



This method of real estate sale
can ONLY be performed by
an Auctioneer.

**A realtor could not
possibly produce
satisfactory results by
conventional methods**

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Jerry Scott here.

I'd like
to tell you about
**REVENUE-PLUS
AUCTIONEERING.**

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If you are selling a property that...

Is large enough to be
sub-divided...

Is appealing to a wide-range
of potential buyers, and...

can be advertised for sale
at least one month prior
to the actual
date of sale....

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then
**REVENUE – PLUS
AUCTIONEERING**
is a *great* way
to generate
maximum dollars
for your property.

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What is REVENUE-PLUS AUCTIONEERING ?

✓ *First*,
it is a type of auction;

✓ 2nd,
it levels the playing field
for potential buyers,
and I'll explain how
in a moment; and

✓ 3rd,
it *typically*
generates more revenue than any
other type
of property sale.

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Let's look at a
real-life example...
Here's a typical
property...

- Beautiful Knox Co., Ohio
- 45 acres total

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25 acres
Parcel 5

5 acres
Parcel 4

5 acres
Parcel 3

5 acres
Parcel 2

5 acres
Parcel 1

Which can be
subdivided into
five parcels.

Parcel #5 is primarily scrub brush

Parcel #1 once had a house on
it, so even though the structure
is no longer there, the basic
utility hookups are.

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If you wanted
to sell this property,
you have two basic
options...

Conventional Sale
or
Auction

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If you sell it
conventionally, you'd
have to decide
whether
to offer it
as a whole...
or subdivided

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Then, you would
choose either to sell it
yourself
("for sale by owner"),
or to list it
with a realtor.

Either way,
you'll have to come up
with an "asking price."

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Let's say the
property has been
appraised for
\$225,000...

If you are listing it yourself,
you might offer it for \$225,000.

If you are listing it with a realtor,
you might offer it for \$250,000
to cover additional expenses,
including realtor commissions.



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From this point
forward, price
negotiations
are generally
downward

\$225,000

\$215,000

\$207,000

or less...

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The property may sell
quickly or not,
and there may be
contingencies delaying
its eventual closing.

1 month...

2 months...

4 months...

6 months...

NEXT PAGE 





You are
saddled with
negotiations, even
if you list the
property
conventionally.

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Your other
option to sell
your property
is to utilize the
auction method.

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Auctions create a degree of urgency...

Once the gavel falls,
your property is *sold*.

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With an auction,
you can normally have
your money within
60 days from the
signing of the
contract.

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Once the auction
begins, all price
negotiations
are *upward*.

Or more...

\$235,000

\$220,000

\$200,000

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And...
the property
may be offered
both as a whole
and in lots
simultaneously
to see which will
generate a higher
selling price.

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Let's start the
auction...

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“What will someone
give for Lot #1?”

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\$40,000!

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25 acres
Parcel 5

5 acres
Parcel 4

5 acres
Parcel 3

5 acres
Parcel 2

5 acres
Parcel 1



•\$40,000
•\$8,000/acre

**Bidding for
Parcel #1
stopped at \$40,000
and is held
by the family
pictured here.**

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25 acres

Parcel 5

5 acres

Parcel 4

5 acres

Parcel 3

5 acres

Parcel 2

5 acres

Parcel 1



- \$40,000
- \$8,000/acre

Now the auction
continues with
Parcel #2, then #3
and so forth,
until all lots
have been offered...

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25 acres

Parcel 5



•\$21,000
•\$840/acre

5 acres

Parcel 4



•\$36,000
•\$7,200/acre

5 acres

Parcel 3



•\$32,000
•\$6,400/acre

5 acres

Parcel 2



•\$38,000
•\$7,600/acre

5 acres

Parcel 1



•\$40,000
•\$8,000/acre

Once we've finished
the preliminary auction
of each individual
parcel,
you might have a
scenario like the one
shown here.

