

Seller's

GUIDE TO AUCTION



Donna Carstens
Auctioneer and Realtor



Hello!



I AM DONNA CARSTENS

nice to meet you!

With over 25 years in real estate and 12 years as an auctioneer, I have uniquely combined these two worlds to offer a comprehensive approach to estate sales. My deep expertise in pricing, strategic marketing, and high-stakes negotiation allows me to consistently achieve top dollar for my clients.

I understand that the responsibilities of an Executor or Administrator can feel overwhelming. My goal is to transform a stressful situation into an efficient, seamless experience. Backed by a dedicated team, I ensure your needs are met at every turn. From our very first meeting to the final closing, Auction Now LLC is in your corner.

Donna

About Auction



Advantages

You Set the Sale Date

Your timeframe not someone else's

Sells "as-is"

Without repairs, remedies or warranties

The Buyer pays

Commission and Buyer's closing costs

Competitive Bidding

Sell to the Buyer who will pay the most

Accelerated Timeline

Assets into cash now

What We Do



Downsizing

“How have we accumulated all of this stuff? I don’t know what to do about it?” Does this sound like something you have said?

Auction Now LLC has a professional team to handle all of the downsizing for you.

Estate Sales



“I don’t know where to start”, is a refrain I often hear from an Executor of an Estate. A daunting task if you don’t have the right team of experts working with you.

Auction Now LLC will organize and classify all personal items in the home to prepare for and online auction. What doesn’t sell, we will donate or clean out. You will not have to think about “stuff”, and what to do with it.

Auctions: Live & Online



Live auctions are very exciting. Online Auctions reach more people creating a competitive bidding arena. We also have a hybrid auction called a simulcast auction. This has a live auction audience and a real-time online auction.

Auction Now LLC will utilize all pathways to bring as many buyers to your auction, getting you the highest price for your real estate or personal property.

The Process



How Estate Auctions Work

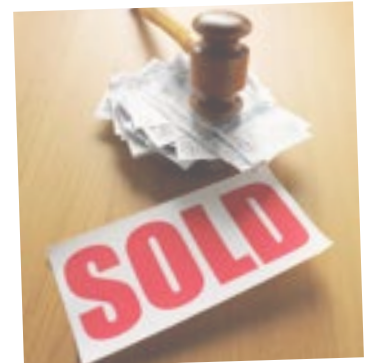
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THE QUESTIONS

- What do I do with all the stuff?
- How to get the house ready to sell?
- How to sell it?
- Will we ever get to a closing?
- Who can help me?

From **Contact to Close**,
one seamless process

FIRST STEP:

HOME HIGHLIGHTS:

- Choose an Auctioneer/Realtor to help you with:
- Online personal property auction
- Clearing out the house
- Cleaning the house for sale
- Auctioning the house
- Go to Closing

Would this be **helpful**?

CLOSING:

- Contract signed day of Auction
- Verification of funds completed
- Title company notified
- Closing day

I hand you a **Check**

AUCTION HOMES REVEAL:

