

Real Estate Auction Solutions

Distinctive Homes Competitive Bid
Auction Program

Max Spann RE & Auction Co.



Serving the Nation

New York, NY • Clinton, NJ • Naples, FL

Phone: 888-299-1438

www.maxspann.com

Real Estate Auction Solutions

CRE Competitive Bid Auction Program

The Auction Advantage.

- Control the Timing of a Sale

Through an auction the Seller sets the date when their property will be sold. In conventional marketing a Seller is reliant on an offer being submitted, negotiated and potentially going to settlement - at best a protracted process. With auction marketing, settlement usually occurs 30 to 45 days from the actual auction date.

- Pre-establish Terms and Conditions of a Sale

Through the terms of the auction the Seller dictates the terms and conditions under which they are offering their Property. This creates a level playing field on which bidders can compete to purchase the Property and eliminates prolonged negotiations.

- Achieve the Highest Competitive Values

Through a concentrated multi-faceted marketing campaign, intense market interest will be focused on the Property. Furthermore, as the Property is being offered through an auction format, multiple bidders compete thus driving prices to the optimal values.

- Overcome Particular Market Challenges

Whether selling in a strong or a weak marketplace, auctions have the ability to create a **sense of urgency** through fear of loss. Potential bidders who are interested in a particular property know they must participate in the auction process on a particular date or they will lose that opportunity.

- Unparalleled Market Exposure

An intense media program, targeted mailings, direct solicitation, consistent follow-up and a public relations campaign are designed to promote the Property in a way with which conventional programs simply cannot compete. The auction creates a deadline, forcing buyers to act immediately. Moreover, the auction will focus the market's attention on your property- it will force buyers to consider your project before any others, thereby "**freezing**" the market place until after your property has sold at the auction.

- Portfolio Sales Approach

Sell multiple assets in one day creating a cost averaging, portfolio decision process. Aggregate sales value drives decision rather than individual sales.

- Timeliness & Efficiency

Time value of money, collect all proceeds following one event rather than over a protracted, piece-meal period. "As is" terms eliminates back and forth negotiations.





Max Spann R.E. & Auction Co.

Max Spann Real Estate & Auction Co. is a nationally recognized, well-established, full service marketing and consulting Firm specializing in assisting real estate owners in efficiently and expeditiously converting assets to cash. Drawing on over fifty years' experience in real estate advisory services, the "Spann Team" has converted billions of dollars of assets into cash quickly while maximizing revenue proceeds for our clients. Our expertise covers the entire spectrum of real estate asset categories including luxury homes, resort condominiums, industrial complexes, office buildings, retail centers, farms and raw land, multi-unit residential, portfolio offerings, airports and other specialty type properties. Our management team is highly regarded for its creativity, diversity of real estate disciplines and professionalism in producing custom, result oriented marketing plans. Our expertise includes marketing, land use development, finance, legal and property valuation concentrations.

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Distinctive Properties Case Studies

Location Greenwich, CT
Description Estate Residence
Total Inquiries 306
Pre Registrants 165

Sale Price	\$ 4,475,000
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HARRISON, WESTCHESTER COUNTY, NY

Location Harrison (Westchester)
Description Estate Residence
Total Inquiries 62
Pre Registrants 29

Sale Price	\$ 2,225,000
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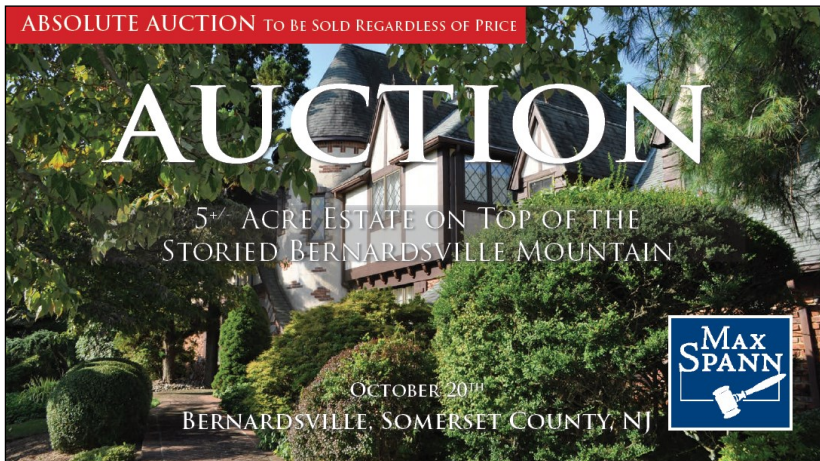




Distinctive Properties Case Studies

Location Holmdel NJ
 Description Estate Residence
 Total Inquiries 235
 Pre Registrants 67

