



Prints as 2 pages

**100 West Ave. Suite 200  
Beaver Hill South  
Jenkintown PA 19046  
215 277 5384**

## ***An Opportunity for Realtors***

**Lose less expired listings!** What have you got to lose by introducing the Auction Method of Marketing to a listing that is on its way out the door? Even if you are losing a listing because it is overpriced, your client could still be a very motivated Seller.

A certain percentage of your listings could be best sold at auction (*e.g., the extraordinary, the unusual, and the overbuilt*). Due to their unique nature, you often lose the listing before you get it sold. At auction with Bounds', there is a 90% chance of getting it sold in 30 days!

A certain percentage of your listings and properties that never make it to the conventional market will often go to auction (*e.g., estate property, retirement, transfer, farm acreage, power of attorney, divorce, bankruptcy, debt*). Auctioneers across the US are profiting from these sales and most often completely eliminate the broker. You could be earning these commissions in your market areas!! These anxious Sellers could be calling you directly!

Our firm has spent hundreds of thousands of dollars and years of trial and error to master the successful art of real estate auctions. This knowledge is at your fingertips.

Offer an alternate solution to anxious Sellers and Executors. We'll help you turn seemingly un-saleable properties into strong listings.

We're not asking you to endorse the Auction Method of Marketing real estate; we're asking you to be big enough to agree that it is an alternative to the traditional methods of real estate marketing that could be suitable to some of your current and future real estate clients.

Offering the Auction Method of Marketing real estate to consumers in general will bring the most serious Buyers and Sellers to you and provide you with a steady supply of serious and qualified Buyers and Sellers.

Our message (s) to fellow licensees is simple, 1. Don't let expired listings/commissions walk out the door AND, 2. Let us help you turn tough properties into quick and easy commissions. Our niche company provides proven alternative solutions to selling overpriced, tough, complicated, unique, and extraordinary and estate properties. We regularly sell and assist to sell residential and commercial properties several hundred and even thousands of miles from our home in the Jenkintown, Montgomery County area. We commonly sell properties at auction from \$100,000.00 to \$2,000,000.00. Our Selling clients include our professional real estate partners, many private individuals, financial institutions, large and small corporations and many levels of government.

If you have a tough to sell property listed with a motivated Seller, or a good listing about to expire, call us and we may be able to help turn that lost listing into a commission. Our listing to sale ratio exceeds 90% and all properties are sold in less than 45 days from the date of signing the listing agreement. Further, they are closed and commissions are paid in 30 days or less.

**The benefits of an Auction Partnership with Bounds' are measurable:**

- 1). You don't lose the listing commission and you help solve a problem for your Vendor.
- 2) **Once the listing is signed, you have a better than 90% chance to earn a commission paid to you within 75 days or less of signing the contract. If you register the high bidder for the auction, you'll earn a further 2 % commission, in addition to a listing commission or finder fee.**
- 3) In many cases, you and your company's name will be promoted in a substantial Auction Marketing campaign including thousands of brochures, extensive newspaper advertising, the Internet and on all the professionally designed signage. This marketing promotion will be worth thousands of dollars in free advertising to you.
- 4) You may assist with and be promoted throughout the open house and auction process.
- 5) Immediately following the auction, The Bounds Auction Company will provide you with a detailed list of all registered bidders for the auctioned property. You may have already been exposed to these prospects through open houses, telephone conversations and on auction day. This list of prospects is significant and its' yours to keep! All of those people who registered to bid have told you that they would like to, or are willing to, purchase a property in that market area or market type. Further, there are many other qualified buyers that attend the preview and find the property is not suitable for them. It is not unusual to have 50 to 100 separate groups of potential buyers view each property we offer for sale. All of these prospects can become yours!

In summary, an Auction Partnership with Bounds means that you will lose less listings and earn either a substantial commission or fee quickly. You will generate new qualified buyers and listing leads giving you the ability to earn after the sale commissions. You will gain thousands of dollars in free advertising. You will be able to add Auction Marketing experience to your listing services portfolio and you will have solved your Seller's problem!

We have developed and utilize multiple accelerated marketing strategies and techniques including Live Bid, Fax Bid, Sealed Bid, Two Bid, Multi Par and On Line auction strategies. We offer minimum opening bid and seller's confirmation formats. We are currently leading the region with on line options via our web partners, Bidspotter, Proxibid, & Liveauctioneers. Each is based upon similar principals, however could produce different results, based on the property and the broadness or narrowness of the market for the property (s). Bounds' historical auction portfolio has included 80% residential properties and. 20% commercial or multi-family properties.

To arrange a personal meeting in your office, or to learn more about the details of our Auction Marketing Programs, please call me, Omar P. Bounds at The Bounds Auction Company. I will be happy to speak with you or meet with you and/or any of your Sellers.

Our Auction Marketing Programs are exciting and they work! Let's work together. You'll be happy you did, and most importantly, so will your Seller.

The Bounds Auction Company also enjoys a National Alliance with Auctioneers Referral Cooperative, as well as license reciprocity with Alabama, Florida, Georgia, Indiana, Louisiana, North & South Carolina, Ohio, Rhode Island, Tennessee, & West Virginia and relationships with auction companies around the globe. Omar P Bounds also holds real estate licenses in Pa and New Jersey.

Sincerely

Omar P. Bounds III *A.A.R.E., C.E.S., G.P.P.A.*

President, **The Bounds Auction Company**