

Appraisals

Randy Kincaid has twenty years experience in doing asset appraisals for businesses, estates, banks, and attorneys. He has earned the GPPA designation given by the National Auctioneers Association and his CCIM designation in commercial industrial real estate. Randy is also certified in the Uniform Standards of Professional Appraisal Practice.

Your appraisal or opinion of value report will be prepared thoroughly and quickly.



(800) 970 1977

Our internet partner can bring the whole world to your auction.



RANDY KINCAID AUCTION COMPANY
R. A. Kincaid Lic. Real Estate Broker

FL Lic ab551/au905
3809 East Main St, Lakeland, FL 33801
Phone 863.666.1977
Fax 863.667.0633

Kincaid@Kincaid.com
www.kincaid.com

The Auction Advantage

SOLD!



Nothing generates buyer excitement like an auction.



Randy
Kincaid Auction
Company

Using the auction advantage to sell.

Seller chooses the date and terms under which his property will sell. Most auctions are conducted within 30 to 45 days. The property is usually sold "as is" for cash with no contingencies.

For real estate auctions, the buyer makes a substantial binder deposit and closes within 30 to 60 days after the auction. The seller dictates



the terms of sale such as who pays for the title insurance, documentary stamps on the deed and other closing expenses. **All negotiations are over at the fall of the hammer.**

The buyer sets the price. The competitive bidding process pits prospective buyers against each other to establish the correct selling price.

The seller does not have to worry if he has set the price of his property too high or too low. The market decides for him. **Greed is the buyer's prime motivator.** Auction buyers do not want to be outbid once they have made the decision to buy.



Stop holding costs. Interest, taxes, maintenance, depreciation, management and owner stress are all holding costs associated with owning property. Another cost is the lost income that that could be earned from an alternative investment.

Concentrated advertising.

Auction signs, flyers, classified ads, email, news releases, and other media work together to generate buyer excitement for your property.

Five Point Marketing Plan

Randy Kincaid Auction Company has developed a five point marketing plan to insure the success of your auction.

Determine Suitability. Almost everything can be sold at auction. However, some sellers and properties are not suitable for auction marketing. Our staff is trained to determine if an auction is right for you. We provide a

confidential assessment of your needs without cost or obligation to you.

Research to identify buyer prospects. We want to know who are the potential buyers and how to best contact them.

Prepare a marketing plan.

We decide the best advertising media and auction venue that will give the most bang within a budget that will put the most net proceeds in your pocket. We take advantage of all of the free advertising we can get with press releases, internet advertising, and email blasts.

Our on line bidding platform can put your auction in front of internet bidders all over the world.

Conduct the auction. The experienced Kincaid staff regularly attends training to hone their auction skills. Our auctions generate excitement and buyer satisfaction that keep bidders coming back.

Collect the money and follow up with closing, so the seller gets a full accounting and is paid quickly after the auction.



The Auction Marketing Professionals