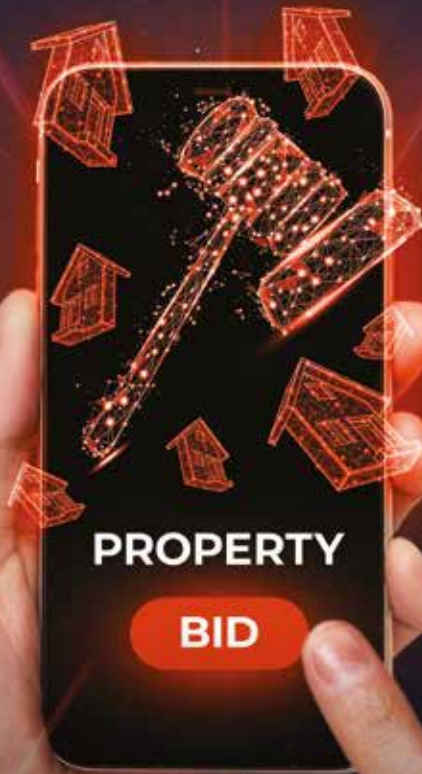


Bradley Hall

A U C T I O N S

A Sellers Guide to Auctions



Commercial | Residential | Land

Seller's Guide to Selling Property via Online Auction

Selling your property via an online auction is an excellent way to achieve a swift and secure sale.

It offers flexibility, transparency, and the chance to reach a wider pool of buyers, all while removing the risks associated with traditional property sales. This guide will walk you through each step of the online auction process, ensuring that you are well-prepared and confident throughout the sale.

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Step 10 Completion



Step 1: Initial Consultation & Property Valuation

The journey begins with a consultation with an auction expert. Our team will assess your property and discuss your goals to determine if online auction is the right option.

We'll visit your property, perform a detailed valuation, and recommend the ideal guide price based on current market trends. We'll also explain the various aspects of selling at auction, including timelines, fees, and what to expect throughout the process.



Step 2: Instruction to Sell

Once you've decided to proceed, we'll prepare the necessary paperwork, including the Energy Performance Certificate (EPC), searches, and any other documents required for sale.

We will also liaise with your solicitor to ensure a complete legal pack is created. We work with a panel of trusted legal advisors who can provide both a complete legal pack plus conveyancing, starting from £1,440 including VAT.

This legal pack will be uploaded online for interested buyers to review and will include all relevant information regarding the property.



Step 3: Setting the Reserve Price

The reserve price is the minimum amount you're willing to accept for the property.

During the consultation, we will discuss your expectations and help you set a realistic reserve price based on anticipated buyer interest and market conditions.

Your reserve price will remain confidential, ensuring that only you and our team know the minimum figure you are willing to accept. This price helps to guide the auction, ensuring that the sale only proceeds if an acceptable bid is received.





Step 4: Preparing Marketing Materials

Once we have all the required documentation, our marketing team will create professional, high-quality marketing material for your property.

This includes:

- A compelling description of your property, highlighting key features and benefits.
- Professional photography and/or virtual tours to give buyers an accurate view of the property.
- Floorplans, if available, to help buyers visualise the space.

These materials will be used to market your property across various platforms, including our website, property portals, email newsletters, and social media channels, ensuring maximum exposure.

Step 5: Online Auction Listing

Your property will be added to our online auction platform and given a unique auction lot number.

Once listed, your property will be available for potential buyers to view, enquire about, and bid on.

At this stage, interested buyers can place early bids and ask any questions regarding the property. This gives you the opportunity to engage with potential buyers before the official auction starts.



Step 6: Viewings and Open House

Although your auction is online, we understand that buyers may still want to view the property in person.

We typically organise an open house or private viewings during the lead-up to the auction. These viewings give potential buyers the chance to see the property first hand and gain any further information they may need before placing a bid.

Our team will be present at viewings to answer questions, gather feedback, and gauge buyer interest.



Step 7: The Auction Starts

The online auction will run for a specified period, typically around 28 days.

During this time, prospective buyers can place bids on your property. The auction platform will provide live updates, so you can monitor the progress of the bidding.

Throughout the auction, our team will keep you informed of any offers and ensure everything runs smoothly.



Step 8: Bidding & Closing the Auction

As the auction progresses, you will be able to see if the bidding meets your reserve price.

Once the auction ends, the highest bid becomes the winning bid, provided it meets or exceeds the reserve price.

The auctioneer will declare the property sold at the fall of the hammer, and the winning bidder will enter into a legally binding contract.



Step 9: Post-Auction – Exchange of Contracts

Upon the close of the auction, providing your reserve price has been met or exceeded, contracts will exchange with immediate effect - tying your buyer into a secure, legally binding contract.

We then contact the winning bidder immediately to take payment for a non-refundable deposit, before passing full sale details to yours and the buyer's solicitors to see the sale through to completion. prepare for the completion of the sale.



Step 10: Completion

The final step is completion, which usually takes place within 28 days of the auction, although this can vary depending on your agreement with the buyer.

On completion day, you'll need to ensure the property is vacant and make arrangements for key handover. After completion, your solicitor will arrange for the transfer of funds, and the sale will be final.



About Us

At Bradley Hall, we are a full-service property agency offering bespoke solutions for both commercial and residential sectors.

Our mission is to help businesses thrive and assist families in finding their dream homes within the communities we serve. Proudly rooted in the North of England, we have expanded our reach with a national network of offices based in busy market towns and major cities across the North East and Yorkshire.

With over 35 years of experience, we are a results-driven company dedicated to providing exceptional service. Our foundation is built on core values of customer satisfaction, professionalism, and a relentless commitment to going above and beyond for our clients and employees.

Our growth is powered by a talented team of experts, each bringing specialised knowledge, innovative thinking, and adaptability to every challenge. With technical expertise, deep market insight, a vast network of contacts, and a strong digital presence, we ensure that you are supported and guided every step of the way.

At Bradley Hall, we are committed to hard work, dedication, and creating opportunities for our clients and our team.

“ Bradley Hall acted as our agents on the sale of a difficult property. Their hard work and extensive knowledge of their market ensured the property sold. All of the team at Bradley Hall were excellent and we wouldn't hesitate to recommend them.”

Example testimonial

Meet the team



Helen Wall
Director at Bradley Hall Sunderland



Peter Bartley
Group Director



Richard Rafique
Commercial Managing Director



Louise McMorrان
Auction Department Manager



Final Thoughts: Why Sell via Online Auction?

Selling your property via online auction provides numerous benefits:

- **Speed & Certainty**
Online auctions typically close in a short period, reducing waiting times compared to traditional sales.
- **Transparency**
The open nature of bidding gives both sellers and buyers confidence in the process.
- **Minimal Risk of Sales Falling Through**
Once the auction is complete, contracts exchange and the sale is secure.

If you're ready to start the auction process or have any questions, our team of auction specialists is here to guide you every step of the way. We are committed to helping you achieve the best possible result for your property.

This guide has covered the core steps of selling your property via online auction, but our team will be here to assist and offer expert advice throughout the entire process. Let's get started on achieving a successful sale today!

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0191 5634242 | auction@bradleyhall.co.uk | [Find out more here](#)

