


# House auction to be an on-line first

 **closeup**  
web pioneer

- Yeronga home pioneers online auctions
- Seller believes selling online is the way of the future
- Opening bids of more than \$1.5 million expected

By LEE STEHBENS

A SOUTH Brisbane real estate company is taking a pioneering move by selling a Yeronga house on the internet in an eBay-style auction.

The three-bedroom property is at Brisbane Corso, Yeronga, and features a 632sq m block fronting the Brisbane River.

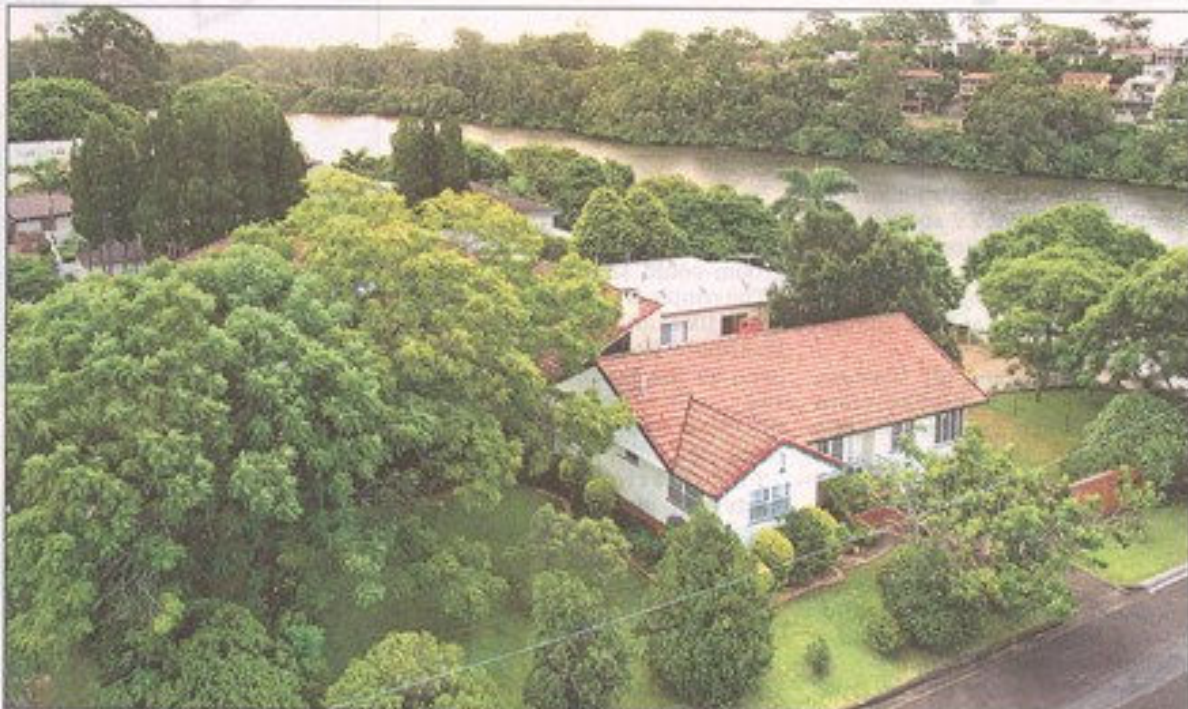
It is expected to fetch more than \$1.5 million.

Bees Nees City Realty managing director Rob Honeycombe convinced his father John Honeycombe – the seller – to be an online pioneer.

"eBay has worked all over the world so there's no reason why something similar shouldn't work for real estate," Rob Honeycombe said.

"Auctions on the front lawn will always have their place and that kind of local event is great for an agent.

"The early inquiry for the home came from a number of the neighbours and other prospective



■ Going, going... the Yeronga home has stunning river views.

buyers who have fairly high profiles in Brisbane.

"We thought the anonymity an online auction offers would be ideal for this property."

Unlike eBay, bidding will remain open for five minutes after a bid.

Buyers cannot be outbid in the final minute of the auction.

Bidders could also be notified of rival bids by SMS or email.

Instead of paying an auctioneer \$400 or more for their services, the

price to list a property for auction on the site is \$120.

Property owner John Honeycombe said he believed online auctions were the way of the future.

"It allows people to bid any time. They don't have to be in a specific place at a specific time," he said.

The property will be auctioned through [www.2bid2.com](http://www.2bid2.com), with bids closing at 1pm on Tuesday, April 8.

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■ Online bids... David Veerman and Regan Lacey from Bees Nees City Realty.

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