

Auction

Past,

Present & Future...

Advantages

By 2010, 30 percent of all real estate transactions will be auctions—according to the National Association of Realtors (NAR).

The reason is that auctioning maximizes net value to the seller - especially as professionals like Roebuck Auctions have turned auctioning into the most technologically and strategically advanced method of selling real estate.

Speed

Once you agree to proceed with an absolute auction, your property will be sold in six to eight weeks, instead of the six to twelve months and longer typical of other selling methods. You not only save holding costs, but quickly get your money back into productive investment. You can also confidently plan and make commitments in the knowledge that your property will be

sold for the highest price available on a certain date. Reserve auctions with realistic minimums deliver the same benefit.

Unlimited Ceiling

The essence of auctioning is competitive bidding. An auction brings buyers (including on-line bidders) together at one time and place to compete with each other by raising the bid. And because everyone knows that the property will be sold then and there, that competition takes place under a sense of urgency absent from any other method.

No Buyer/Seller Negotiation

Other selling methods put the buyer in control of the process, starting with an asking price and negotiating down, under no time pressure to close. The only competition is between sellers.

The auction method is the exact opposite - it amounts to a negotiation between buyers, starting with an opening bid and negotiating up.

No Contingencies

All Roebuck Auctions auction properties are sold in "as is, where is" condition. Potential buyers are given ample time to inspect properties prior to auction. Terms and conditions are preset and non-negotiable.

Pre-Qualified Buyers

In order to bid, potential buyers must present a cashier's check, usually for \$25,000, before the auction opens. The high bidder simply endorses that check over as part of the 10% down payment required when the auction concludes. Pre-prepared contracts are signed then and there, with a Notary Public and closing attorney present. Closing occurs within 30 days.

• *Auctioning is as old as private property.*

• *The word "auction" is derived from the Latin "auctus," meaning "to increase."*

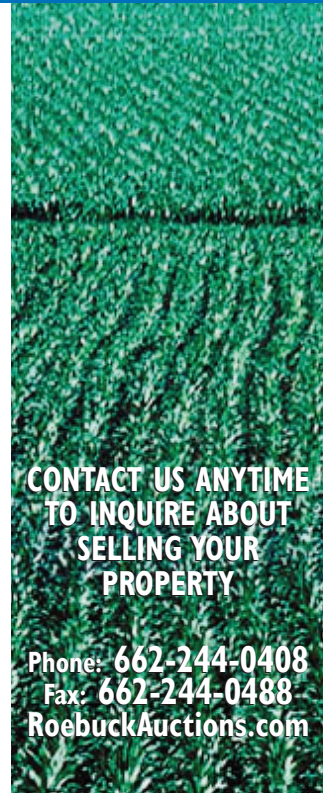
For thousands of years, auctioneers all over the world have brought buyers together to compete with each other by progressively increasing their bids until market value is determined and a sale is made.

When John Roebuck conducted his first auction in 1973, a lot of people still associated auctioning with distressed property or foreclosures. Today, over 30 years later, auctioning accounts for better than 30% of all property sold in the U.S., and is the method of "first resort" for many property owners large and small. Roebuck

Auctions is proud of its substantial contribution to that growth.

Analysts are very optimistic about auctioning's future. One of their most important reasons is technology. On-line bidding is a natural extension of the auction method because it eliminates any geographical obstacle to participation. And Roebuck Auctions has pioneered use of the Internet itself as a major auction marketing channel. Each Roebuck Auctions auction property occupies an entire section of the corporate web site, which receives thousands of hits every day.

Auctioning is here to stay, and so is Roebuck Auctions - a modern market leader in the pioneering tradition of John Roebuck.



CONTACT US ANYTIME TO INQUIRE ABOUT SELLING YOUR PROPERTY

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• *Our Slogan is - "Sold in One Hour" •*

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Our Difference...

Innovative...Effective...Marketing!! The ONLY way to sell real estate.

A Real Estate Auction is an intense, accelerated marketing process that involves the public sale of property through competitive bidding. It is a win-win situation for everyone involved.

Still wondering why sell real estate at auction? Here's why...

- Bidders compete with each other for the top offer; no limit on upside potential.
- Through competition and open bidding, the property achieves it's true market value.
- Seller sets sale terms • Pre-determined sale date • Seller is removed from the negotiation process
- Holding costs are reduced by reducing the amount of time to sale
- Property under contract in 10 minutes and closed in 30 days • Seller only pays for their closing costs
- Only one property showing or "Open House" • Buyer pays commission - not Seller
- Buyer signs "No Contingency" contract • Properties sold "as is" - Seller doesn't complete disclosure statement
- Intense urgency is created by the advertising campaign, which generates a level of emotion not associated with traditional methods.



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