

# The Freedom Realty Exchange®



Residential Properties



# WHY CONDUCT AN ONLINE AUCTION ON FRE.com?

Create Buyer Urgency and a Date Certain for Sale

Maximize Sales Price with Competitive Bidding

High Closing Ratio and No Contingencies

Global Exposure through the Freedom Realty Exchange networks

Seller Protection with Sealed Bid and Reserve Auctions

30 years of Auction Marketing Experience and Billions in Sales

# THE FREEDOM REALTY EXCHANGE®

## AUCTION PROCESS



# IMPLEMENTATION OF MARKETING PROGRAM

- Prominent on-site AUCTION signage (generates an average of 60% of buyer traffic)
- Send email to existing databases, neighboring property owners
- Update MLS, other listing sites and your existing marketing materials to reflect Auction details



**FREEDOM REALTY EXCHANGE® AUCTION**

**16 Geneve**  
Harbor Ridge, Newport Beach

The exquisite custom estate home sits atop the grandest remnants of Harbor Ridge, boasting one of the most remarkable views in Newport Beach. City lights, the ocean and remarkable sunsets... this exquisite home offers nothing but the finest of views and quality. Situated on a peaceful cul-de-sac, this four bedroom suite, eight bathrooms, custom estate kitchen w/ Master Suite featuring a spacious island, fireplace, two walk-in closets, and a polished bathroom with marble counters, heated floors and wood oak, an automatic computer-controlled shower and bathtub. The well-appointed kitchen of the home includes "Sub-Zero" custom glass front, an oversized granite counter, wood beam ceiling, exotic granite kitchen counter-top, "Viking" appliances and a built-in beverage center. The sophisticated Bunk Room offers a comfortable sanctuary to entertain friends and family with a built-in bar, built-in flat screen TV, 100 built-in wine storage and space for a pool table.

**Minimum Bid: \$3,950,000**  
Suggested Value: \$4,950,000

**Don't Miss Your Opportunity to Purchase This Unbelievable Ocean View Estate Home!**

For more property details, auction information and viewing schedule, visit:  
**www.FRE.com/368H1**

**FREEDOM REALTY EXCHANGE®**

**15 BRAND NEW TOWNHOMES**

Located in One of LA's Historic Hollywood Neighborhoods

**2-3 Bedrooms • 3 Bathrooms**  
**±1,600 - ±1,800 sq. ft.**

**BIDS START AT \$399,000**

Just Minutes from Hollywood Bowl and Ford Amphitheatre!

For property details and auction information, visit:  
**www.FRE.com/336H4**

**FREE AUCTION**

**411 Avenida Del Mar, San Clemente • 4 Bedrooms • 3 Bathrooms • 3,999 sq. ft.**  
**MINIMUM BID: \$1,280,000**

**www.FRE.com/389H2**



# PROSPECT QUALIFICATION AND BIDDING

<a href="#">Thomas Tomczak</a>	Spokane, WA	A	Principal	--	7/30	
<a href="#">Keith Scribner</a>	Spokane, WA	B	Principal	--	28	8/10
<a href="#">David Birge</a>	Spokane, WA	B	Principal	--	5	8/24
<a href="#">John Ziegler</a>	Santa Rosa, CA	B	Principal	--	3	8/23
<a href="#">Jerry MacDuffee</a>	Oregon City, OR	C	Principal	--	2	8/6
<a href="#">Jerry Wise</a>	Los Angeles, CA	C	Principal	--	5	8/23
<a href="#">Robert Lawrence</a>	Costa Mesa, CA	D	Principal	--	2	8/13
<a href="#">JAVED IQBAL</a>	GRANITE BAY, CA	D	Principal	--	2	8/18
<a href="#">Matthew Lyons</a>	Scottsdale, AZ	D	Principal	--	2	8/5
<a href="#">Gurdeep Chadha</a>	Morrisville, NC	D	Principal	--	2	7/29
<a href="#">Scott Robertson</a>	Bellevue, WA	D	Agent	--	--	8/22
<a href="#">Randy Dean</a>	Everett, WA	E	Agent	--	1	8/12
<a href="#">Carl Alexander</a>	Tacoma, WA	E	Broker	--	16	8/16
<a href="#">James Orcutt</a>	Spokane, WA	E	Broker	--	1	8/19
<a href="#">Christopher Bell</a>	Spokane, WA	E	Broker	--	2	8/18
<a href="#">Mark Lucas</a>	Spokane, WA	E	Agent	--	36	8/26
<a href="#">Erik Peterson</a>	Roseville, CA	F	Principal	--	1	8/19

Proprietary tracking system captures website visitor information.

