



AUCTION • APPRAISAL • MOVING • REAL ESTATE

CONTACT: Todd Umbenhauer
267.638.1055

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Auctions are one of the hottest trends in the real estate market

Tranzon Alderfer certainly is not new to selling real estate at auction. Indeed, Sanford Alderfer Real Estate, of which Tranzon Alderfer is a part, has been selling real estate at auction and on a conventional basis for nearly 50 years. But Tranzon Alderfer is bringing a fresh approach to the auction marketing method with its ***“Sell It Now” Spectacular to be held on June 10, 2008*** at the Alderfer Auction Center in Hatfield, PA.

Most people think of a real estate auction as a process where just one property is being sold on the day of the auction. Tranzon Alderfer is taking a good marketing method and making it better by conducting an auction event where more than one property is being sold on the day of the auction. Sellers benefit from a cross-market approach with more qualified buyers at one site, and buyers have the benefit of being able to select from all the properties being sold at the event instead of just one.

“The Auction method of marketing is a time-tested way of generating true market value through the competitive bidding process,” commented Sandy Alderfer, CEO of the Sanford Alderfer Companies. “In fact, the auction method of marketing is the way all records have been set for any type of commodity.”

Buyers interested in bidding on properties at the event have the opportunity to preview them during scheduled Open Houses. They can also request a Property Information Packet that will include pictures, descriptions, inspection and title reports, plus other information helpful in making an informed decision as a purchaser. This is important, as the high bidder at the auction will make a 10% deposit and sign an Agreement of Sale without contingencies immediately following the auction.

“You can expect to see many more properties being sold at auction in the near future,” continued Alderfer. “In fact, research cited by the National Association of Realtors predicts that ultimately one in three homes will be sold at auction.” For that reason, Tranzon Alderfer has already scheduled two additional multi-Seller auction events for later this year on September 9 and December 9 (entry deadlines for Sellers are July 31 and October 30

respectively). Real estate auctions can be held at any time of year, if the multi-Seller auction dates are not convenient for Sellers.

Sanford Alderfer Companies, based in Hatfield, PA also offers moving and storage services through Alderfer Moving & Storage, and personal property auction and appraisal through Alderfer Auction and Appraisal. Call 800-577-8846 for additional information.

FACT*: Auctions are one of the hottest trends in the real estate market

FACT: Residential real estate is the fastest growing auction specialty, with over 39 percent growth between 2003-2006; 5.3% increase in 2007, generating \$58.4 billion in revenues

FACT: "Sellers like it because it is fast, efficient and effective, Buyers like it because they believe they're getting a deal"

*FACTS taken from The Pennsylvania Realtor, July 2007, VOL. 67 NO. 7 and National Auctioneers Association