Minimum Bid	\$ 595,000
Sale Price	\$ 891,000



Location Bernardsville, NJ
 Description Estate Residence
 Total Inquiries 62
 Pre Registrants 29

Minimum Bid	Absolute
Sale Price	\$ 907,500





Distinctive Properties Case Studies

Location Center City Philadelphia, PA
Description Estate Residence
Total Inquiries 176
Pre Registrants 49

Minimum Bid	\$ 850,000
Sale Price	\$ 1,903,000



GUARANTEED TO BE SOLD AT OR ABOVE THE MINIMUM BID \$575,000

AUCTION

CIRCA 1920'S GEORGIAN MANSION
ON 2+/- PRIVATE ACRES

NOVEMBER 18TH
SOUTH ORANGE, NJ



Location South Orange, NJ
Description Georgian Mansion
Total Inquiries 71
Pre Registrants 34

Minimum Bid	\$ 575,000
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Sale Price	\$ 770,000
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Distinctive Properties Case Studies

Location Ventnor, NJ
Description Beach Resort Residence
Total Inquiries 223
Pre Registrants 54

Minimum Bid	\$ 650,000
Sale Price	\$ 750,000



Location Wickenburg, AZ
Description 189 acre Ranch
Total Inquiries 98
Pre Registrants 37

Sale Price	\$ 1,700,000
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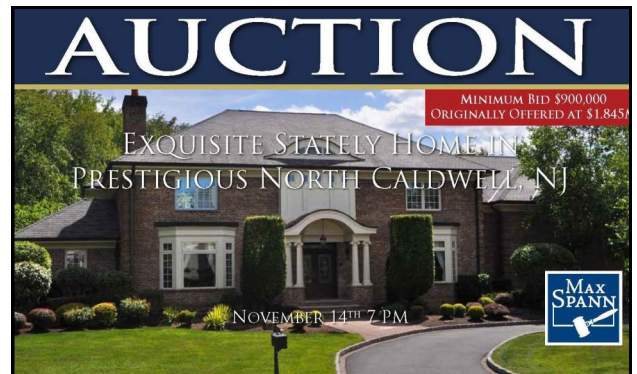


Distinctive Properties Case Studies

Location	Princeton, NJ
Description	Italian Villa
Total Inquiries	144
Pre Registrants	66
Sale Price	\$ 1,980,000



Location	North Caldwell, NJ
Description	Exquisite Stately Home
Total Inquiries	59
Pre Registrants	21
Last Ask	\$1,845,000
Sale Price	\$ 1,375,000





Distinctive Properties Case Studies

Location	Ocean City, NJ
Description	7 Bedroom Classic Family
Total Inquiries	68
Pre Regis-	17
Sale Price	\$ 1,650,000

MINIMUM BID \$1,500,000
PREVIOUSLY ASKING \$2,995,000

AUCTION

7 Bedroom Classic Family Retreat
America's Vacation Playground




Ocean City, NJ
Gardens Section
October 18th



AUCTION

"WALNUT BROOK FARM"
62.3⁻ ACRE PRESERVED FARM IN THE HISTORIC ROXITICUS VALLEY




BURNETT BROOK AND NORTH BRANCH OF THE RABBITAN RUN THROUGH THE PROPERTY

MENDHAM TWP, NJ
OCTOBER 17TH



Location	Mendham Twp, NJ
Description	62.3 Acre Preserved
Total Inquiries	92
Pre Registrants	58
Last Ask	\$1,900,000
Sale Price	\$ 1,787,500





Distinctive Properties Case Studies

Location	Green Brook, NJ
Description	5 Acre Estate
Total Inquiries	58
Pre Registrants	32
Sale Price	\$ 2,375,000

Highest Residential Sale in past 5 years



Location	Flemington, NJ
Description	12.62 Acre Gentleman's Estate
Total Inquiries	195
Pre Registrants	97
Last Ask	Never on Market
Sale Price	\$ 1,188,000

Highest Residential Sale in past 5 years





Distinctive Properties Case Studies

Location Princeton, NJ
Description Log Cabin retreat with private pond
Total Inquiries 152
Pre Registrants 93
Last Ask \$1,050,000

Sale Price	\$ 1,100,000
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MAX SPANN AUCTIONS
2 Beautiful Settings Each with a Private Pond
Princeton & Hunterdon Locations
Auction Dates: October 26th

AUCTION
LOW MEADOW FARM
128+ ACRE MAJESTIC EQUESTRIAN ESTATE
CREAM RIDGE, MONMOUTH COUNTY, NJ
JUNE 12TH 2 PM

Location Cream Ridge, NJ
Description 128 Acre Horse Estate
Total Inquiries 86
Pre Registrants 60
Last Ask \$1,900,000

Sale Price	\$ 1,677,500
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Distinctive Properties Case Studies