- ✓ YOUR HOMES MARKET VALUE
- ✓ THE CORRECT PRICING STRATEGY

HOME SELLER'S

Roadmap



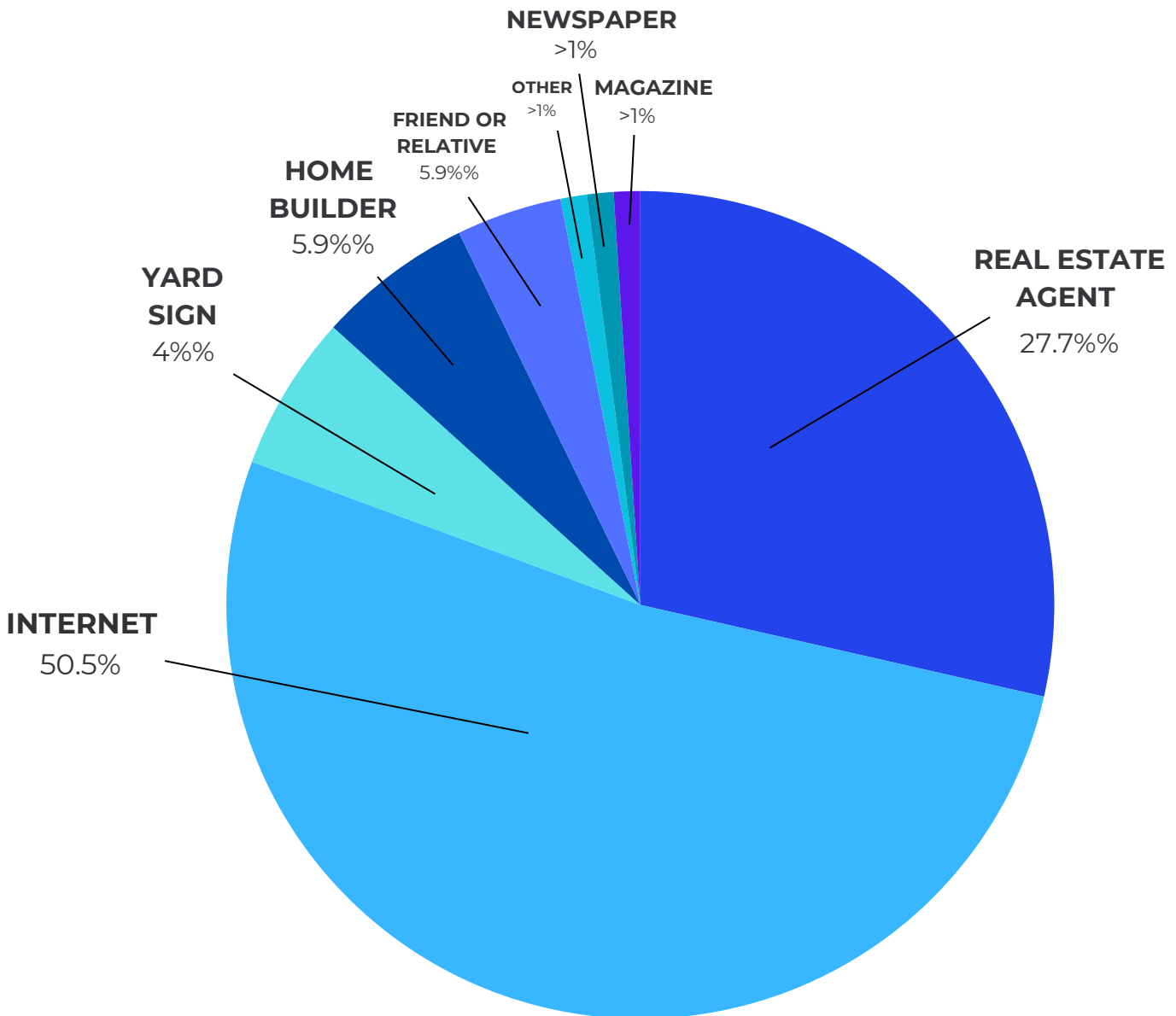
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Auctioneer/Realtor

Marketing



Where do buyers FIND THEIR HOME?



*2025 NAR HOME BUYER AND SELLER GENERATIONAL TRENDS

Marketing PLAN

NETWORKING

A large percentage of real estate transactions happen with cooperating agents. I will expose your listing to this market of agents.

SOCIAL MEDIA MARKETING

We practice regular social media marketing on today's top social sites which include and are not limited to: Facebook, Instagram, LinkedIn, YouTube, and Pinterest.

SUPERIOR ONLINE EXPOSURE

Buyers in today's market first start their search online. We will meet your potential buyer where they are...online! Not only will your home be featured in the local MLS, it will also be syndicated to literally hundreds of other listing sites. Your home will be featured on our company website, and social media.

SHOWINGS

When we list your home, you will also be signed up with a showing service that immediately communicates with you when a showing is scheduled. When feedback isn't left, I will follow up with those agents requesting their feedback.

EMAIL MARKETING

An email will be sent to our current buyer database of thousands of buyers searching for properties on my website. A new listing email alert will go out to my agent network of thousands of agents in the area.

