AUCTION LIFE CYCLE

FRE.com
Freedom Realty Exchange®

PRE-AUCTION

- Enroll on FRE.com
- Seller signs addendum and listing agreement
- Build your own branded auction webpage
- Upload photos and due diligence documents
- Establish auction data; minimum bid, deadline, etc.
- Order auction signage

MARKETING

- Install auction signage on property
- Update MLS and create marketing materials to promote the Auction include; Minimum Bid, Bid Deadline and your unique URL: *www.FRE.com/myauction*
- Send email and/or direct mail to existing database, past prospects, surrounding property owners
- Conduct open houses or property tours

AUCTION MANAGEMENT

- Monitor prospect activity from online dashboard
- Follow up with phone calls and emails to interested prospects
- Log notes and grade prospects in the system to focus on qualified buyers
- FRE Auction Assistants are available to answer questions

BIDDING

- Online bidding delivers convenience to buyers
- Our Last Call® bid extension process ensures the highest possible sales price
- FRE Auction Assistants are available to assist you and bidders

CLOSING & SETTLEMENT

- Winning bidder is notified
- Purchase and Sale Agreement is executed by Buyer and Purchase Deposit is submitted to escrow within 2 business days
- Transaction settled and funded in 30-45 days

START TO FINISH IN LESS THAN 90 DAYS