

50 homes go under hammer



Michelle Collins
Property Editor

BIG, bigger, best? The mega auction has become a permanent feature of the real estate market.

Next Sunday from 10.30am, more than 50 properties go under the hammer at Brisbane's biggest residential auction event so far this year and the first large-scale residential property auction to be held in Brisbane since the January floods.

The auction is being held at the Emporium Hotel, in Brisbane's inner northern suburb of Fortitude Valley, by the Ray White offices in Ascot, Bulimba/Morningside, CBD Residential, New Farm, Paddington/Ashgrove and South Brisbane.

Ray White South Brisbane principal Dean Yesberg said in-room auctions provided an opportunity to showcase a wide range of properties to a large audience.

He said large in-room auctions provided a highly competitive environment for genuine buyers. "Sellers want buyers on auction day, not lookers," he said.

"The in-room venue ensures atmosphere, emotion and a crowd, and is a great forum where business decisions can be made.

"Buyers and vendors get a real

sense and appreciation of the state of the market.

"It's also cost-effective for sellers as they get a wider promotion for their properties through larger volumes of advertising at reduced rates and these cost benefits are passed on."

Rob Honeycombe, the managing director of Bees Nees City Realty, said group in-room auctions were a double-edged sword.

"If the atmosphere is great then I've seen some terrific results, with buyers taking the lead from others and higher confidence pulling prices up," he said. "The danger, of course, is that a slow night with unsuccessful auctions ahead of your own can mean your buyers might just tuck their wallets away."

Mr Honeycombe said sellers needed to weigh up if an auction would work for them.

He said a survey conducted by realestate.com.au found 92 per cent of buyers were unlikely to inquire about a property with no price indication.

In areas and price brackets where buyers had plenty of choice, a private treaty could get a sale quicker than an auction.

"We're not anti-auction, we do several each year, but in our view they're over-used by many agents who jam their clients into a one-size-fits-all method," Mr Honeycombe said. "An auction can be the perfect solution for properties that are out of the ordinary, likely to draw more emotional interest and those that are in scarce supply."