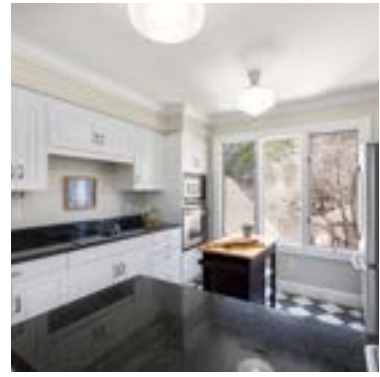
SIGNAGE

A sign will be placed in your yard as well as pointers and open house signs before an open house. These will be placed at the most opportune times to gain the most exposure.

OPEN HOUSES

We have discovered an open house system that attracts serious buyers and helps your home achieve maximum exposure to potential buyers.





Real Estate Photography

A PICTURE SAYS A THOUSAND WORDS

Having professional photos of a home is imperative in the selling process. High-quality photos can showcase the home's best features, attract more potential buyers, and ultimately lead to a quicker sale at a higher price point. Most buyers are finding their homes online and photos are the first impression of your home. As your agent, I will ensure that your home will be shown in its best light.



**QUALITY PHOTOS
ENJOY 118% MORE
ONLINE VIEWS**

**PROFESSIONALLY
SHOT LISTINGS CAN
SELL FOR UP TO 19K
MORE**

**POTENTIAL BUYERS
LOOK AT
PROFESSIONALLY SHOT
PHOTOS 10X LONGER
THAN NON
PROFESSIONAL PHOTOS**

INTERESTING FACTS

Maximum EXPOSURE



I will feature your home on the top home search sites, and on social media and syndicate it to over 400+ other sites.

Homes that receive the top 10% of page views sell an average of 30 days faster!

facebook.
realtor.com®

Zillow®

Pinterest

LinkedIn®

trulia®

Instagram

YouTube

Sold on

KEEPING YOU SAFE





We've got you COVERED

✓ **A SECURE LOCKBOX WILL BE USED**

This allows real estate agents access to show buyers your home securely. The lockbox holds the keys to the home and is typically found at the front guarded by a security lock that only licensed agents have access to.

✓ **STOW AWAY VALUABLES**

Before showings make sure that all valuables are put away and out of sight. This includes even mail left out (which may contain personal information and bank statements). Items of value such as jewelry, artwork, cellphones, and gaming systems should also be out of site. It's a good idea to walk through your house before showings and make sure everything of value is out of sight.

✓ **DON'T ALLOW ANYONE IN WITHOUT AN APPOINTMENT**

Now that your home is online, many know that it is for sale. For your safety, NEVER let a stranger into your home. While it is likely that it is just someone that saw the sign in your yard and is interested in getting a quick look, you just never know. Ask them politely to call your agent who handles all showings.

✓ **REMOVE PRESCRIPTION DRUGS & MEDICATION**

Clean out your medicine cabinets and any other place you may store medications and hide them away. There have been more and more stories of people intentionally going to home showings to take medications freely.

✓ **PUT AWAY BILLS & OTHER MAIL PIECES**

With identity theft on the rise it is important to put away all mail pieces with your information on them. If this information ends up in the wrong persons hands, it can easily lead to identity theft.

✓ **BE EXTRA VIGILANT ON KEEPING DOORS LOCKED**

Often times a home for sale means home owners are not at home. So be sure to always keep your doors and windows locked.

✓ **KEEPING YOUR HOME SAFE**

Once your listing goes live, we provide all the necessary shoe covers, hand sanitizer, protective gear, and friendly reminder signs for all of your showings.

Contract TO CLOSING



Offers

AS-IS WHERE-AS

One of the most appealing aspects of Auction is the **AS-IS** condition of the home. No repairs, no requests for remedy, as you see it the day of Auction, is as you get it the day of closing

