

# How to get your property SOLD..... In the shortest possible time... For the best possible price...

Sometime back you listed one or more properties for sale, you dreamed of a quick sale at the price you thought was fair and just. What happened? **NOTHING!** Your property expired from the MLS **UNSOLD...** There could be a variety of reasons for that, perhaps your expectations were too high, your property may not have been exposed to the right group of buyers, the location of your property may not be in demand but I'm willing to bet it's all a matter of understanding the current market, exposure and creating buyer urgency.



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This letter comes to you from Jim Owen, AARE and Charles Smith of the Western US office of Higgenbotham Auctioneers International LTD. [www.Higgenbotham.com](http://www.Higgenbotham.com). We are one of the nations largest firms selling real estate at auction, a marketing method that is growing rapidly each year as sellers recognize this method as a sound solid marketing method that works! In years past many people thought auctions were used only to sell distress property, that perception has certainly changed as we sell real estate on a repeat basis for such solid companies as Wal\*Mart, Albertson's, Sinclair Oil Co., International Paper, Alcoa, Auto Zone and more. These sellers like auction marketing because it sets a time frame under which the property is sold and closed, it produces solid contracts free from contingencies and allows the property to receive maximum exposure so anyone and everyone who has an interest has to be on hand auction day to bid their judgment. Best of all they have to bid eyeball to eyeball against their competition in order to be the buyer. There is no better judge of the market than that!

We are now accepting entries of real estate such as commercial-investment, ranch, land condos and more into a **North Texas multi-property-multi-seller auction event to be held late October** and your property could be an ideal candidate for this sale. Our sellers make a modest investment into the marketing campaign for this event as an entry fee; our commission is derived from a buyer's premium charged to the buyer. Currently we do not have a no-sale fee in the unlikely event your property doesn't sell but we will likely have one for late entries, as early entry for maximum exposure is necessary. This auction will be promoted not only locally but also to our strong database of buyers who have attended our previous nationwide auction, and we have a very strong database of buyers. Time is short so contact us today for further discussion and to see if your property would qualify for this mega real estate marketing event.



[www.Higgenbotham.com](http://www.Higgenbotham.com)

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If your property is listed with another real estate agency this is not a solicitation of that listing.