



**TOWN &
COUNTRY**

PROPERTY AUCTIONS



SOLD

A photograph of a single-story brick house with a green lawn and a blue sky with clouds. A dark red banner with the word 'SOLD' in white is overlaid on the bottom left.

SOLD

A photograph of a two-story stone building with a grey sky. A dark red banner with the word 'SOLD' in white is overlaid on the bottom left.

SOLD

A photograph of a rural landscape with trees and a hillside under a cloudy sky. A dark red banner with the word 'SOLD' in white is overlaid on the bottom left.

SOLD

A photograph of a two-story brick house with a green lawn and a blue sky. A dark red banner with the word 'SOLD' in white is overlaid on the bottom left.

INTRODUCTION TO TOWN & COUNTRY PROPERTY AUCTIONS

Town & Country Property Auctions (South East) are leaders in the sale of residential and commercial properties including development and agricultural land. We cover South East of England which includes East & West Sussex, Surrey and Kent.

Our professional, motivated and personable approach ensures we maximise the interest in every property we represent. We are proud of our successful results as well as long term client relationships we have developed over the years.

We deliver a very high rate of sale success through our nationwide marketing as well as experienced, knowledgeable and motivated sales team who will work extremely hard to achieve maximum price for you.

You can contact us for a free no obligation appraisal by calling

01293 528575 or dropping us an e-mail **southeast@townandcountrypropertyauctions.co.uk**

TOWN AND COUNTRY PROPERTY AUCTIONS SOUTH EAST

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OUR TEAM



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Town & Country Property Auctioneer **ADAM PARTRIDGE**
as seen on



SELL YOUR PROPERTY FOR FREE!

Selling at auction enables you to obtain a swift sale with no sale fee. Sounds too good to be true! Here are the reasons why so many clients are now selling property utilising this method of sale.

HIGH PROFILE MARKETING

Properties are marketed both locally and nationally to create the greatest amount of interest.

Included in the marketing campaign is regional newspaper advertising, national Internet and website portal advertising, an erected 'Auction For Sale Board' and property listing within the Town & Country Property Auction brochure and website.

OPEN HOUSE

Your property can have a specially promoted Open House event attended by a member of the Town & Country Property Auction team.

NO SALE FEE

We provide a unique approach using a method called a Buyer's Premium. The purchaser is responsible to pay the Buyer's Premium (commission) for the sale of the property.

BEST PRICE

Competition is good, gathering all potential purchasers together in the same place at the same time creates this, so you can be rest assured the price achieved is the best you could possibly obtain by private treaty.

NO RE-NEGOTIATION

Once a pre auction offer is accepted or the hammer falls you have exchanged contracts at the agreed price so there is no re-negotiating to take survey findings into account and no gazundering. (A legal pack is required for all potential purchasers to review prior to committing to purchasing a property).

NO FALL THROUGH

Once the hammer falls your buyer is legally committed to purchase and cannot change their mind without the penalty of losing their deposit.

SPEED

A pre auction offer or the auction hammer falling on the designated lot commits the purchaser to complete the sale within 28 days unless agreed otherwise. This timescale is legal and binding. Clients are attracted to the promptness of a swift completion of a sale.



PROPERTY TYPES FOR AUCTION SALE

There are many different types of property that sell well at Auction, and if you have one that falls into any of these categories you should consider the Auction route.

RESIDENTIAL PROPERTIES There are always entries by private home owners that needs to be sold in a competitive bidding environment. Market value prices have regularly been achieved by this route, resulting in an outcome that cannot be challenged by any unsuccessful bidder.

PROPERTIES FOR IMPROVEMENT Properties in need of updating make ideal Auction Lots. They are in great demand from refurbishment specialists and private buyers, keen to undertake a project for their own occupation or for resale. They also appeal to buy-to-let investors who carry out the improvements then retain the properties as part of a property portfolio.

TENANTED PROPERTIES Residential houses and flats with tenants in residence sell well at Auction. If the best buyer for your property is another landlord, and it usually will be, auction is the right route. We would encourage investors and landlords to bid competitively, you won't need to serve notice on your tenants, and rental income continues to be received right up to legal completion.

RESIDENTIAL INVESTMENTS Houses in multiple occupation and blocks of flats are regularly sold at auction as investments. Here it is the rent level that determines the sale price, just as much as the building itself. Sellers will benefit from the high marketing profile and competitive bidding arena offered by Town and Country Property Auctions, plus the certainty of a sale when the hammer comes down.