AUCTION
Private Bayfront Estate

LONGPORT, NJ
Minimum Bid \$1.5M Previous Ask \$5.9M
NOVEMBER 10TH 2012

Location	Longport, NJ
Description	Waterfront Estate
Total Inquiries	110
Pre Registrants	44
Last Ask	\$ 3,000,000

Minimum Bid	\$ 1,500,000
Sale Price	\$ 2,540,000



AUCTION

Villa by the Sea

VENTNOR, NJ

SEPTEMBER 18TH 2012

Location	Ventnor, NJ
Description	Archdiocese Estate
Total Inquiries	422
Pre Registrants	65
Last Ask	Not on market

Sale Price	\$ 4,537,500
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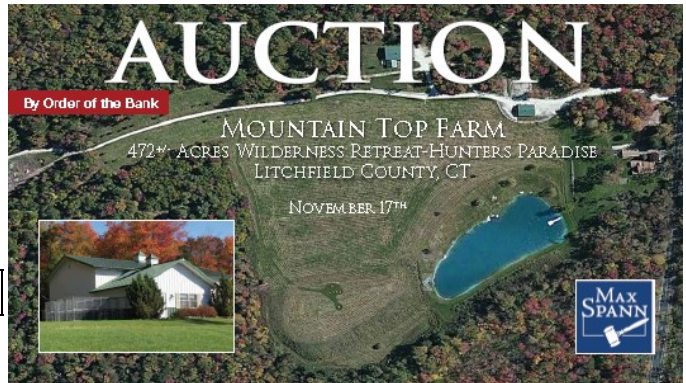




Distinctive Properties Case Studies

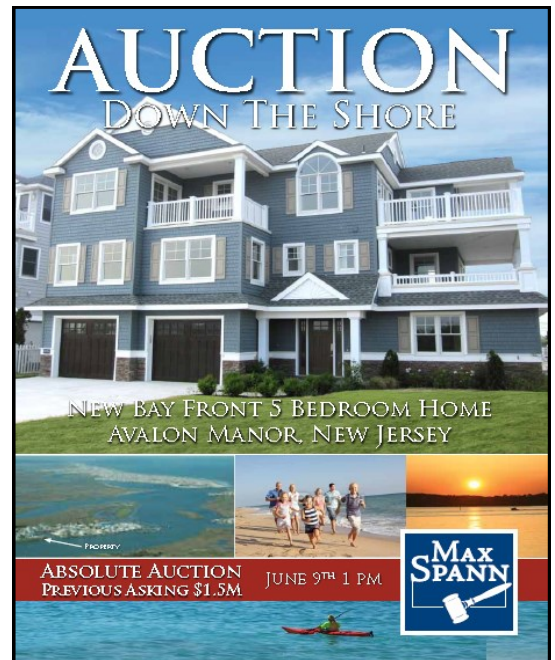
Location Litchfield, CT
 Project 472 acre Hunting Lodge
 Total Inquiries 23
 Pre Registrants 17

Sale Price	\$ 1,195,000
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Location Avalon, NJ
 Description Waterfront Estate
 Total Inquiries 52
 Pre Registrants 40
 Last Ask \$ 1,350,000

Minimum Bid	\$ Absolute
Sale Price	\$ 1,175,000





Distinctive Properties Case Studies

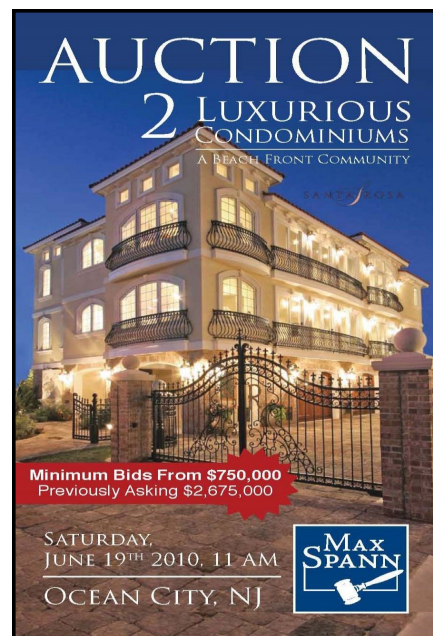


Location	Pelican Island, Toms River, NJ
Description	Exclusive Bay Front Home
Total Inquiries	125
Pre Registrants	62
Last Ask	\$ 1,250,000

Minimum Bid	\$ 450,000
Sale Price	\$ 1,017,500

Location	Ocean City, NJ
Project/ Community	Santa Rosa
Description	Gated Beach Front Condomin- iums
Total Inquiries	215
Pre Registrants	48
Last Average Ask	\$ 1,775,000

