

Choosing a Method of Sale

There is no universally best method. Start with the property, the likely buyers, your timing and how you want to weigh price against conditions and certainty.

Auction

How it works: a defined campaign leads to public bidding, with a reserve agreed with the vendor. A sale under the auction terms is generally unconditional.

Potential strengths: a clear decision date and visible competition on the day. Prepared buyers can compete directly, but competition is not assured.

Trade-offs: buyers usually need finance and due diligence completed before bidding. Some conditional buyers may not participate; a reserve above buyer expectations may leave the property unsold.

If it does not sell: you can consider negotiation or another campaign approach. Pre- or post-auction offers are governed by their own agreed terms and may include conditions; do not assume every auction-related offer is unconditional.

Deadline sale

How it works: buyers are invited to submit offers by a stated date. Price, conditions, deposit and settlement terms can be considered together.

Potential strengths: a decision point while allowing conditional offers. This can suit buyers who need finance approval, checks or time to sell another home.

Trade-offs: offers and their conditions vary, and a deadline does not guarantee offers or a sale. Confirm whether offers may be accepted before the deadline; the advertising and instructions should be clear.

Price, flexibility and privacy

Consider how much price guidance helps your likely buyers, how much time you have, and whether a formal written-offer process is useful.

Negotiation or an advertised asking price

How it works: with negotiation, buyers discuss price and terms without a fixed public asking price. An advertised price gives a clear starting point; buyers can still negotiate.

Potential strengths: flexible timing and conditions. An asking price can help buyers judge whether a home fits their budget; negotiation leaves room to explore the market response.

Trade-offs: without a closing date, momentum depends on pricing, marketing and follow-up. No public price can leave some buyers uncertain; an asking price that is too high can discourage interest.

Price guidance: discuss lawful, evidence-based guidance with your salesperson. A price indication is not inherently prohibited, and any guidance should be accurate, not misleading.

Tender

How it works: buyers submit written offers through a defined process by a specified time, following the tender instructions and documents.

Potential strengths: private written offers allow comparison of price and terms. It can be useful where detailed conditions, privacy or a more formal process matter.

Trade-offs: the documentation can feel more complex to buyers. Check the rules for conditions, acceptance, negotiation and any early sale with your lawyer and salesperson; tender terms are not all identical.

Across every method

You decide whether an offer is acceptable, subject to your legal obligations and agreed documents. No method guarantees a sale, competing buyers or a particular price.

Choose the plan, not the label

A good recommendation explains why the method fits your home and what happens if buyer response is different from expected.

Questions to ask before deciding

- ☐ Which buyers are likely to consider this home, and what finance or other conditions might they need?
- ☐ What evidence supports the price expectations and proposed campaign costs? What will be advertised and what guidance will buyers receive?
- ☐ How will we compare offers: price, conditions, deposit, settlement and risk? The highest offer is not always the strongest overall.
- ☐ What are the rules for early offers, multiple offers and negotiation? How will all offers reach me, and when can I seek legal advice?
- ☐ What is the review plan if the home remains unsold? Can we change the method, and what extra costs or approvals would apply?

Get the agreement right

Read the agency agreement and sale documents carefully. Your solicitor can explain your obligations and proposed conditions; a lender or financial adviser can help with your next purchase or finance position.

Talk with Duncan and Ashleigh

Buying, selling or weighing up your options? Talk through your next step with us. For sellers, request a free, no-obligation property appraisal by phone or email.

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