DEVELOPMENT PROPOSITIONS Derelict or disused farm buildings, empty commercial premises, buildings with potential for conversion or change of use can all sell well at Auction. In some locations a change to residential use can significantly add to the value of a property, in other situations there may be space for additional dwellings or to substantially enlarge the property. Auction is regularly chosen as the effective channel for such disposals.

BUILDING LAND There is no better way of ensuring that a seller achieves the best price for a building plot or parcel of development land than to offer it for sale by Auction. Builders will be able to consult with architects and planners in readiness to bid up to their maximum in the Auction room. The trade is often surprised by the high prices achieved for land sales in the Auction room, which is great news for the sellers.

MIXED USE PROPERTIES Properties that have twin uses or a variety of potential future uses are ideal for sale by Auction. Retail shops with accommodation above appeal to investors as well as owner-occupiers. Further conversion work can often be undertaken and the property tailored to suit the purchaser's special requirements.

COMMERCIAL INVESTMENTS Retail shops, offices, industrial units, garage blocks and parking areas. An ever increasing number of commercial investments are being sold by Town & Country Property Auctions. It doesn't matter whether they are vacant or tenanted, with lease renewal soon needed or with a long way to run. We have a large number of investor clients who will consider all types of commercial investment.

AMENITY LAND AND OTHER PROPERTY We have sold paddocks, meadows, fields, moorings, city amenity land and also other unusual land parcels. If its property or land that is surplus to requirements, the likelihood is that we could find a buyer at Auction. If it has a value, and is worth marketing, it is worth considering selling by Auction.

SELLER FAQs

Why auction?

Three reasons: Maximum price, speed and security.

If the buyer has to pay a fee, will I get full price for my property?

Yes. Selling at auction always means you will get the true value of any property. Yes the buyer is paying your fees but that does NOT mean you will get less for your property, you are simply saving a sales fee.

What type of properties are sold at auction?

Everything and anything. We have sold terraced, bungalows, unique properties, family detached houses, penthouse apartments, commercial units, businesses, new build properties and plots on behalf of builders.

Can I control what my property sells for?

Yes, you have complete control when setting the reserve price.

Who buys at auction?

Everyone and anyone can, especially with our innovative 'Conditional Auction.' This has been devised to aim specifically at the residential buyers who may require a mortgage, so we do not aim solely for cash buyers. We do not exclude any buyer who is in a proceedable position.

Is the buyer committed to buy once a bid is accepted?

Yes. Once accepted, a deposit is taken.

What about conversion rate – i.e. what is the probability of selling?

You can NEVER under sell at auction. The trick is setting an aggressive start bid to generate multiple viewings over a set time span. Then, at auction, purchasers bid against each other either in person by proxy, phone, or internet.

Why do people sell at auction?

Because of job relocation, emigration, matrimonial issues, death, outgrown the house, or simple frustration with the open market. Selling at auction maximises your price and offers speed and security. Anyone and everyone can sell at auction.

Who are your clients?

Anyone who wants to reach the largest audience in the shortest time to achieve the best price. Vacant property rates make commercial property a significant source of business now.

How is price determined?

By agreement with the seller, a reserve is set which can be altered only with the seller's consent.

How do you arrange viewings?

We will make arrangements with local agents for access if necessary or conduct open days and viewings ourselves, as every property and vendor is different and should be treated as such.

How will you advertise?

We intend to use PR as much as advertising. We work in partnership and advertise with selected publications that carry press releases about us and our properties. We do not waste money on needless confetti announcements, preferring to target specific key influences and send them relevant information, over the internet and by catalogue.

Is there a cooling-off period from marketing the property?

No – when you sign the agreement you agree to us marketing the property straight away.

How do I proceed?

Easy – Simply call your nearest Town & Country Office.

WHY?

A multitude of homebuying agents will offer you an opportunity to sell your property swiftly. They will advise you of a number of benefits and easy steps to sell your home. However, this service is sometimes achieved at a price which is detrimental to YOU. The Agents will offer to purchase your property and give you a minimum price. Once purchased some of the properties are placed back on the open market allowing the agents to obtain a greater percentage of profit.

During your lifetime there will be a number of reasons why you may be required to sell your property:

- Relocation or Emigration
- Separation or Divorce
- Inherited property
- Ill health
- Financial Difficulties

An easy solution and an alternative method of selling your dwelling is to sell at Auction. This process of selling a property is becoming more and more popular throughout the UK with buyers and sellers alike. Auctions are an effective way of selling your property, at a minimum cost to you, for the best achievable price.

