

**Residential**

**Land**

**Commercial**

**Industrial**

**Retail**

**Bringing Buyers and  
Sellers together...**

**COMPANY PROFILE**

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## OUR MEMBERSHIPS

- SAIA (South African Institute of Auctioneers)
- NAA (National Auctioneers Association)
- EAAB (Estate Agency Affairs Board)
- South African College of Auctioneering



# Buying and selling property on auction is the way to go

## Letter from the CEO

Auctions are fast taking centre stage in the buying and selling of property in South Africa. With commercial, industrial and residential property changing hands on auction every day, the platform is fast becoming a first choice in the market place, offering a seamless and conclusive process for both parties.

Following in the footsteps of the leading world markets, where more than thirty percent of property transactions are sold on auction, South Africans are now fast embracing auction as a competitive option for disposing of their prize possession.

Auction offers numerous benefits for both parties; for the seller, a quick three week turnaround time with a set sale date, providing the peace of mind and assurance that the transaction will be concluded on that day. Auction attracts pre-qualified buyers to the event, and the sale is not subject to finance, the purchaser is obliged to raise the finance prior to the auction. The Seller gets to set a minimum reserve and should the winning bid fall short of this, he is not obliged to accept the offer.

With the finance in place the buyer immediately enters into a sales contract on the fall of the hammer, and is bound to perform and adhere to the auction terms and conditions. The transaction is clean, there are no suspensive conditions and the successful bid is accompanied by a substantial non-refundable deposit.

This is a major benefit in a market where the banks determine the approval of a sale, too often deals fall through due to banks declining the finance. This can be a very frustrating process for both buyer and seller and often leads to uncertainty and foiled plans.

For the buyer, there is no risk of over paying for a property as he/she determines the correct market value. No time is wasted approaching a seller who often has an unrealistic price. By placing a property on auction the seller has made his intentions clear, is a real seller, and is not just testing the market.

The auction platform ensures that the entire process is fair and transparent, buyers know within a very short period whether their offer is successful. Auction eliminates long tedious negotiations between the parties which often hinder and can at times derail a sale.

Reliance Auctions has positioned itself as the leader in the Property Auction Industry and since its inception in 2011 Reliance has offered an unrivalled sales platform emerging as a successful, reliable brand.

We challenge you to list your property with us and experience the pleasure of a hassle, stress free sales process that will satisfy your price and expectations.



David Soutter  
CEO

## Why Reliance Auctions

Reliance Auctions has a unique model fashioned along the lines of global trends – we do not target 'forced sales' – our platform is designed for the retail market and targets conventional sales, where savvy sellers realise that our methodology really works optimally in their favour.

Reliance specialises in the sale of residential, commercial, industrial and retail property.

The company was founded in 2011 by our CEO David Soutter who, himself, is a leading figure in the world of auctioneering.

Reliance Auctions has emerged as a successful brand. It conducts business ethically and to this end will only take on saleable properties. It will not promise unrealistic prices. Your interests will remain paramount.

Each property is treated as an independent project. Sales run smoothly and auctions are exciting and effective. You can expect to receive quality service as we are not preoccupied with quantity.

Relationships with our clients are maintained, creating a database loyal to our brand. Good service and a transparent approach ensures that Reliance Auctions is your number one choice.

Face to face interaction is our trademark. Auctions are held on site where only one property is sold at a time. We focus on obtaining you the best possible price, therefore selling your property through Reliance positions you for success.

With our professional approach, expert auction specialists and unquestionable track record, Sellers entrust their asset to Reliance Auctions with the knowledge that the sale will achieve the best result and will be managed professionally through to the very end.

Make Reliance Auctions your service provider too.

## The seller benefits from auction

The seller benefits from the 'hype' created by the auction platform. There is a sense of urgency to the sale, and a fear of loss which attracts maximum buyers to the auction. The more buyers, the more fierce the bidding and the greater the result.

Sellers have come to realise that auction provides them with a quick turnaround time, a sale is concluded within twenty one days. This prevents unnecessary holding costs, e.g. interest, insurance, bond costs, rates and taxes, etc. and allows the seller to proceed confidently with his plans without being subjected to a long drawn out sale.

