

**AUCTION
SERVICES**



CB Richard Ellis Auction Services joins forces with the CBRE product specialty experts in each asset class to develop and execute a comprehensive accelerated marketing sales program that is designed to achieve our client's goals and maximize the value of the property. This teaming approach differentiates us from other auctioneers as it allows us to offer our clients the best brokerage, consulting, and auction services on a national basis.



CUSTOMIZED PROGRAM

We offer a comprehensive suite of auction services that allow us to customize a program for the property that meets the goals of the client. Creating a highly customized program is vital in ensuring the property reaches its maximum value on the date of sale. Our clients benefit from a highly experienced auction team that leverages the complementary services of CBRE's platform.



Auction Services' Benefits Include:

- Speed and certainty of sale
- Maximization of asset value
- Open and transparent sales process
- Seller controls deal structure and disposition process
- Focuses market attention to provide for a sale on a date certain
- "As-is", "where-is" sale with no contingencies
- Virtually all properties close once under contract
- Establishes market pricing for difficult-to-value properties
- Work-out tool for the owner of the property and the lender
- Allows for properties in a portfolio to be sold in bulk or individually
- Reduces owner's costs of carry



SPEED AND CERTAINTY OF SALE

We implement a solutions-based, turn-key auction marketing program across 8-10 weeks. A property analysis directs our efforts in marketing the property by showcasing its attractive features to potential buyers.



HIGH EXPOSURE MARKETING CAMPAIGNS

We develop a customized marketing program that includes:

- Public relations
- Print and website advertising
- Creation of customized marketing materials
 - Brochure
 - Offering memorandum
 - Website
- Email blasts and direct mail campaigns
- Websites and search engine optimization



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