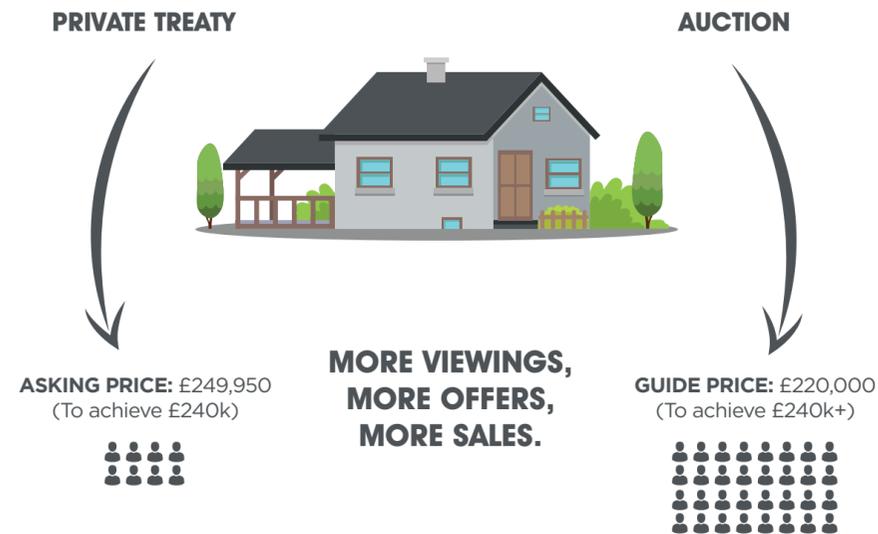


WHY AUCTIONS WORK...



**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



City Centre Sales & Lettings
21-22 Warwick Row, Coventry CV1 1ET
02476 222123
sales@shortland-horne.co.uk
lettings@shortland-horne.co.uk

Walsgrave Sales & Lettings
306 Walsgrave Road, Walsgrave, Coventry CV2 4BL
02476 442288
sales.walsgrave@shortland-horne.co.uk

Leamington Spa Sales & Lettings
10 Euston Place, Leamington Spa CV32 4LJ
01926 356453
charles.travis@shortland-horne.co.uk

Land & Development
14 Ensign Business Centre, Westwood Way, Coventry CV4 8JA
02476 422727
development@shortland-horne.co.uk

Shortland Penn & Moore Limited (Commercial Property)
Unit EC1.3 Enterprise Centre, Coventry Technology Park,
Puma Way, Coventry CV1 2TT
02476 232970
info@spmcommercial.com

Aftercare Sales
10 Euston Place, Leamington Spa CV32 4LJ
01926 356453

www.shortland-horne.co.uk



SELL YOUR PROPERTY FOR NO% COMMISSION



Working in partnership with

SDL AUCTIONS

ABOUT US

Shortland Horne was established in 1995 with the aim of being a truly multi-disciplined company.

Our founders wanted to ensure the company had all the skills required to be involved in mixed used schemes, as well as the individual components of any successful agency.

They felt that mixed use schemes would play an increasing part in property development and that many practises lacked the infrastructure and expertise to deal with all elements of such projects. More than fifteen years later, we believe we have succeeded in that aim.

Shortland Horne is a thriving company with four offices through Coventry and Leamington Spa, although we operate nationwide for large institutions, property companies and many private investors. We have a wide range of expertise which allows us to offer a full spectrum of services to all sectors of the property industry.

We have a specialist new homes department – the largest in the area – a well-respected

WE OFFER A NUMBER OF FLEXIBLE WAYS TO SELL A PROPERTY BY AUCTION SO WHATEVER YOUR SITUATION, WE HAVE A SOLUTION AND TIMESCALE TO SUIT YOU.

SELL YOUR PROPERTY QUICKLY & SECURELY

0%

NO SELLING FEES

Selecting a sale by auction, you have the option to sell for 0%* sales fee, meaning you keep all of your sales proceeds.



SECURITY OF SALE

Depending on the type of auction, your purchaser will either pay a non-refundable reservation fee to secure the sale or a 10% deposit and immediately exchange contracts – either way you know your buyer is committed.

FIXED COMPLETION DATE

You can choose the auction method which best suits your circumstances and timescale. An online auction can start on any day and run for as long as you require, with the added benefit of fixed exchange and completion dates from the outset.



RESERVE PRICE

You set the reserve price, so you have total control over the sale and your property will never sell for less than your minimum price.

COMPETITIVE BIDDING

By pricing your property correctly, we aim to generate the maximum interest in your property. This will create a competitive bidding environment, to achieve the best price possible at the end of the auction.



ALL PROPERTY TYPES

Auctions are not just for run down properties or those desperate to sell, all types of properties can be suitable including vacant residential or commercial properties, tenanted or investment properties and land/development opportunities.

EXTENSIVE MARKETING

We will market your property in all the usual ways i.e. you will still get a 'for sale' board, listing on Rightmove, our own website and we'll promote your property to our list of active buyers.

Your property will also be promoted via our partners, who will advertise your property on its auction website and to an extensive database of investors, property dealers and buyers, giving you even greater marketing exposure.

*Buyers' fees apply

ONLINE AUCTIONS

Our online auctions give you total flexibility over the sale of your property, enabling you to set a timescale to suit your circumstances. At the end of the auction your buyer will be committed to their purchase by either paying a reservation fee or 10% deposit depending on the type of sale you choose.

LIVE IN-ROOM AUCTIONS

Through our partnership, we hold over 40 auctions across the country each year. If you would prefer to sell your property in one of our busy auction rooms, we will always have an auction not too far away.

U

Also known as the traditional auction method, where the purchaser will exchange contracts at the end of the online auction/on the fall of the gavel and pay a non-refundable deposit and reservation fee. Completion is usually set within 28 days giving you and your purchaser certainty of sale.

C

Conditional auctions are considered to be a more flexible auction method. The purchaser pays a reservation fee to secure the property and is granted 28 days to exchange contracts and a further 28 or 56 days to complete. By offering a longer time period, this can extend the appeal by giving purchasers the flexibility to arrange a mortgage and can often achieve a higher price than the traditional auction method.

R

Purchasers are used to paying fees when buying a property at auction. By selecting to sell with no fees, we can charge the buyer a reservation, meaning you keep all of your sale proceeds.

ALL TYPES OF PROPERTY CAN SELL WELL AT AUCTION

AUCTION PROPERTIES CAN LOOK LIKE THIS



AND ALSO LIKE THIS!



Broadway, Walsall

Guide £250,000+

Sold - £280,000



Barnard Road, Sutton Coldfield

Guide £250,000 - £275,000

Sold - £306,000



Fox Hollies Road, Acocks Green

Guide £90,000

Sold - £225,500