The seller gets to place a reserve on the property and an offer made on auction is non suspensive, i.e. not subject to a bond - or any other suspensive conditions. Finance must be in place prior to bidding. This alleviates the uncertainty of whether or not the buyer will qualify for finance and places the seller in full control of the sale. On the fall of the hammer the successful bidder secures his bid with a deposit, furnishing guarantees for the balance within a set period after acceptance of the sale.

These bona fide buyers are stimulated by the auction atmosphere and the highest price achieved at the auction is pocketed by the seller with the added benefit that the buyer is responsible for the auctioneer's fee.

## The buyer benefits from auction

Buyers have a strong preference for acquiring property on auction as auction sales are overtly transparent, fair and open. There is no risk of over paying for a property as the buyer determines the market value. The seller cannot be accused of covert dealing, selling to a preferred buyer or selling at an inflated price.

The buyer understands that auction provides an immediate result, alleviating lengthy, time consuming negotiations with sellers who often have unrealistic price expectations. An auction publicly demonstrates to the market that the seller is serious and not just testing the market and that the sale is genuine.

The auction platform facilitates a fair process. Buyers know quickly whether or not their offer was successful, enabling them to implement their plans for the property timeously.

## Reliance cares

At Reliance Auctions we believe that social responsibility is the breath that feeds the soul of every company.

With a commitment to contribute towards sustainable socio economic development Reliance works together with the community to supply basic needs to the underprivileged. Reliance Auctions believes in reaching people at their place of need and donates a percentage revenue to a monthly feeding programme for the impoverished communities of South Africa.

Knowing that funds without deeds is only half the battle, Team Reliance packs food parcels and distributes directly to the community every month.

Since 2011 Reliance Auctions has developed a strategic partnership with Stop Hunger Now a non-profit organization Established in the USA in 1998 by Dr Ray Buchanan, that co-ordinates the distribution of food and other life-saving aid worldwide.

Stop Hunger Now Southern Africa (SHN SA) is a volunteer based meal packaging and results oriented nutrition programme, which was started in South Africa in 2009.

Our vision is a Southern Africa without hunger.



**STOP HUNGER NOW**

## Franchise opportunity

### Make our successful business, your business

For the first time in South Africa's history, Reliance Auctions has pioneered and launched a property auction franchise model, with substantial rewards for the entrepreneur both financially and professionally.

### The opportunity – a property auction franchise

The brain child of CEO David Soutter, this unique franchise model enables more South Africans to take advantage of the auction platform when buying and selling property. Owning a home is a vital part of every community, as it leaves a legacy for future generations. The property market will always have a unique role to play in the success and prosperity of our country and nation as a whole.

When you invest in a Reliance Auctions franchise, you invest in one of the most exciting, high growth industries in South Africa. Auction is taking the world by storm as it offers a hassle free method for buying and selling goods.

### Reliance Auctions - disrupting the real estate industry

As global trends progressively move towards the auction model, the market has at last woken up to the fact that auction offers unrivalled benefits over the retail market and Reliance has positioned Itself as a leader in the auction industry.

It is no secret that since mid-2007, the financing of property has been completely controlled by the banks. Sellers often have to resell their property several times before a deal eventually goes through. This tedious process can take anything from between four to six months or in some cases longer, frustrating all parties involved.

On auction this cannot happen as all potential buyers are pre-qualified for finance and their offer is non-suspensive. As the hammer goes down the deal is as good as done. This seamless transaction is a watershed for the market as it removes all uncertainty for both buyers and sellers alike.

### Franchising – a proven business model

Worldwide, franchising has proven to be one of the most successful models for expanding a business and, for the franchisee, one of the most intelligent ways of starting and growing your own business. By combining the proven business formula of the franchisor with the entrepreneurial drive of the franchisee, a successful business can be forged.

### Our commitment to you

We commit to continually develop Reliance Auctions into a strong, national brand that will enable you to drive and expand your business. To this end, we offer our absolute, hands-on commitment to your success. In short, we do everything in our power to create a win-win relationship between Reliance Auctions and our franchise partners.



*“Reliance Auctions, turning  
Real Estate on its head.”*  
David Soutter, CEO

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