

CELEBRATING
25
YEARS

**JOHNSTON
DIXON** REALTY

MOVE

Brisbane's Finest Quality Property



Home Truth

WHY AUCTIONS WORK (FOR US)

Handled professionally and regardless of the prevailing market conditions, a sale by auction is the most proven and reliable method of selling residential property for maximum present value.

Whilst that may be the case broadly speaking, just as the skills of surgeons and lawyers may often vary greatly from company to company and from individual to individual to individual, so too do they for real estate agents and professional auctioneers.

Given the concerns we had identified as common among buyers considering buying property at auction, in the late 1990s JOHNSTON DIXON Quality Property took the quite radical step of unilaterally switching to a completely open and transparent approach for the conduct of all our auctions.

In as much as our very public, cathartic switch in process rather raised some eyebrows in the industry and perhaps elsewhere at the time, the positive outcomes that we have since enjoyed have more than vindicated the move.

We named our new process simply the 'Ethical Auction'. The 15 years since we embraced it has shown that it to not just positively eliminate all the concerns buyers previously had about buying at auction, by removing all the smoke and mirrors associated with auctions, it has had the more broader effect of improving the participation rate markedly, which of course has translated into better outcomes. In short, we made it much easier for people to buy at auction.

Proof positive of the effectiveness of transparency; presently we can claim not just the highest clearance rate in the industry but all 3 of Brisbane's top 3 auctions prices (all over \$7 million).