HOW MUCH WILL IT COST?

Here at Town & Country we provide a unique approach to selling at auction. Using a method called Buyer's Premium in most cases our commission is paid by the purchaser. We will tailor our packages to suit your needs. This will be discussed with you at our appraisal by one of our qualified representatives.

What is the Buyer's Premium?

All buyers' premium properties are clearly indicated throughout the catalogue with the commission being paid by the buyer.

OPTION 1 (Buyer's Premium Option) NO ENTRY FEE No commission payable by seller

OPTION 2 NO ENTRY FEE Commission payable by seller upon completion of sale

In both cases a legal pack will be needed which Town & Country can arrange with recommended solicitors.

ADVERTISING

In the weeks approaching the auction we advertise weekly in regional newspapers and property supplements.

Each property will also enjoy maximum exposure being displayed on Internet websites 24 hours a day, 7 days a week, 52 weeks a year. The Internet also offers potential buyers the opportunity to print colour brochures or to contact the office direct to organise viewings or arrange details to be sent out in the post.

All websites are updated on a daily basis:

www.townandcountrypropertyauctions.co.uk

www.rightmove.co.uk

rightmove 

www.townandcountryestateagents.com

www.zoopla.co.uk

Zoopla.co.uk

www.vebra.com

UNSURE OF AUCTIONS? DON'T WORRY, IT'S EASY!

How do I bid on a Property?

- **In Person** Come along to the auction
- **Proxy Bid** If you can't attend the auction we can bid on your behalf
- **On the Phone** We can telephone you from the auction room and bid on your behalf.
- **Online Bidding** Bid any time on our website www.townandcountrypropertyauctions.co.uk

What is the difference between a Guide Price and a Reserve Price?

A Guide Price is simply the price the bidding should start at or thereabouts. The Reserve Price is the undisclosed amount the Seller would accept for the Property. The Reserve ensures the Property cannot be sold for less than the Seller is prepared to accept. Please note in some cases bids may be considered below the starting price.

DEFINITION OF AUCTION TERMS

Unconditional Lots – Buyer's Premium Buyer's Premium applies

Upon the fall of the hammer, the Purchaser shall pay a deposit and a 2%+VAT (subject to a minimum of £5,000+VAT) buyer's premium and contracts are exchanged. The purchaser is legally bound to buy and the vendor is legally bound to sell the Property/Lot. The auction conditions require a full legal completion 28 days following the auction (unless otherwise stated).

Unconditional Lots

Upon the fall of the hammer, the Purchaser shall pay a 5% deposit, subject to a minimum of £5,000 plus a £600+VAT admin fee and the Purchaser is legally bound to buy and the vendor is legally bound to sell the Property/Lot. The auction conditions require a

full legal completion 28 days following the auction (unless otherwise stated).

Conditional Lots – Buyer's Premium Buyer's Premium applies

Upon the fall of the hammer, the purchaser shall pay a 2% plus VAT (subject to minimum of £5,000 plus VAT) non refundable buyer's premium. The auction conditions require exchange of contracts within 28 days (unless otherwise stated) followed by completion within 28 days of exchange.

Conditional Lots

Upon the fall of the hammer, the purchaser shall pay £5,000 plus a £600+VAT admin fee nonrefundable deposit. The auction conditions require exchange of contracts within 28 days (unless otherwise stated) followed by completion within 28 days of exchange.

WHO WE ARE...

Are www.townandcountrypropertyauctions.co.uk an estate agent? And can I use www.townandcountrypropertyauctions.co.uk if I already have a sole agency contract with an Estate Agent?

www.townandcountrypropertyauctions.co.uk is merely a website providing a publishing service. This means that ordinarily you can advertise your property with an estate agent and www.townandcountrypropertyauctions.co.uk at the same time without conflicting your sole agency contract. If you are in any doubt, we advise that you check your sole agency contract and, if necessary, take independent legal advice.

A sole agency contract should only stipulate that the estate agent has "sole agency rights" to sell your property. This means that you are prevented from using another estate agent but you can sell your property privately without owing the estate agents any fee. So seeing as www.townandcountrypropertyauctions.co.uk is not an estate agent, you can sell your property on our website without incurring any estate agents fees.

Tip: Make sure that any sole agency contract you sign with an estate agent only gives them "sole agency rights" and not "sole selling rights". If they try to insist on "sole selling rights" whereby you can not sell privately without paying them a fee, then our advice is not to use them.

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