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25 acres

Parcel 5



•\$21,000
•\$840/acre

5 acres

Parcel 4



•\$36,000
•\$7,200/acre

5 acres

Parcel 3



•\$32,000
•\$6,400/acre

5 acres

Parcel 2



•\$38,000
•\$7,600/acre

5 acres

Parcel 1



•\$40,000
•\$8,000/acre

Together,
these lots
will generate
\$167,000.00,
or
\$3,711.11/acre.

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The next step
in a conventional
auction is to offer
the property
as a whole, to see
if it will generate
more revenue.

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“What will someone
give for all five
parcels?
The minimum bid
has to be at least
\$168,000...”

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\$168,000

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25 acres
Parcel 5



\$168,000
\$3,733/acre

5 acres
Parcel 4



5 acres
Parcel 3



5 acres
Parcel 2



5 acres
Parcel 1



This lady,
perhaps a speculator,
is now in control
of the property at
\$168,000.00,
or
\$3,733.00/acre....

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And every
other bidder
has been eliminated
over an extra \$1000,
because in a
conventional auction
the gavel now falls....

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... and we say
goodbye to all the
individuals who
attended the
auction....

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...except the
high bidder.

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This is the point where
**REVENUE - PLUS
AUCTIONEERING
begins...**

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REVENUE - PLUS AUCTIONEERING knows that individuals...

always have more money
to invest, and

usually have more money
collectively than any one individual
bidder

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The
REVENUE - PLUS
AUCTIONEERING
system enables all
registered bidders
to *stay in the auction*
for the entire length
of the auction.

How does this work?....

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This family
had their heart set
on Parcel #1
(the gentleman's
grandparents
had lived there).

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With
REVENUE - PLUS
AUCTIONEERING, they
now
have the option of
increasing their
previous bid of
\$40,000 which had
been eliminated
by the speculator...

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All bids must be a
minimum of \$1000
over a tie bid.

In order to regain control
of the parcel,
figuring on a per acre basis,
their new bid must be
\$42,000...
(a bid of \$41,000 would have
been a tie...)

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\$42,000!!!

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25 acres
Parcel 5



•\$21,000
•\$840/acre

\$169,000
\$3,755.55/acre

5 acres
Parcel 4



•\$36,000
•\$7,200/acre

5 acres
Parcel 3



•\$32,000
•\$6,400/acre

5 acres
Parcel 2



•\$38,000
•\$7,600/acre

5 acres
Parcel 1



•\$42,000
•\$8,400/acre

Now that the family has raised their bid, together these lots total \$169,000.00, which exceeds the speculator's bid of \$168,000.00, and places the previous bidders back in control of the other parcels at their original prices.

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“This is where the fun begins...”



All registered bidders are back in the game, even if they had not initially placed a bid.



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Remember:

It is typical at auctions for people to hang back for a while, get the “lay of the land,” and only join in once they see where the bidding is leveling off...

REVENUE-PLUS AUCTIONEERING allows such people to join in at *any* point.

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A new bidder might
bid on a combination
of parcels....
For instance:

A Farmer might decide that he
wants two of the parcels... one to
live on and the other to farm.

“I bid \$64,000 for
Parcels #1 & #5.”

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25 acres

Parcel 5



\$170,000

\$3,777,77/acre

•\$64,000 (#1 & #5, \$2,133.33/acre)

5 acres

Parcel 4



•\$36,000
•\$7,200/acre

5 acres

Parcel 3



•\$32,000
•\$6,400/acre

5 acres

Parcel 2



•\$38,000
•\$7,600/acre

5 acres

Parcel 1



The farmer's bid gives him control of Parcels #1 & #5, while the other bidders retain control of their parcels.

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A totally
different bidder,
perhaps a developer,
may jump in now and
try to control
the board...

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“I bid \$200,000 for the whole property.”