ALL CASH BUYER

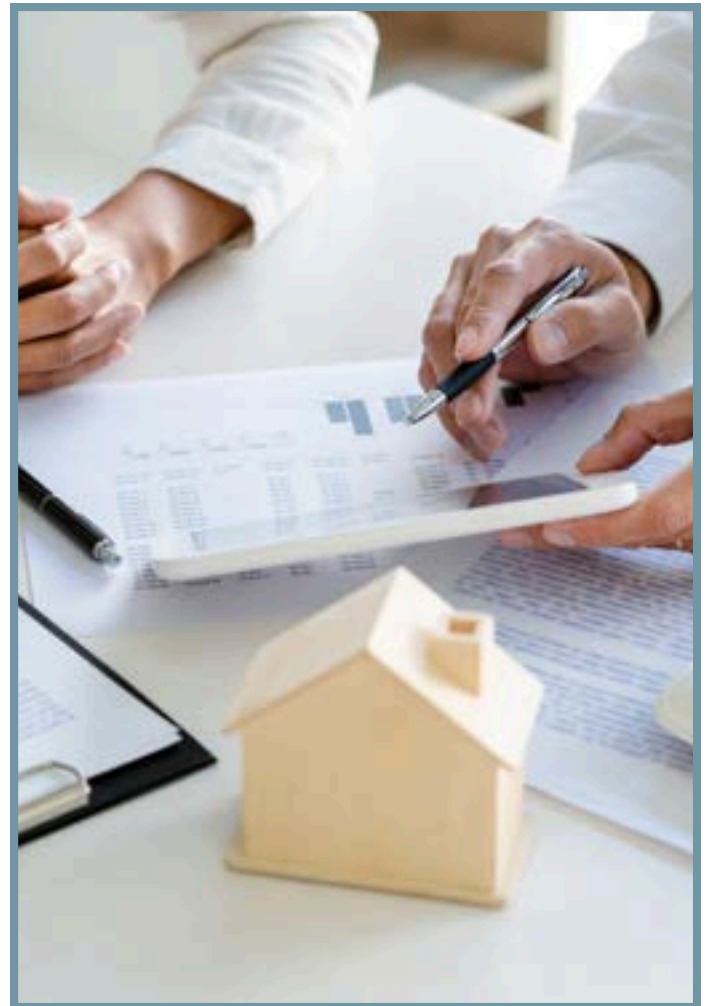
A **cash** offer is usually more appealing than a financing offer. The seller does not need to worry about the bank approving the loan.

HAMMER PRICE

This is the price when the Auctioneer says, **“SOLD”**. The contract price will have the additional 10% Buyer’s Premium included.

BUYER’S PREMIUM

Buyer’s Premium is charged to the Buyer. This pays Realtors’ commissions, auction platform costs, signage, and marketing. The Buyer will also be paying closing costs for their side of the transaction.



CLOSING COSTS

The Seller will have minimum closing costs
Buyer pays all the Buyer’s closing costs and the 10% Buyer’s Premium.

Closing THE SALE

YOUR COSTS

SELLER COMMONLY PAYS:

- Mortgage balance & penalties (if applicable)
- Any claims against your property
- Unpaid assessments on your property
- Title Search
- Taxes are paid up to the day of closing

WHAT TO BRING

SELLERS NEED TO BRING TO CLOSING:

- A government picture ID
- House keys
- Garage door openers
- Mailbox keys & any other spare keys

AFTER CLOSING

KEEP COPIES OF THE FOLLOWING FOR TAXES:

- Copies of all closing documents
- All home improvement receipts

WHAT TO EXPECT

Closing is the final step where the buyer, seller, and all other parties fulfill their legal obligations.

The title officer reviews the contract to determine specific payment responsibilities, prepares the final documents, and ensures all outstanding balances will be paid in full.

The Lender wires the funds to the title company for the mortgage amount, the paperwork is signed by both the buyer and the seller, and the transaction is completed.

Congratulations Everyone!



My Team



Online Personal Property Auction

- Donna Keen
Keen's Furniture Loft 614-446-4433
- Auction Ohio 614-846-3300

Clean Up

- ADC Cleaning Co. 614-602-9005
- Valo Cleaning 614-623-8773

Clean Out

- Master Junkers 866-614-JUNK
- UZF Hauling 614-285-5096

Preparation and Repair

- PPS Construction 614-602-9005
- Wonderwall Painting 614-725-2427
- Carpet Cleaning 214-284-1198

Thank you!

Donna Carstens

Auctioneer and Realtor

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