Prospect interest is graded A-F, allowing focus to be placed on the highest quality prospects.

Bidders must submit required bid deposit to escrow for online bid to be valid.

Sealed bid format prevents negative market exposure and protects seller's price point.

Online bidding ensures a fair, transparent and competitive process resulting in higher sale prices.

<input type="checkbox"/>	Time Placed	Bidder ID	Bidder	Bid Type	Bid Status	Original Bid	Final Bid
<input type="checkbox"/>	May 23, 2011 06:19 pm PDT	BAR897	<a href="#">gregorio barboza</a>	Last Call	Valid	USD \$115,000	USD \$115,000
<input type="checkbox"/>	May 23, 2011 02:33 pm PDT	GOR272	<a href="#">Edgar Gordon</a>	Last Call	Valid	USD \$110,000	USD \$110,000
<input type="checkbox"/>	May 18, 2011 11:34 pm PDT	MAR839	<a href="#">JESUS MARTINEZ</a>	Highest Sealed	Valid	USD \$85,000	USD \$85,000
<input type="checkbox"/>	May 18, 2011 09:46 am PDT	BAR897	<a href="#">gregorio barboza</a>	Sealed	Rejected	USD \$45,000	USD \$45,000
<input type="checkbox"/>	May 17, 2011 05:48 pm PDT	GOR272	<a href="#">Edgar Gordon</a>	Sealed	Rejected	USD \$70,000	USD \$70,000
<input type="checkbox"/>	May 13, 2011 09:05 am PDT	REE498	<a href="#">amos reed</a>	Sealed	Valid	USD \$33,000	USD \$33,000

# CLOSING AND SETTLEMENT

---

## Contingency-Free Sale

- Due diligence and disclosures available to buyer prior to closing
- Eliminates re-trading and lengthy contract negotiations

## Expedited Closing Process


- Third party escrow, experienced in auction closings, is used for all transactions
- Signed Purchase & Sale Agreement sent to Buyer within 48 hours of the auction ending and the Purchase Deposit is required 2 business days after Buyer receives the contract
- Escrow works with Buyer, Seller, Broker and Closing Agent to ensure proper transfer and recordation
- Final funding/closing in 45 days or less

# AUCTION CASE STUDY

## Auction ID: 375 – New Home in Peoria, Arizona

Auction #375-1

**CLOSED** Bid Deadline **ENDED**



Residential Property  
28545 North 68th Avenue  
Peoria, AZ 85383  
Maricopa County

[View Map](#)

Show values in  
US Dollar

Suggested Value USD \$425,000  
Bid Deposit USD \$5,000

Beds 4  
Baths 3  
Sq. Footage 3,037 ft<sup>2</sup>  
Lot Size --  
MLS# 4312813  
APN/Tax ID 201-37-467

**Property Representative**  
**COLDWELL BANKER**  
Coldwell Banker Residential Brokerage  
Emily Johnson  
Coldwell Banker  
Phone: (205) 555-4221  
Email: emily.j@cb.com

This auction has ended.  
If you would like to bid on another auction,  
click the button below  
[SEARCH AUCTIONS](#)  
Bidding questions or assistance? Call 800-968-0660

- 45 day auction marketing campaign
  - 1,341 unique visitors
  - 122 registrants
  - 14 bidders
- Highest sealed bid was \$335,000
- Last Call® extends bidding for 18 days
- Final bid \$375,000
- Last Call® bidding generates an additional \$40,000
- Last Call® generates on average an 18-20% increase of final sales price

