



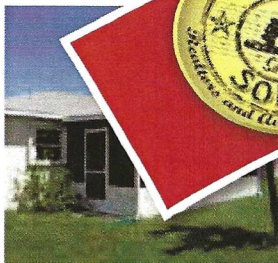
Jacobson Auction Co.

There are two auction formats that are commonly used: Absolute & Confirmation Auction. An Auction creates what is known as True Fair Market Value. Price is established by open and fair bidding in a competitive environment.

Absolute Auction: This type of auction sells to the highest bidder without minimum or reserve. As a result there are larger crowds and increased interest.

Confirmation/Reserve Auction: This type of auction, the seller has the right to accept or reject the highest bid received at auction. This auction is the most common type of auction.

Jacobson Auction Co., Inc.



Selling Florida Since 1982!

Who are we? Jacobson Auction Co., is your number one auction business and real estate company. For over 30 years, we have held open, transparent and competitive real estate auctions that result in *True Fair Market Value* and an unmatched speed of sale. We are proud of our profession and the reputation we have earned throughout the past 30 years.



a part of the American way of life. Real Estate that is sold at auctions amounts to billions of dollars .

Feel safe when entrusting the sale of your property to Jacobson Auction . Since 1982, Jacobson Auction Co. has sold all types of real estate at auction, such as Single Family Homes, Condominiums, Ranches, Acreage, Vacant Land, and Commercial.

Jacobson Auction Co., provides an auction that is tailored to fit the needs of each individual client. Our expertise in the real estate and auction industry is the difference needed when selling your property. Our company believes in the service we provide and the benefits it brings to our clients.

Frequently Ask Qs

Having conducted thousands of auctions our company has grown to become a dominant force in the Treasure Coast.

We encourage you to contact us to discuss your auction needs, or attend any of our auctions as our guest to meet us and witness our on-site auctions.

What is the cost to the seller? The only cost to the seller is a marketing fee. This fee is used to pay for advertising through newspaper, direct mail, online media and more. In the event of a no sale the auction company will only be out their time and effort but not out of the actual advertising cost of doing *Your Auction*.

If I have an auction, will everyone think I had to sell? Auctions are not last ditch efforts. The savviest of sellers actually prefer auction marketing and frequently select an auction as the best method of sale. One ingredient to a successful auction is the real story. The buyer must know you are serious about selling and that the auction company has the reputation of delivering successful auctions. It is about credibility.

Has Jacobson Auction Co., ever conducted an auction like mine? We have a lengthy track record of successfully conducting volumes of auctions of all types of properties. The bidding frenzy that experienced, well-trained professionals can achieve, only occurs when the auction is correctly executed from beginning to end. Don't leave your auction to chance, call us today and have confidence in our proven abilities.

Do I have to take whatever the bid ends at? No. The seller can accept or reject the highest bid at a Reserve Auction. Jacobson Auction Co. will get the very best bid to present for the sellers approval. However, at an Absolute Auction the property will sell to the highest bidder regardless of price. Many times this type of sale can outperform "Reserve" auctions because of the excitement an absolute auction creates.

From beginning to end, how long does an auction take? Jacobson Auction Co., adheres to a well-developed marketing strategy through a simultaneous release of all advertising. This includes but not limited to detailed brochures, newspaper advertising, e-mail distributions, signs, and online bidding when appropriate. Although an auction can be accomplished within 10 days, if a time-sensitive-sale is not needed, we recommend 30 days for a full marketing campaign after auction sign up to adequately advertise the auction.

What happens in the event of a no sale at the Auction? Jacobson Auction Co. is still committed to sell your property and if elected will continue to market the home for up to 90 days after an auction. If a home is not sold at the initial auction price many times after the auction is over offers to buy are received.

Auction Timeline

What to Expect after Signing Up...



Day One: Execute auction agreement, Photograph Property, Gather all relevant facts and Marketing Material, Order Auction Signs

Day 2-7: Prepare All Marketing Material, Signage, Brochure to Printer, Ads to Newspaper, Internet Copy to Webmaster, E-mail Flyer

Day 10-17: Realtor Mailing List, Neighborhood Alert Brochure, Newspaper Ads appear, Second E-mail Flyer, Drive-by inspection

Day 18-24: Final E-mail Flyer, Newspaper Ads appear, Realtor mailing List, Drive-by inspection

Day 30: Auction Day

Day 60: Closing



Marketing Strategy

The success of any major auction is the result of a well-designed marketing plan. It is important that your property be presented to as many potential buyers as possible. The buyers must be successfully reached so multiple avenues are utilized in marketing plans by Jacobson Auction .



How can buyers find a Jacobson Auction Co. auction?

We utilize every media medium we believe has the best chance of reaching our target market.

Brochure

We will create a two page, full-color brochure that details the residence to be sold at the auction. The brochure will provide a complete description of the property, all amenities and will include all known facts that assist buyers in making the decision to purchase. It will also contain the date, time, and place of the auction. Terms and conditions of sale will be set forth as well as any additional information including preview times and dates.



Direct-Mail

We mail lists of targeted market groups from third party companies to expand our marketing efforts. Generally, these lists will include segmented groups by location and proximity to your real estate, income and profession, real estate brokers, investors, developers, business people and other professionals as well as others capable of purchasing.

Newspaper Advertising Program

A critical part of the auction plan calls for placement of advertising in major newspapers. Our marketing plan calls for placement of display and classified advertising. We utilize the sections of the newspaper that attracts the widest possible level of interest.

Online Advertising

The auction company agrees to promote the auction on his own website. It is also common practice for the auctions to be promoted on third party websites. This extends the reach of the auction advertisements to millions of users actively looking at real estate. A high percentage of people search first online when looking for real estate.