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25 acres

Parcel 5



\$200,000

\$4,444/acre

5 acres

Parcel 4



5 acres

Parcel 3



5 acres

Parcel 2



5 acres

Parcel 1



This new bidder
now controls all
the parcels at
\$200,000.00, or
\$4,444.00/acre...

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Now anything could happen...

A young Amish fellow solicits the assistance of his brother...



And they decide to team up and bid on Parcels #3, #4, & #5... In order to gain control of these parcels, figuring on a per acre basis, their bid must be \$121,000, or \$3,457/acre...

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\$121,000.00!

NEXT PAGE 



Incidentally, all of these calculations – minimum bids needed, combinations, etc. – are created electronically on the spot and in real time by sophisticated software packages we use during all of our REVENUE-PLUS auctions. And these calculations are displayed for all attendees to see.

It is not uncommon for a potential bidder to ask a question like, “What would I need to bid to control a particular parcel or combination of parcels?”

The screenshot shows a software window titled "Bid board - PowerPoint". It contains a table with the following data:

Bidder	Bid amt	High	Combinations
8	200,000	4,444	1 2 3 4 5
9	121,000	3,457	* 3 4 5
7	64,000	2,133	1 5
1	42,000	8,400	* 1
2	38,000	7,600	* 2
3	32,000	6,400	3
4	36,000	7,200	4
5	21,000	840	5

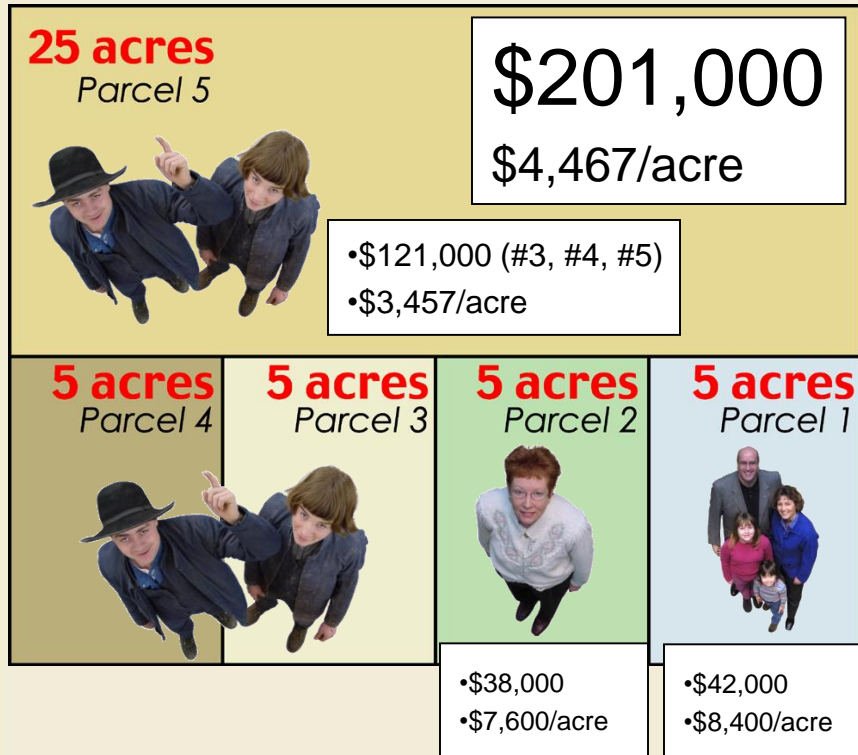
Below the table is a "Bid query" dialog box. It contains the text: "The minimum bid amount needed for the combination" followed by "3 4". Below this, it says "to tie for the winning position is 99,000 in total." There are input fields for "Bid amount (in total)" and "Bidder number", and buttons for "Calculate" and "Cancel".

At the bottom of the window, there are controls for "Spacing", "Size", "Bold" (checked), "Comb#" (unchecked), "Total" (201,000), "Per" (4,467), and radio buttons for "Bid board" (selected) and "Place boards". There are also several icons on the right side of the bottom bar.