[VIEW ALL](#) [BID HISTORY](#) [DESCRIPTION](#) [DOCUMENTS](#) [VIEWING SCHEDULE](#) [FEATURES](#) [FINANCING](#)

### Bid History \$40,000 increase in sales price

Bidder ID	Bid	Date	Time Placed	Type
BUT089	USD \$375,000	Apr-12	4:23:46 pm PDT	Last Call
JEN265	USD \$367,500	Apr-09	4:41:18 pm PDT	Last Call
BUT089	USD \$362,000	Apr-08	4:58:01 pm PDT	Last Call
COA044	USD \$355,000	Apr-07	6:20:11 am PDT	Last Call
DED070	USD \$350,000	Apr-06	4:57:00 pm PDT	Last Call
COA044	USD \$345,000	Apr-04	7:23:50 pm PDT	Last Call
SVA131	USD \$340,000	Apr-03	1:03:56 pm PDT	Last Call
COA044	USD \$335,000	Mar-25	5:35:00 pm PDT	Highest Sealed

where other auctions end

# AUCTION CASE STUDY

## Auction ID: 215 – New Homes in Redlands, CA.

**#215-6 | 728 Strada Casalingo**

**MLS#:** Lot 6      **High Bid:** \$570,000 SOLD

**Property Type:** Single Family Residential

**Bedrooms:** 3  
**Bathrooms:** 3.5  
**Stories:** 1  
**Garage Spaces:** 3

Auction Ended

Details Documents Features Financing My Bids Bid Now


**History**    **\$90,000 increase in sales price**

Bid Amount	Bidder	Bid Type	Date	Time
\$570,000	EHR433	Last Call Bid	6/12	21:30
\$560,000	PER215	Last Call Bid	6/12	20:58
\$550,000	EHR433	Online Bid	5/29	16:38
\$540,000	SAL599	Online Bid	5/29	13:47
\$530,000	EHR433	Online Bid	5/29	09:53
\$520,000	SAL599	Online Bid	5/28	14:56
\$510,000	YAN781	Online Bid	5/27	10:44
\$500,000	SAL599	Online Bid	5/25	23:25
\$490,000	BRA810	Online Bid	5/25	07:45
\$480,000	SAL599	Online Bid	5/22	11:54

**Other Properties in this Auction**

#215-6 | 728 Strada Casalingo

**Property Details**



**Address:** 758 Strada Casalingo  
Redlands, CA 92373

[View All Pictures](#)

[View Map](#)

**where other auctions end**

- 45 day auction marketing campaign
  - 922 unique visitors
  - 25 registrants
  - 5 bidders
- Highest sealed bid was \$480,000
- Last Call® extends bidding for 20 days
- Final bid \$570,000
- Last Call® bidding generates an additional \$90,000
- Escrow closed in 30 days

# SELLER TESTIMONIALS

---

Our campaign goes to show that the Freedom Realty Exchange® online auction marketing program is not only a solution for builders and developers, but also for financial institutions. I have not heard of any other sales technique or marketing method that would have delivered these price points in this market. Thanks to 'Last Call' and the other innovative features of LFC's online auction technology, we are no longer stuck under the burden of standing inventory as so many other financial institutions are today.

**Director of Due Diligence  
Hearthstone**

I have been involved in the marketing and sales of thousands of residential condominiums over the years. In all honesty, the idea of using the Internet to sell our units took a little getting used to; but we gave LFC and their Freedom Realty Exchange® online marketing program a try. We made an excellent decision. This program represents the future for residential real estate marketing.

**Principal  
Montecito Property Company, LLC.**

As a long time developer, we tried just about every marketing technique to sell our standing residential inventory. Finally we learned about the Freedom Realty Exchange® online auction program and decided to use it to sell our standing residential inventory in the Laughlin Ranch master-planned golf community in Arizona. We couldn't be more pleased with the results. The auction campaign was handled so professionally and achieved such an overwhelming response. We would recommend LFC and their Freedom Realty Exchange® program to anyone who desires to sell residential property in a shortened time frame and at its maximum price point.

**President  
Nationwide Homes, Inc.**