



CLIENT PROFILE:
ESTATE OF ALBERT M. BELL
WITH FOUR BENEFICIARIES.

DETAILS:

18 Beasley Neck Road
 Quinton Township
 New Jersey, 08079

228+ Acre Farm located
 in Quinton and Lower
 Alloways Creek Townships
 in Three Tracts

- Tract #1: 135 +/-
preserved farm
- Tract #2: 44 +/- acres with
4 BR farmhouse and
(2) pole barns
- Tract #3: 52 +/-
developable acres

The beneficiaries were the
 children of Albert M. Bell,
 and had grown up on the
 farm together.

CASE STUDY: QUINTON TOWNSHIP, NJ ESTATE

SITUATION: The cost to maintain the farm was excessive and draining funds from the estate. The co-executors had originally tried to sell the farm by owner but were not successful. The beneficiaries had the goal of selling the farm before the spring season but had dissimilar opinions on the value of the farm in the current market.



SOLUTION: Warner Real Estate & Auction determined that an auction to facilitate a "time certain sale" in an open and transparent forum at the sellers' terms (10% deposit, "as is, with all faults", no contingencies, close within 45 days) would be the most efficient way to sell the Bell Farm. In order to maximize the final sales price to the estate, the farm was offered by tract and in its entirety. The auction, complete with property presentation, was held in a conference room at the Holiday Inn Select-Bridgeport, NJ.

BENEFITS: As a result of Warner Real Estate & Auction's efforts, the final price for the farm was \$1,075,000. The farm was offered separately (3 tracts) and in its entirety (228 +/- acres). The high bid price selling the farm by tract via Bidder's Choice was \$975,000 and selling in its entirety was \$1,000,000. The beneficiaries were satisfied and the final price exceeded their expectations.

WARNER REAL ESTATE & AUCTION SERVICES EMPLOYED:

Vigorous multi-media marketing and public relations.

This included targeted direct mail, custom signage, print advertisements, Social Media advertisements, Internet advertisements/banner ads in specialty websites; LandandFarm.com, Land4Bid.com, Landbluebook.com, LandWatch.com, LoopNet.com, Costar.com, LandsofNewJersey.com and WarnerRealtors.com, and email notifications to the brokerage community throughout NJ, PA, NY.

Bidding by the tract via Bidder's Choice. A method of sale whereby the successful high bidder wins the right to choose a property or properties from a grouping of similar or like-kind properties. After the high bidder's selection, the property is deleted from the group, and the second round of bidding commences with the high bidder in round two choosing a property, which is then deleted from the group and so on, until all properties are sold.

Phone Bidding. Absentee bidders were able to bid by telephone with signed auction registration and guaranteed deposit.

A highly visible marketing campaign. The campaign produced more than 40 inquiries and 9 registered bidders.

AUCTION TERMS AND CONDITIONS:

Terms: A ten percent (10%) deposit, \$25,000 for individual tracts, \$50,000 entire farm in the form of cashier or certified check, remainder of the 10% deposit in cash or personal/business check due immediately upon conclusion of the auction. All properties sold "as-is, with all faults".

Closing will take place within 45 days of the auction.

Warner Real Estate & Auction Company is a full service real estate brokerage and auction marketing firm headquartered in Woodstown, New Jersey with a proven performance record selling all types of real estate including residential, commercial, farms, land, and investment properties throughout New Jersey.

TO LEARN MORE ABOUT
WARNER REAL ESTATE AND
AUCTION COMPANY, VISIT:
WARNERREALTORS.COM



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