



**SELL YOUR  
PROPERTY BY  
AUCTION FOR**

**NO%**

**COMMISSION**



Working in partnership with

**SDL**  
Property Auctions

Part of  
**Eddisons**

# ABOUT US

Robert Ellis was established in 1988 and over the years we have facilitated the sales of over 30,000 properties throughout Nottinghamshire and Derbyshire. Our teams possess a wealth of knowledge about the areas we cover, with many of them being part of the Robert Ellis family for over 20 years, so you can be sure we always uphold our values in quality of service and customer satisfaction. We have offices in Long Eaton, Beeston, Stapleford and Arnold with high profile, easily recognisable dedicated sales and lettings branches in each town centre.

If you would like to know more about us at Robert Ellis, or you would like to find out how we can assist you with the buying, selling, renting or letting of a property, please feel free to and we will be more than happy to help.

## WE CAN HELP YOU SELL YOUR PROPERTY **QUICKLY AND SECURELY**

0%

### There's no selling fee

Selling by auction gives you the option to sell for 0% sales fee\*, meaning you get to keep all of your sales proceeds.



### The sale is secure

Your buyer will either pay a non-refundable reservation fee to secure their purchase, or a 10% deposit and exchange contract immediately. This gives you the peace of mind that your buyer is committed.



### Fixed timescale

We know that everyone's circumstances are different, so you can choose the auction method that works best for you. A Timed Auction can start at any time and can run for as long as you require or you can opt for one of our Auction Events which are live-streamed every month and reach a national audience.



### Competitive bidding

Once we have agreed a reserve price, we will market the property with the guide price, a figure set within 10% of the reserve price. This will help to maximise interest in the property, creating a competitive auction bidding environment and helping you achieve the best possible price by the time the auction ends.



### Reserve price

With auctions, you agree the minimum amount you wish to sell for. You have complete control over the sale - your property will never sell for less than your reserve price, regardless of the auction method you choose.



### All property types

Gone are the days of auctions only being for run down properties - we're able to sell all types, including residential, investment, commercial or land opportunities, whether they're vacant or tenanted.



### Extensive marketing

We will market your property in all the usual ways, including putting up a 'for sale' board outside your property as well as a listing on Rightmove and on our own website. We'll also promote your property to our list of thousands of active buyers nationwide.

\*Buyers' fees apply

# WE OFFER TOTAL FLEXIBILITY AND PEACE OF MIND THROUGH A SALE BY AUCTION, WHATEVER YOUR MOTIVATION FOR **SELLING**



## **Timed Auctions**

Our Timed Auctions offer you total flexibility over the sale of your property, including a timescale to suit your circumstances. At the end of the auction period, your buyer will be committed to their purchase by either paying a reservation fee or a deposit, depending on the type of sale that you choose.



## **Auction Events**

Through our partnership with SDL Property Auctions, we can sell your property in a monthly live-streamed auction broadcast online to a nationwide audience of buyers. Successful bidders will exchange contracts immediately and pay a deposit securing the sale.



## **Buy It Now**

Our Buy It Now properties are exactly that - available for you to buy now under auction conditions. Bidders click to purchase at a fixed price and, with a reservation agreement or exchange of contracts taking place immediately, the sale is secure.

# ALL TYPES OF PROPERTY CAN SELL WELL AT AUCTION

## AUCTION PROPERTIES CAN LOOK LIKE THIS



## AND ALSO LIKE THIS!



8 Hamilton Gardens,  
Nottingham

Guide £115,000+

Sold - £129,000



28 Burford Road,  
Nottingham

Guide £165,000+

Sold - £180,000



9 Stancliffe Avenue,  
Nottingham

Guide £130,000+

Sold - £130,000



23 Alberta Terrace,  
Nottingham

Guide £130,000+

Sold - £143,000



49 Main Street,  
Bulwell, Nottingham

Guide £69,500+

Sold - £80,000



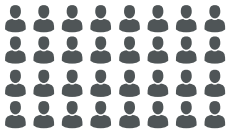
61 Fisher Street,  
Nottingham

Guide £105,000+

Sold - £109,000

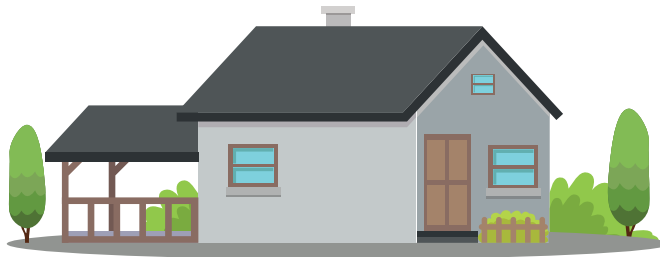
# WHY AUCTIONS WORK...

To achieve £240k+



**AUCTION**

GUIDE PRICE: £220,000



**MORE VIEWINGS, MORE OFFERS,  
MORE SALES.**

ASKING PRICE: £249,950

**PRIVATE TREATY**



To achieve £240k



**Our aim is to bring the  
benefits of auction to the  
everyday property market**

## TESTIMONIALS

“ After going down every avenue available to us to sell our house, and finally going to auction with your company, we were extremely pleased with how quickly things progressed from the outset, and all the help, and advice you gave us throughout. A very professional and friendly company, who were sympathetic to our circumstances.”

**Mr & Mrs R**

“ Thank you for the efficient way you conducted the online sale of my late brother’s house. Not having any experience of an online sale before, I was grateful for the prompt helpfulness and guidance you gave with any of my queries.

After several months sorting out the problems we faced with my late brother’s estate, it was a relief to know the online sale went well and the completion finalised within a month of the sale. ”

**Mr M**

“ We were very pleased with the service provided and with the speed and efficiency of the auction process compared to both the traditional sale process and the in room auction process.

Your partnership provided us with a swift sale for the property and the solicitors you recommended were very efficient in completing within 3 weeks.”

**Mrs W**



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