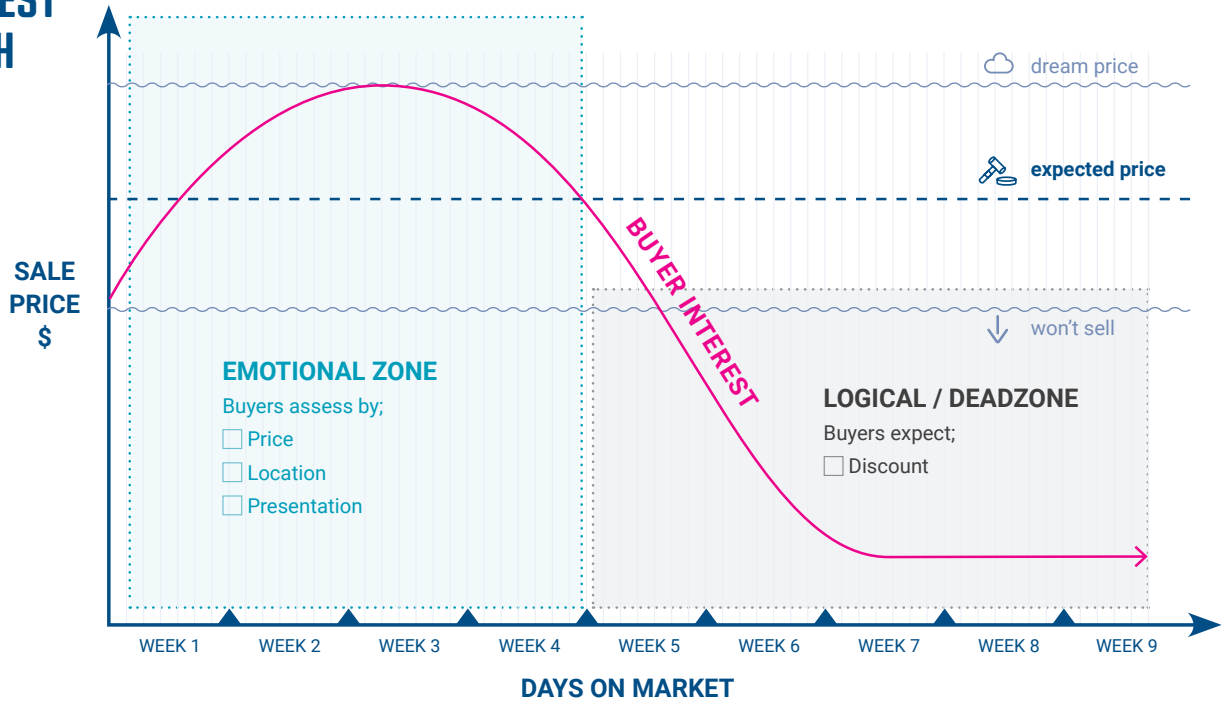


# SALES METHODS COMPARED



1. What has motivated your decision to sell?
2. What sales methods have you bought or sold with before?

## BUYER INTEREST GRAPH



## TIMELINE COMPARISON

## KEY FEATURES

### AUCTION



- ✓ No 'ceiling' on achievable price
- ✓ Fixed campaign length
- ✓ Encourages real competition
- ✓ Buyers are cash unconditional



### OPENN NEGOTIATION



- ✓ No 'ceiling' on achievable price
- ✓ Fixed campaign length
- ✓ Encourages real competition
- ✓ Pre contracting of all buyers
- ✓ Buyers can be conditional and unconditional
- ✓ Can display bids throughout campaign
- ✓ Maximises sale price



### PRIVATE SALE



- ✓ Buyers can be conditional
- ✓ No fixed campaign length



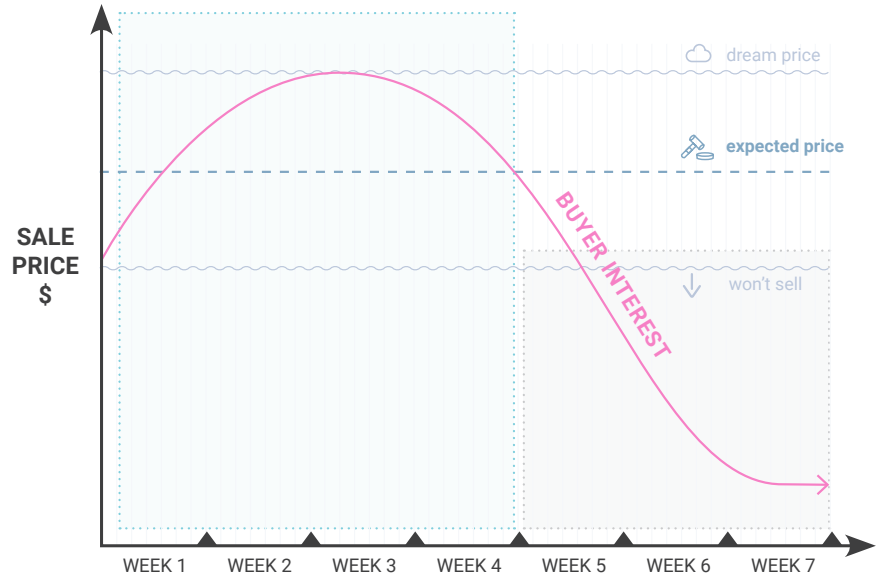
# SALES METHODS COMPARED



## PRIVATE SALE

Scenarios;

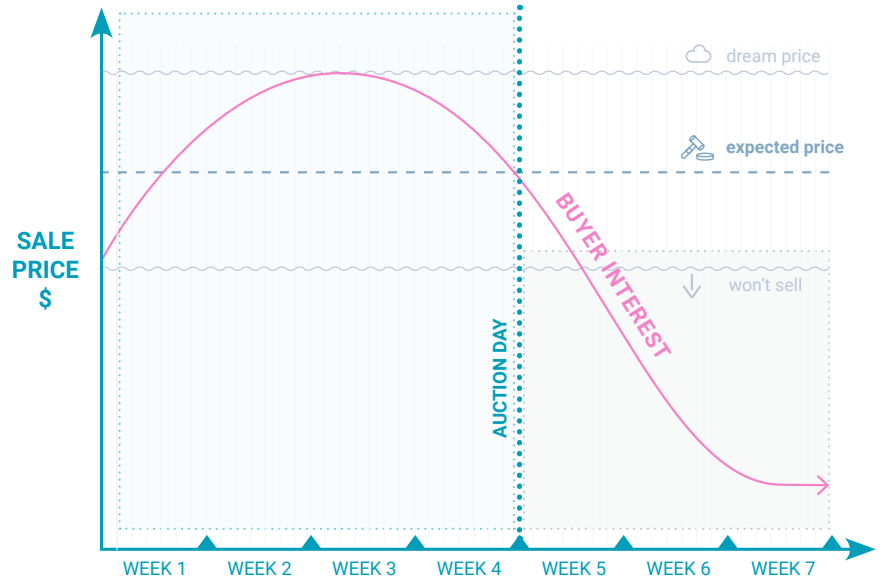
- Over pricing
- Under pricing
- Multiple offers
- High offer upfront



## AUCTION

Scenarios;

- Early offer upfront
- Passes in



## OPENN NEGOTIATION

Scenarios;

- Testing a high opening bid
- Bringing the FBS forward
- Sole bidder
- Passing in

