TurnKey
Realtors · Auctioneers

THE AUCTION SELLER'S TIMELINE

# From signed to sold: what an auction campaign looks like, week by week.

From Daniel Gutierrez, Realtor and auctioneer · TurnKey, Wichita

## Week 0. The decision

We walk the property and give you an honest read on whether auction fits it. Not every home is an auction home, and we say so when it is not. If it fits, you pick reserve or absolute, we agree on the marketing fee in writing, and you pick the sale date. From this point the date does not move.

## Week 1. Launch

- ☐ Professional photos, sign in the yard, listing live with the sale date on it.
- ☐ The campaign starts: digital ads, print where it earns its keep, and direct outreach to our bidder list.
- ☐ Terms published to every prospect: buyer's premium, deposit amount, as-is structure. No bidder surprises.

## Weeks 2 to 3. Marketing and inspections

- ☐ The home opens for inspections. Auction contracts have no inspection contingency, so buyers do their homework now, on the calendar we set.
- ☐ Bidders register and show proof of funds or lending. We keep you posted on registration counts as the date closes in.

## Sale day.

Most of our auctions run online and in person at the same time. Bidding opens, the market answers out loud, and when the hammer falls the winning bidder signs the purchase contract on the spot with a non-refundable deposit. On a reserve sale, the final say on the high bid is yours.

## Closing.

Title work runs like any other sale, closing happens at the title company on the contract timeline, keys change hands. You picked the date weeks ago. The date held.

## Who pays what

The buyer pays the commission through a disclosed buyer's premium added to the winning bid. Your cost as the seller is the marketing fee we agreed on before launch. No surprise deductions at settlement.

The honest fine print: a reserve auction can end without a sale if bidding does not reach your floor, and at an absolute auction the market sets the final number. Anyone who promises a specific price at auction is selling you something.

**Wondering if your property fits?**
Text AUCTION to 316-364-7500 and I'll walk you through whether it's the right move. If it isn't, I'll tell you that too.


No outcome on this page is guaranteed. The market decides what a home is worth; our job is making sure the whole market shows up. For tax or legal questions, your CPA and attorney are the right calls. Equal Housing Opportunity. Each Keller Williams office is independently owned and operated.