Average Minimum Bid	\$ 750,000
Average Sale Price	\$ 1,416,000







Distinctive Properties Case Studies

Auction

EXQUISITE
WATERFRONT SQUARE PENTHOUSE



December 14, 2010
Philadelphia

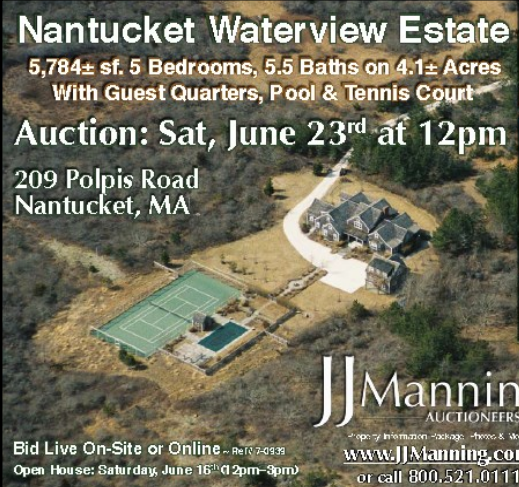



Location	Penn's Landing, Philadelphia, PA
Description	Luxury Penthouse
Total Inquiries	125
Pre Registrants	62
Last Ask	\$ 1,350,000
Sale Price	\$ 1,100,000




Nantucket Waterview Estate
5,784± sf. 5 Bedrooms, 5.5 Baths on 4.1± Acres
With Guest Quarters, Pool & Tennis Court

Auction: Sat, June 23rd at 12pm
209 Polpis Road
Nantucket, MA

JJ Manning
AUCTIONEERS

Bid Live On-Site or Online - Ref: 7-0439
Open House: Saturday, June 16th (12pm-3pm)
www.JJManning.com
or call 800.521.0111



Real Estate & Auction Co.

Location	Nantucket Island, MA
Description	Summer Estate
Total Inquiries	82
Pre Registrants	30
Sale Price	\$ 5,500,000

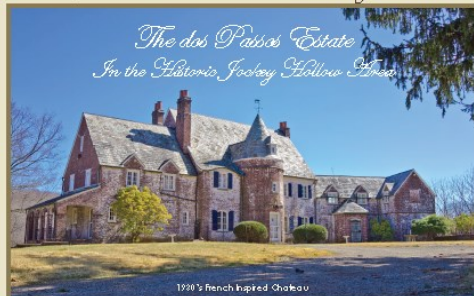




Distinctive Properties Case Studies

AUCTION

storied Old World Elegance



*The de la Passio's Estate
In the Historic Jockey Hollow Area*

1930's French Inspired Chateau



1000' 7 Miles Garage

May 21st 1 PM
Mendham Township, Morris County, NJ



Location	Mendham, NJ
Description	Historic Estate Home
Total Inquiries	135
Pre Registrants	59
Last Ask	Never on Market
Sale Price	\$ 1,950,000

Location	Mendham, NJ
Description	21.5 acre Lot
Total Inquiries	47
Pre Registrants	24
Sale Price	\$ 575,000

AUCTION

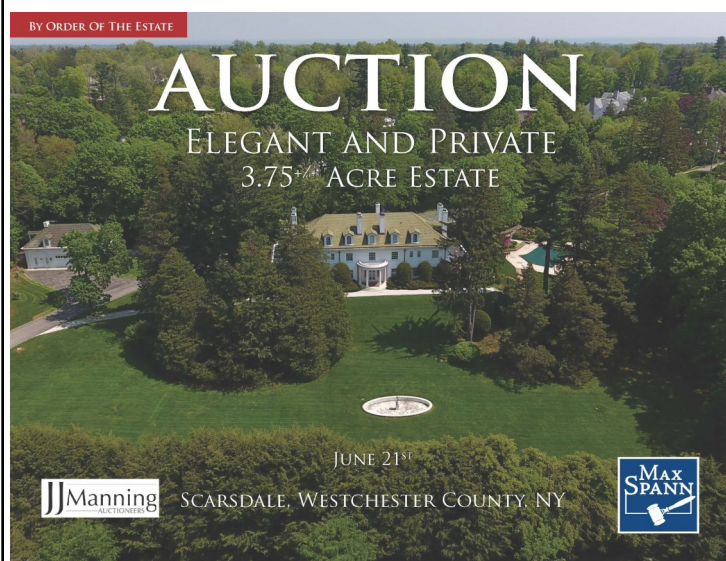
21.5⁺ ACRES ON TOP OF BERNARDSVILLE MOUNTAIN

AUGUST 14TH
MENDHAM, NJ





Distinctive Properties Case Studies



Location	Scarsdale, NY
Description	Historic Estate Home
Total Inquiries	235
Pre Registrants	79
Sale Price	\$ 6,000,000

