



Seller Comparison Sheet: Auction vs. Traditional Sale

This comparison helps property owners understand the key differences between selling by auction and selling through a traditional real estate listing in Kentucky.

Topic	Auction Sale	Traditional Sale
Pricing	Market-driven bidding	Seller sets asking price
Timeline	Fixed, short timeline	Open-ended; often months
Certainty of Sale	High – binding at auction	Lower – contingent contracts
Buyer Competition	Open competitive bidding	Private negotiations
Contingencies	Typically none	Common (inspection, financing)
Negotiations	Before auction	After inspections/appraisal
Earnest Money	Non-refundable	Often refundable
Closing	Scheduled and predictable	Delays common

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