

# SELL IT NOW

REAL ESTATE & PERSONAL PROPERTY AUCTIONEERS

2315 Badger Drive, Unit 1, Waukesha, WI 53188

414-727-0600 | [questions@sellitnowstore.com](mailto:questions@sellitnowstore.com)

## Real Estate Auction Seller Guide

One of the biggest advantages of the auction method is transparency. In a traditional listing, buyers are often unsure where to position their offer. They may hesitate, come in too low, or wait to see what happens. With an auction, the entire process is transparent. Buyers can see the current high bid and know exactly where they need to be in order to become the leading bidder. This creates real competition and encourages serious buyers to put forward their best price.

As the seller, you are also able to watch the auction unfold in real time. The bidding is live online for approximately two weeks, allowing you to see the activity and interest your property is generating as buyers compete.

Another major benefit of auction real estate is the strength and certainty of the offers. All bids placed during the auction are non-contingent. That means there are no inspection or financing contingencies attached to the offers. When we present you with the final high bid, it is essentially a clean, cash-style offer to purchase. Buyers cannot request repairs, inspections, or financing extensions. This eliminates many of the common hurdles that can delay or derail traditional real estate transactions.

Our process is typically about a **three-week timeline**:

### **Week One – Preparation & Marketing**

We begin by having our professional photographer visit the property to capture high-quality interior and exterior photos and drone footage. During this time, we also begin building the auction listing and preparing the marketing campaign. We start introducing the property to our buyer network and generating early interest.

### **Week Two – Auction Launch**

The auction typically opens on a Thursday. At the same time, the property is listed on the MLS and syndicated across major real estate websites to maximize exposure. During the auction period, we also schedule open houses, during which the broker and our auction team will host potential buyers at the property. If a licensed real estate agent brings a buyer, private showings can also be arranged with your approval.

### **Week Three – Auction Close**

At the conclusion of the auction, we will present the high bid as an offer to purchase. At that point, you have full control. You can accept the offer, decline it, or negotiate with the high bidder if needed to ensure you are comfortable with the final price.

If, for any reason, you choose not to move forward with the high bid, the property can easily transition into a traditional listing.

Our fee structure is designed to keep costs very competitive for the seller. We charge a very low listing fee, and the buyer pays an additional buyer's premium on top of the final sale price. This buyer's premium is paid by the buyer and added to the hammer price.

Thank you for considering us!

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Michael Boerschinger, ISA Appraiser, Registered Wisconsin Auctioneer # 2725, Rachel Boerschinger, Registered Wisconsin Auctioneer # 4063, Sell It Now Store, WI Licensed Auction Company #433-53, Jackson Villarreal, Registered Wisconsin Real Estate Broker #60654-90.

