

Choosing a Method of Sale

Auction, deadline, negotiation or tender - the method should fit the property, not the agent.

THERE IS NO UNIVERSALLY "BEST" METHOD.

The right choice depends on buyer depth, how conditional the likely buyers are, the property itself, your timing and how much price transparency you want.

AUCTION

Often suits: Broad buyer appeal; a campaign where competition and a clear date can help.

UPSIDE

- Creates a defined campaign and decision date.
- Bidding is transparent on the day.
- Successful sale is normally unconditional.

Watch for: Buyers need to complete due diligence before bidding. The reserve still needs to meet the market.

DEADLINE SALE

Often suits: Homes where you want a date and competitive tension but may need to accept conditions.

UPSIDE

- Buyers can submit conditional offers.
- Lets you compare price and terms together.
- Still creates a clear point of urgency.

Watch for: Not all buyers wait until the deadline, and the strongest offer is not always the highest price.

PRICE BY NEGOTIATION

Often suits: Unique homes, smaller buyer pools, or campaigns where flexibility matters more than a fixed date.

UPSIDE

- Flexible timing and buyer terms.
- No public price anchor required.
- Works well when buyer feedback needs time to build.

Watch for: Without a date, urgency needs to be created through campaign management and follow-up.

TENDER

Often suits: Situations where private written offers and detailed terms are useful.

UPSIDE

- Offers stay private from competing buyers.
- Easy to compare more than price alone.
- Can suit complex, estate or unusual property situations.

Watch for: More formal process. Buyers need clear instructions and good documentation so the process does not feel opaque.

OUR APPROACH

We choose the method after looking at the likely buyer pool, the property, your timing and what buyers are actually doing in the current market. The method is a tool - the strategy around it is what makes it work.