



AUCTION.
BUY.
CONSIGN.
SELL.
BROKER.
APPRAISE.

Sell It Now Store

2315 Badger Drive, Unit 1 • Waukesha, WI 53188 • (414) 727-0600 • www.sellitnowstore.com

Did you know that Sell It Now LLC can help you sell your house, vacant land, farm acreage or business property? While Sell It Now Store is SE Wisconsin's premiere auction services company selling to a worldwide audience, we have partnered with a secondary auction company that specializes in real estate. With this partnership, we can offer a highly sale on all types of real estate transactions in Wisconsin, Iowa, Illinois and Michigan.

We are fully insured, are an accredited member of the BBB and have been in business for nearly 20 years. Sell It Now employs WI licensed auctioneers and is a WI licensed auction house. We are your advocate and can help you navigate selling a property that may need some work or pristine example for top dollar through the power of a real estate auction MLS listing. Prices realized are far higher than the companies wanting to buy your property.

The process starts with our confidential assessment of the property. This includes reviewing the property condition and fair market value. We then meet with the owner(s) or personal representatives to review the findings. The auction format is also explained in detail at that time. If the owner(s) or personal representatives decide to move forward, a real estate sales contract is drafted at that time for review.

Once a contract is signed, the home, land or business is staged for photographs and a virtual walkthrough. The property is listed on MLS with a link to the auction with marketing to property neighbors, groups that buy and rehab properties, non-profits, investors, people in the building trades, families and more.

At the conclusion of the auction, the top offers are presented to the owner(s) and/or personal representatives for their review. If they choose to accept the offer, the auctioneer reaches out to the bidder to start the process of closing the sale. **If they choose to decline the offer for any reason, the owner(s) or personal representatives are only responsible for the marketing fees, which will be estimated at the time the contract is drafted.**

When the sale of the property is closed, the **seller** is charged a total of 4% of the hammer price for a successful sale and the **auction buyer fee** is typically 6% of the hammer price.

Real Estate Auctions are one of the most flexible and successful solutions to sell your property for a large number of reasons:

1. **Greatly increased marketing visibility in addition to an MLS listing.**
2. **No lengthy real estate listing contracts.**
3. **Far quicker sale and closing.**
4. **No inspection contingency or repairs to worry about.**
5. **Easiest method to sell distressed or problem properties.**
6. **Higher sale prices are realized, due to every potential buyer competing to purchase the property.**
7. **This is an emerging trend in the Midwest, while highly popular in other parts of the country.**

Don't want to auction your real estate? We have partnered with **Jackson Villarreal at Villa Realty** who can offer you a traditional full-service real estate sale at a discounted commission. We are happy to refer you to them for expert real estate sales and no-obligation advice.

All sales include marketing to our list of past and current buyers, target marketing the property to the various groups specific to property and neighborhood and other traditional / internet based groups. The MLS listing also draws a large number of potential buyers.

We welcome the opportunity to explain this exciting process in more detail.

Michael A. Boerschinger
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