



## ABSOLUTE OR RESERVE AUCTIONS

### Absolute Auction

An auction is where the property is sold to the highest qualified bidder with no limiting conditions or amount. The seller may not bid personally or through an agent. Also known as an auction without reserve.

### Auction With Reserve

An auction in which the seller or his agent reserves the right to accept or decline any and all bids. A minimum acceptable price may or may not be disclosed and the seller reserves the right to accept or decline any bid within a specified time.

## WHY AUCTION?

If you've been to an auction, you know how these words **"SOLD"** will impact the crowd.

With auction there is no second chance. The excitement of a **live auction** is unmatched by any other method of sale. The professional auctioneer creates a competitive buying situation that cannot be duplicated by any other sales method.

Through intense market exposure auctions create a unique *seller's market*.

The auctioneer sets the bidding increments, tone, and pace by controlling nearly every aspect of the auction.

### Easy Money Auction Services, LLC

1027 N. Wilson Rd. Radcliff, KY 40160

**Retail Location – 270.219.0077**

3657 Deatsville Rd. Shepherdsville, KY 40165

**Auction House – 502.509.1BUY (1289)**

**E.Panknin – Auction House Operator AHO3248**

1230 S. Hurstbourne Pkwy Louisville KY 40222

**Keller Williams Realty Office – 502.415.6481**

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## EASY MONEY AUCTION SERVICES, LLC

Buy - Sell - Trade - Consignment

Auction It - List It

P: 502.509.1BUY (1289)

Or 270.219.0077

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



## AUCTION DETAILS

- Only at auction, can an auctioneer act as the salesperson
- Set the time, date, and format of the sale.
- Set the buyer's terms to the seller's specific conditions.
- Expose goods and property to the greatest number of potential buyers.
- Guarantee the sale is at True Market Value
- Only at auction can the auctioneer: exercise showmanship; to excite or encourage buyers to bid now, or lose their chance to make a purchase.
- Capitalize on crowd excitement and sell items for prices greater than Market Value, by **setting** a price and bidding pace instead of **settling** for a salable price.

## AUCTION BENEFITS

- Cut down on holding costs and closing times
- Ensure fast cash returns on sold assets
- And only at auctions will you hear: 'SOLD! To the **highest** bidder.'
- The auction method of marketing is by far the most profitable way of converting goods, personal property and real property into cash.
- Only at auction is a selling price negotiated **HIGHER** rather than being reduced.



## WHY HIRE US?

**Professionalism, Quality Service and Delivering more than what is Expected.** Our customer service standards will meet or exceed any liquidation service provider.

**What makes us different: We can offer you many different options when it comes to selling your personal property or real estate.** Selling real estate, estate items, retail sales, conducting business liquidations and auction house auctions is our fulltime business.

**We also understand and employ traditional methods of selling real estate.** The difference is we know when auction may or may not be in the best interest of the client or situation.

**If auction is not right for you we may recommend other options.** An auction may not work in every situation in these cases we may recommend listing real property, an auction house sale, or a consignment retail store for your personal property.

**Customer Purchase Payments: We accept Credit Cards at our auctions.** By accepting charge cards will significantly increase your bottom line. We will always accept cash.



## PROCEDURE

**Our Advertising: We will design and manage the auction advertising campaign specifically to meet the needs of your auction.** Our advertising may include Internet, web pages, email, direct mail circulars, newspaper ads, specialty publications, and radio/television ads.

**Property Preparation: Your property will bring more money when it's presented in its top condition.** This is why we do all we can to prepare your property for auction. Setup, organization, staging and cleaning is just part of what we do to enhance your property before the auction.

**Registration: We require all potential bidders to register with the clerk before they can bid on any items at auction.** Each bidder must be at least 18 yrs of age, have a valid driver's license. Absentee bidders are always welcome with full payment in advance made payable to the auction company before the day of the auction.

**Auction Management: Before the first bid.** Buyers and sellers generally do not see what goes on behind the scenes. Site preparation, marketing development, inventory management, catering and item research are just a few of the things required for a successful auction. All of these issues are resolved before the first item is sold.

**Methods of Bidding: We consider: fax bids, internet bids, live bids, sealed bids and live on-site bidding.** These options will be presented to the client prior to the written contract for possible implementation in our future auctions. \*Note: Bidding procedures subject to each specific auction.