With the
Amish brothers' bid,
the family that had
their heart set
on Parcel #1
is now back in control
of it again, and they
did not have to raise
their bid any further.

Nor did the single lady
looking to build a home.



25 acres

Parcel 5

5 acres

Parcel 4

5 acres

Parcel 3

5 acres

Parcel 2

5 acres

Parcel 1

And the bidding continues until everyone has had a chance to secure a parcel or parcels of their choice.

In reality, we had a REVENUE-PLUS auction of a property just like the one we've used as an example.

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25 acres

Parcel 5

Total = \$167,000

•\$21,000

5 acres

Parcel 4

\$36,000

5 acres

Parcel 3

\$32,000

5 acres

Parcel 2

\$38,000

5 acres

Parcel 1

\$40,000

Here's how it went....

At the 20 minute mark,
the bidding looked like this,
for a total of \$167,000.00,
or \$3,711.11 per acre.

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25 acres

Parcel 5

Total = \$250,000

5 acres

Parcel 4

5 acres

Parcel 3

5 acres

Parcel 2

5 acres

Parcel 1

At the 40 minute mark, we
were at \$250,000.00,
or \$5,555.55 per acre,
from a bidder who wanted
the entire property.

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25 acres

Parcel 5

Total = \$319,500

\$7,100/acre

•\$81,500

5 acres

Parcel 4

5 acres

Parcel 3

5 acres

Parcel 2

5 acres

Parcel 1

\$68,000

\$58,000

\$60,000

\$52,000

One hour and fifty-two minutes into the auction, the gavel fell.

The final selling price was \$319,500.00, or \$7,100.00 per acre. Incidentally, the original bidder of Parcel #1 at \$40,000.00 was the last bidder of the sale, and purchased the parcel for \$52,000.

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**REVENUE-PLUS
AUCTIONEERING**
allows potential
bidders to stay
in the auction,
even after someone
has stepped forward
to purchase
the entire property
at a higher price.

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Competitive bidding
creates a
fair market value,
and individuals
collectively
can usually generate
a higher sale price
than one person
buying the property
as a whole.

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**REVENUE-PLUS
AUCTIONEERING**
enabled the property
to generate
\$319,500.00,
or an additional
\$151,500.

**This is the
power of
REVENUE-PLUS
AUCTIONEERING**

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•The goal of MD Realtors is to eliminate competition and gain a monopoly in the business of listing and selling real estate.

[HB 1006 is promulgated for that very reason. Auctioneers may not negotiate a sales contract like a realtor is permitted. Auctioneers may only sell to the highest bidder on the day of auction with pre-determined 'Auction Terms & Conditions' that are equal and fair for everyone that has an interest in purchasing the real estate. Not the day before nor the day after the advertised day of auction.

AUCTION DAY ONLY!

This has been the law in MD forever; it is only "sour grapes" that a MD Broker is 'bent out of shape' due to losing a listing(s) to an Auctioneer and thereby wants to extract revenge on all Auctioneers.

If HB 1006 were to become law, a major portion of MD Auctioneers would be forced to resign their profession.

There is very little profit margin in selling household personal property these days unless an Auctioneer also bundles the Real Estate as well. Most MD Auctioneers are mom & pop businesses and could not stay in business under such a law. It would require approximately 3 ½ years to become a MD licensed Broker. Also, some Auctioneers specialize in Real Estate Auctions. As you can see from the video, we shine in achieving the best results for our clients (sellers) thru the Auction Method of Competitive Bidding.

I have successfully completed the basic 60 hour entry level license Sales Person class and also successfully completed the Brokers 130 hr class in the span of approximately 3 ½ years. "One must be a licensed sales person for a minimum of 3 years prior to taking the Broker Test".



I do not recall
one single
chapter of the
mechanics or
method of
conducting a real
estate auction

during any of my
real estate
Sales Person or
Broker Classes.

Denny Stouffer
Stouffer's
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