



CAROLINE
BROWN
— Property

Auction VS Private Sale

— Which Selling Strategy is Right for Your Inner West Brisbane Property?

Deciding how to sell your property can feel overwhelming, but that's where we come in. At Caroline Brown Property, we're here to guide you through the options and help you choose the approach that's best suited to your property and goals.

When deciding between Auction or Private Sale, it's crucial to consider which method best aligns with your property's unique features and your personal goals. Here's what you need to know to make the most informed decision.

Making the Right Choice for You

We believe that no two properties or sellers are the same. That's why we take the time to understand your goals and your property's unique features before recommending the best selling strategy. Whether it's the energy of an auction or the flexibility of a private sale, our role is to ensure you feel confident and supported every step of the way. - **lets compare...**

Auction SELLING EVENT



At CBP, we create a tailored Auction Event because properties in Brisbane's Inner West deserve more than just a sale, they deserve an experience.

Auctions can deliver remarkable results by capitalising on competitive buyer emotions and ensuring a streamlined, transparent process.

WHAT IS AN AUCTION?

Defined Timeline: Auctions have a set start and end date for the campaign, providing you with a predictable and efficient sales process.

Unconditional Sale: Once the reserve is reached, the sale is final and unconditional no waiting for buyers to organise paperwork. Settlement is immediate.

Competitive Environment: Auctions encourage emotional bidding in a transparent and high-pressure environment, prompting buyers to act quickly and strategically.

Note! Auctions will not and should not pressure you into accepting a price you're not happy with. On the rare occasion a property passes in, negotiations with the highest bidders often result in a successful post-auction sale.

At CBP, we ensure every client feels confident and supported throughout the auction process. With the right campaign in place, auctions are far from overwhelming they're an opportunity to maximise your property's potential.

IS YOUR HOME FIT FOR AUCTION?

Some properties are primed for the auction stage. Here are the key factors that make a home ideal:

Charm and Broad Appeal: Properties with unique features, thoughtful renovations, or timeless design elements that resonate with buyers on an emotional level often perform exceptionally well.

Future Potential: Properties that offer room for growth, such as extra land, flexible layouts, or renovation potential.

Location: Properties in top school catchments or sought-after neighbourhoods near public transport, shops, and amenities attract strong buyer competition.

Private SALE



A Private Sale offers a more traditional and flexible approach to selling your property. It provides the opportunity to negotiate with potential buyers at your own pace, giving you more control over the process while maintaining a sense of privacy.

WHAT IS A PRIVATE SALE?

Flexible Timeline: Unlike an auction, a private sale does not have a set start or end date, allowing the campaign to continue until the right buyer is found.

Negotiation Opportunities: Private sales give you and your agent time to negotiate offers, ensuring you achieve a price that works for you without the pressure of a public event.

Private and Personalised: This method can be more discreet, which suits sellers who prefer a lower-profile approach.

Note! A private sale doesn't mean settling for less. With the right strategy and professional guidance, it can be just as effective in achieving a premium result for your property.

IS YOUR HOME SUITED TO PRIVATE SALE?

Some properties are better suited to a private sale. Here are the key factors that indicate this might be the best method:

Investment Properties: If your property is currently tenanted, a private sale allows for more flexibility around inspections and minimises disruption for tenants.

Quieter Locations: Homes in less competitive or less populated areas may not attract the high buyer demand necessary for an auction but can still find the right buyer through a steady and targeted private sale campaign.

Unique or Niche Properties: Homes with highly specific features or appeal may benefit from the extra time and personalised buyer connection a private sale provides.