



PODCAST



friendly

AUCTIONS

FEATURING MARK KENTWELL



auctions
checklists
& resources



Running Friendly Auctions

How the real estate industry can make auctions a win/win/win for buyers, sellers and agents

Auctions have consistently proven to be an excellent means of reaping maximum reward from a property sale over many decades. They generate maximum exposure and interest during what is widely considered to be the peak selling period (the first 4 weeks) and they encourage emotional attachment and competition among prospective bidders.

The Friendly Auction System is true to its name. By listening carefully to his clients and the needs and wants of consumers in general, Mark has devised a system that successfully wins the hearts and minds of both buyers and sellers because it ticks all the boxes that traditional auction methods miss. The system has already proven a hit with other agents as it allows them to successfully explore the market and achieve the best possible price through its brilliant, yet straightforward process and techniques.

Mark Kentwell's Friendly Auction System defies the traditional 'rules' that often drive buyers and sellers away in droves, while still maintaining sensible conditions to ensure that nobody gets burnt in the process. On these audio podcasts, Mark explains how this simple system generates more interest from more buyers and therefore delivers a better result for the vendor.

Presented to you by Mark Kentwell and Lee Woodward.

Friendly Auctions auction checklists & resources

Auctions have always been regarded as a highly effective real estate sales method for achieving peak value for vendors. But the majority of Australian agents tend to balk at the idea of going to auction unless all the stars align perfectly - a seller's market, a unique or special property or circumstances and an auction savvy marketplace. As a result, only a small percentage of properties across Australia on average is listed for auction each year. And yet auction advocates know and consistently prove that a well-run auction can benefit just about any type of seller, property type and market conditions.

Up until now, only the industry's top agents have possessed the skills to navigate the additional challenges that auctions present to create repeatable auction success. Friendly Auctions address those challenges from an entirely new angle. By focusing on making the process friendlier on buyers, sellers and in turn, agents, the Friendly Auction System gives you the tools you need to consistently nail the auction process.

The Friendly Auction System is the result of evolving the traditional auction to suit the modern marketplace. Almost a decade in the making, the system has been thoroughly tested in marketplaces, from those where auctions run hot to those where [they auctions] are strongly resisted by buyers, sellers and agents. In each marketplace, they have resulted in a better acceptance of auctions, greater bidder numbers and superior clearance rates.

Whether you're just beginning your auction journey or you're an 'auction champion' looking to gain a new edge over your competition, this book will add some powerful new tools to your auction toolkit.

Session Podcast

 Friendly Auctions MP3 Part 1

 Friendly Auctions MP3 Part 2

Slides

 Friendly Auctions Slides

Video's



[What is Friendly Auctions?](https://vimeo.com/138035324)

<https://vimeo.com/138035324>

Agent Resources



Friendly Auctions Agent Workbook



Friendly Auctions Buyers Checklist



Qualify the Buyer Checklist



Letter: Invitation to Join the FAS Pest & Building Inspection Panel



Letter: Invitation to Join the FAS Legal Professionals Panel



Friendly Auction Price Guide and Inspection Report Disclosure & Acknowledgement

Consumer Resources

 Consumer Booklet

Friendly Auctions Book

