



Selling Your Property at Auction

A Step-by-Step Guide



Selling at auction can be a fast, transparent, and effective way to achieve the best price for your property. Here's how the process works:

1. Free Appraisal & Expert Advice

If you are thinking about selling your property at auction and to give you the most accurate advice and valuation, we'll need a few key details about your property. Don't worry if you don't have everything, just send what you can:

- Full property address, including postcode
- Photographs – external and internal if possible
- Tenure – freehold or leasehold
- Tenancy details – if the property is let
- Floor plans or room sizes – if available
- Title plan – usually available from your solicitor or via HM Land Registry

We offer a free, no-obligation consultation to help you decide if auction is the right route for you. If it is, we'll provide:

- Guide Price - We'll agree a guide price with you that reflects your expectations. We're committed to transparency and will never quote a guide price below the reserve.
- Recommended reserve price – the minimum you're willing to accept

2. Formal Instruction

Once you decide to proceed:

- We'll agree our terms, including entry fees and commission
- You'll need to provide proof of identity and address (required by Anti-Money Laundering regulations). If you're acting on behalf of someone else, we'll need their details too.

3. Property Inspection & Legal Preparation

After instruction:

- One of our surveyors will inspect the property, take measurements, and arrange photography
- We'll prepare draft sales particulars for your approval
- Your solicitor will create a legal pack, which will be available online for potential buyers during the marketing period

4. Marketing Your Property

We use a multi-channel strategy to attract serious buyers:

- **Email alerts** to our extensive database of registered buyers
- **Listings** on major property portals
- **Online advertising** and “For Sale” boards (where appropriate)
- **Targeted outreach** to developers, builders, agents, and local investors
- **Progress updates:** We track interest, enquiries, and legal pack downloads, keeping you informed throughout

Reserve Price Review: A few days before the auction, we’ll update you on buyer interest and confirm or adjust the reserve price if needed.

5. Auction Day

- When the gavel falls, a **binding contract** is formed. The buyer pays a 10% deposit and a buyer’s fee.
- We carry out full AML checks on all bidders before the auction.
- If your property doesn’t sell, we continue marketing and follow up with interested parties as many sales are agreed shortly after the auction.

6. Completion

Completion usually takes place **20 working days** after the auction, unless your solicitor specifies otherwise in the legal pack.