

**Auction—Changing the way Real Estate is Bought and Sold**

*Delivering the World to Your Doorstep*

1. Introduction
   1. Williams & Williams Auction
   2. Auction as a Tool for Your Client
   3. Highest and Best – Creating Competition
2. A Quick History of Auction
   1. Babylonian Brides
   2. Roman indebtedness
   3. British Real Estate Auctions
   4. Auction Schools
3. Auction Today
   1. $350 Billion Auction Industry
   2. Top Categories include:
      1. Automotive – Barrett Jackson Auctioneers
      2. Art, Antiques & Collectibles – Christie’s, Sotheby’s
      3. Commodities – New York Mercantile Exchange
4. $64,000 Question
   1. Why don’t we see more real estate sold at auction?
5. Financial Crisis/Real Estate at Risk
   1. The Crash of 1929
   2. Courthouse Steps
   3. Negative Reputation
      1. Fire Sale
      2. Distressed Property
      3. Cents on the Dollar
6. Auction and Emotion
   1. Why People are Afraid
   2. The Number in Their Head
7. Perception/Reality
   1. The Psychology of Real Estate Values
      1. Community Status
      2. Signifier of Wealth
      3. Entrepreneurial Spirit
      4. The Need to Know
8. Auction Works
   1. Priceless
   2. Perishable
   3. Equitable Opportunity
9. Why Auction Works
   1. Immediate/Time Definite Sale
   2. Competition
   3. Transparency
   4. Better Net Present Value
10. The Value of a Property
    1. Who Determines Worth?
    2. Market vs. Speculation
    3. Think of Listing Your Own Home
    4. Immediate Change vs. Change Over Time
11. Analytics Model
    1. Robust Data Points
    2. Portfolio and Individual Assets
    3. Expectations
12. Auction Index vs. Other Housing Indices
    1. Tracks the Real Estate Market in Real Time
    2. Data that is Immediate and Consistent
    3. Tracks Ahead of Other Indices
13. Auction: Where Real Estate Meets Reality
    1. Real Money, Real Time
    2. True Market Value
14. Selecting an Auction Company
    1. Technology
    2. Marketing
    3. Reputation
    4. Results
15. Technology
    1. Multi-platform Approach
       1. Live Interactive Real-Time Bidding
       2. Interactive Television
       3. Mobile phone, I-pad, I-pod
16. Marketing
    1. Breadth of Services
    2. Reach
    3. Dedicated Trust Division
    4. Dedicated Marketing Team
17. Marketing Works
    1. Latest data on Number of Auctions
    2. Open House Visits
    3. Phone Calls Received
    4. Web site traffic
    5. Timing to Close
18. Reputation
    1. Word of Mouth
    2. How Long in Business
    3. Due Diligence—Selling in the Same Category
19. Results
    1. Commercially Reasonable Sales
    2. Honesty
    3. Number of Sales
    4. Closing Rates
    5. POP
20. The Right Partner is Critical
    1. Stats on the Housing Market
       1. Excess Inventory vs. Demand
       2. Available Homes for Sale
    2. 11.9 Million Foreclosures
    3. Number of Commercial Properties now in Foreclosure
    4. Growth Forecasts
       1. Slow to Return – 10 to 15 years
21. An Example of Community Value
    1. Silverdome Case Study
       1. Built in 1975 for $55.7 Million
       2. Impact on Community
          1. Cost the city of Pontiac $1 Million a year to keep inflated
       3. Finding a buyer
       4. How the community prospered from this sale
22. Do Your Homework
    1. Ask Questions
    2. Get Answers