



# THE ASHLAND EXPERIENCE

SELLING AT AUCTION



**ashland**  
AUCTION GROUP

# The Ashland Experience

Are you looking to sell your Maryland or D.C. real estate? Do you have concerns about the concessions potential buyers may ask for? Are you worried that demands from buyers may result in unwarranted delays or even cancel your sale? Your concerns are legitimate. A real estate transaction can often be a costly, drawn-out process; it doesn't have to be.

Instead of going the traditional route by hiring a real estate agent, consider enlisting the services of Ashland Auction Group. Through the Ashland experience, our real estate agents will walk you through the process of scheduling your property for public auction, where it can achieve its true market value. Auctions are a time-proven and highly-effective method of selling real estate that offer many advantages over traditional real estate listings.

We have over 40 years of experience in the real estate industry, our history includes specialization in portfolio liquidations; land development; foreclosure sales; estate sales; attorney sales; tax sales; court-ordered sales; residential, commercial, and industrial property; and Broker Price Opinions.

On behalf of the Ashland Auction Group family, we appreciate the opportunity to sell your property. If you have any questions about the auction process or want an honest market-value range a buyer will be willing to pay, submit an online inquiry or give us a call to set up an appointment, and we will be happy assist you.

Sincerely,

*Adam Shpritz*





# Why Auction with Ashland?

Which marketing strategy would you prefer?

## The Ashland Experience

- Focus is on subject property
- Settlement in 30-45 days
- Buyers act on Seller's schedule
- Realizes the property's true market value
- Property sold without contingencies
- Extensive advertising focuses on your property

## Traditional MLS Method

- Subject property is one of many being advertised or shown
- Property may remain on the market for months or years
- Seller waits for Buyers
- Upside potential limited by asking price
- Contingencies are common and often expected
- Minimal advertising; heavy reliance on Multiple Listing Service

## The Ashland Experience will work for you!

Schedule your appointment to talk to an agent about listing your property for sale today.

# Selling with Ashland

## The Listing Process

During your initial consultation with an agent, we will gather some basic information about your property. Once the property is listed, we will place your property in queue to be scheduled. At that moment, our team of agents and auction associates will begin by researching information and records pertaining to your sale. Afterwards, our team will create a marketing plan addressing how we can best advertise your property to prospective buyers. As soon as a plan is finalized and the listing is published on our website, the MLS, and other third-party websites, our sales team will work to sell your property.

## Cost to the Seller

The Buyer's Premium represents the auctioneer's commission for the sale. Depending upon the condition of the property, property type, and sales price, a 5% to 10% Buyer's Premium is charged. The Buyer's Premium is a percentage of the high bid price. The final purchase price is a combination of the high bid price plus the Buyer's Premium. The only out-of-pocket cost the Seller has to pay is a \$199 marketing fee.

The only time that the Seller is required to pay a commission is if another Broker brings a client to the auction. In that event, the Seller will pay a 2.5% Broker Co-Op to the registered Agent of the winning bidder.

Our team of auctioneers, agents, and marketing coordinators will work diligently to take your property from the auction block to the settlement table. Feel free to contact our staff at 410-488-3124 with any inquiries or visit our website [www.AshlandAuction.com](http://www.AshlandAuction.com) for answers to Frequently Asked Questions.

# Learn about Our Auctions

## Types of Auctions

### Absolute Auction / Published Minimum Reserve

The property is sold to the highest bidder over a certain dollar amount (e.g. Absolute Auction over \$5,000).

### Reserve Auction

The Seller sets a specific price that will be accepted for the property, referred to as "the reserve." If bidding reaches or exceeds the reserve price, then the property will sell. If the highest bid is less than the reserve, the Seller has the option to withdraw the sale at that point without any additional costs.

## Where will the auction be held?

### On-Site Auction



An auction will occur at the property being sold. Participants can register on-site immediately before the auction.

### Online Auction



An auction will occur online only. In order to bid, participants should register for an account on AshlandAuction.com before or during the auction.

### Simulcast



An auction will occur on-site and online simultaneously. Bids placed at the property location will be noted as a Floor Bid.

# The Listing Process

A lot of work goes into the listing of your property before the auction occurs. Successful auctions need approximately 45 days - let's see why.



# Advertising Your Listing

Our team at Ashland Auction Group works to devise a marketing strategy that will work for each seller's individual property. Using a variety of methods and tools, we are sure to target prospective buyers that are looking to acquire a property just like yours.

## Unique Marketing Campaign





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By Appointment Only