see continuing property inventory updates, and to learn about the mechanics of bidding on line, go to: www.proxibid.com/walterboro-sc
2. To gain a broader concept of our auction's unique features, the advantages of multi-property auctions, your sponsoring broker's advice and guidance for buyers and sellers, as well as detailed property descriptions, go to: www.walterboro-sc.com
3. For an explanation of United Country's nationwide auction services, go to: www.ucauctionservices.com
4. Go to: www.unitedcountry.com to find out about the history, growth and the amazing United Country marketing system.
5. At www.rogersauction.com you can meet our auctioneer, Michael Rogers.

On the day of the auction competitive bidding will be solicited by our auctioneer in air conditioned comfort of the exquisitely renovated Colleton Center. Online bidders will view the auction on the internet in real time with the help of a Proxibid web cast. Onsite bidders will interact among themselves and with online bidders at the Proxibid interactive auction web page.

A DEAL FOR BROKERS

This series of auction events is intended to be a useful tool for sellers and professional real estate brokers to accelerate the sales process for certain properties. It will also be used to expand our participating broker network. Your sponsoring broker is therefore committed to respecting existing broker/client relationships. At the time a sale is closed, the sponsoring broker declines to participate in the traditional method of commission sharing, and accepting referral fees. This is because the sponsoring broker and auctioneer are compensated by the seller at the closing through an off-setting buyers' premium, paid by the buyer. Properties may be listed for sale in our auction by any real estate broker of the buyer's choice, or with the sponsoring broker's sales staff.

A DEAL FOR SELLERS

Marketing fees are greatly reduced, (maximum \$1,000). Auctioneer retainer fees are completely eliminated, and the marketing budget is considerably larger than the typical single property auction budget.

Property information is posted on a network of popular real estate internet sites and the auction event advertised nation wide. Sellers may establish a minimum reserve price. ***Be confident you are receiving the highest price the market has to offer! You can also know the exact day you can sell your property!***

A DEAL FOR BUYERS

Buyers may register to become qualified bidders before the day of auction at www.proxibid.com/walterboro-sc, at the sponsoring broker's office, or onsite the day of the auction. The three requirements to qualify to become a bidder are:

1. Complete a registration form.
2. Produce a personal letter of reference from a reputable financial institution. (Note: This is not a “letter of credit.”)
3. Show evidence of being in possession of \$1,000, \$5,000 or \$10,000 cash (not recommended), or a cashier's check made payable to the bidder. Possessing qualifying funds in these amounts allow bids up to \$200,000, \$500,000, and above \$500,000, respectively.