

RARE & DESIRABLE

✦ THE BIDDING PLATFORM ✦



Seller's Guide

THE BIDDING PLATFORM FOR THE MOST IN DEMAND PROPERTIES

THE BIDDING PLATFORM



We partner directly with thousands of Independent Estate Agents to sell the Most In Demand properties.

- Every property showcased on The Bidding Platform is approved by a Rare & Desirable Specialist.
- You'll only find the most popular properties on The Bidding Platform.
- The Bidding Platform allows buyers to place bids 24/7 from any location and on any device, getting Sellers the best possible price for their property.
- All properties sold on The Bidding Platform pay no Estate Agency Fees.

HOW WE WORK WITH YOUR ESTATE AGENT

CHOOSE YOUR ESTATE AGENT

All independent Estate Agents can advertise properties on Rare & Desirable.

You choose the agent you trust to market your home most effectively, while we provide the platform that brings serious buyers.

PRICING

The Guide price is set by your estate agent based on their full market appraisal.

GETTING MARKET READY

Your estate agent will prepare and submit the property details, photographs and EPC should you need one to the Rare & Desirable Specialist for approval.

MARKETING & VIEWINGS

Your Estate Agent will market your property as usual, clearly stating it's being sold on The Bidding Platform under Timed Sale conditions through Rare & Desirable. Buyers will arrange viewings. directly with your estate agent.

BENEFITS

No Estate Agency Fees

We believe Sellers with In Demand Properties shouldn't pay to sell.



Price Reflects True Market Value

Every property on The Bidding Platform has been selected for its high demand and strong market appeal. The Bidding Platform positions properties to exceed full market value.



Timescales To Suit You

With Rare & Desirable's exclusive **Modern Method of Sale**, you stay in control by choosing a timescale that suits your needs, with the option of 56-day or 100-day completions from the point the buyer's conveyancer receives the draft contracts.



Greater Security

Buyers commit from the start with a non-refundable Reservation Fee and signed Reservation Agreement, cutting fall-through rates to under 5%, compared to 30% with the Traditional method.



THE BIDDING PLATFORM - HOW IT WORKS



PRE MARKETING

We pre-list your property on The Bidding Platform while the Legal Pack is being prepared, building early excitement and tapping into serious buyer demand. This head start helps us launch with impact and attract multiple bidders from day one.

TIMED SALE

Once we have received your completed Legal Pack we'll agree a start date and time with your estate agent for the Timed Sale to ensure maximum exposure and the best possible SOLD price.

BIDDING

Registered Buyers can place their bid once the countdown begins. The Timed Sale creates real momentum, and when the clock runs out, if a bid has met or exceeded your reserve price, the sale is agreed. It's a fast, focused and competitive way to get the best possible 'SOLD' price with a committed Buyer.

SALE SECURED

Once the winning bid is confirmed and the Buyer is approved, a Reservation Agreement is signed and your Buyer pays a Reservation Fee securing the sale. Our dedicated Specialist will now support you to completion.

LEGAL PACK INFORMATION

LEGAL PACK FEE

A Legal Pack will need to be prepared by a conveyancer ahead of the Timed Sale. This pack includes key material information about your property that potential buyers need to make informed decisions. It also helps build buyer confidence and ensures greater commitment when placing a bid.

We only work with the best Legal Services and our Partner Conveyancer's can arrange the Legal Pack with no upfront costs. A quotation with a full breakdown of legal fees will be supplied to you when your property is approved by the Rare & Desirable Specialist. We always recommend that you read your legal quotation and the Disclaimer provided in full. If your property is a Leasehold, you may also need to provide a Management Pack which can be requested from your Freeholder or Managing Agent.

You may use your own solicitor if preferred. If you choose to provide your own Legal Pack, we require an electronic copy of all documents before the property can be listed for sale.

If you choose to work with our Partner Conveyancers you'll benefit from:

NO UPFRONT LEGAL COSTS

**WORKS DIRECTLY WITH THE
BIDDING PLATFORM**

COMPETITIVE LEGAL FEES

LEGAL PACK INFORMATION

Legal Packs typically contain:

- Title documents or Epitome of Title
- Property Information Form
- Local Authority Search
- Water and Drainage Search
- Fixture and Fittings Form
- Reservation Agreement
- General Terms and Conditions
- Any special conditions of sale



THE MODERN METHOD OF SALE

Key Points

- ✓ Completion timescales of 56 days or 100 days, or a timescale which suits you, from the Buyers Solicitor receiving the Draft Contract.
- ✓ The timescale is designed to attract a broader range of Buyers, including both cash purchasers and those needing time to secure a mortgage
- ✓ Buyers Signs a Reservation Agreement, and pays a Reservation Fee to secure the property committing them to the purchase.
- ✓ No Estate Agency Fees.

Combines transparency and security with the flexibility today's sellers and buyers need.

With exchange and completion typically taking place within 56 days or 100 days of receiving the draft contract, timescales can be tailored to suit the seller's circumstances. Crucially, it opens the market to mortgage-backed buyers, broadening the pool of potential bidders and driving stronger, more competitive offers.

If your home is In Demand, you gain a unique advantage, the freedom to move on your terms, with the commitment of a serious buyer behind you.

It's a smarter, more accessible route to a successful sale.



TRADITIONAL SALES ROUTE

Key Points

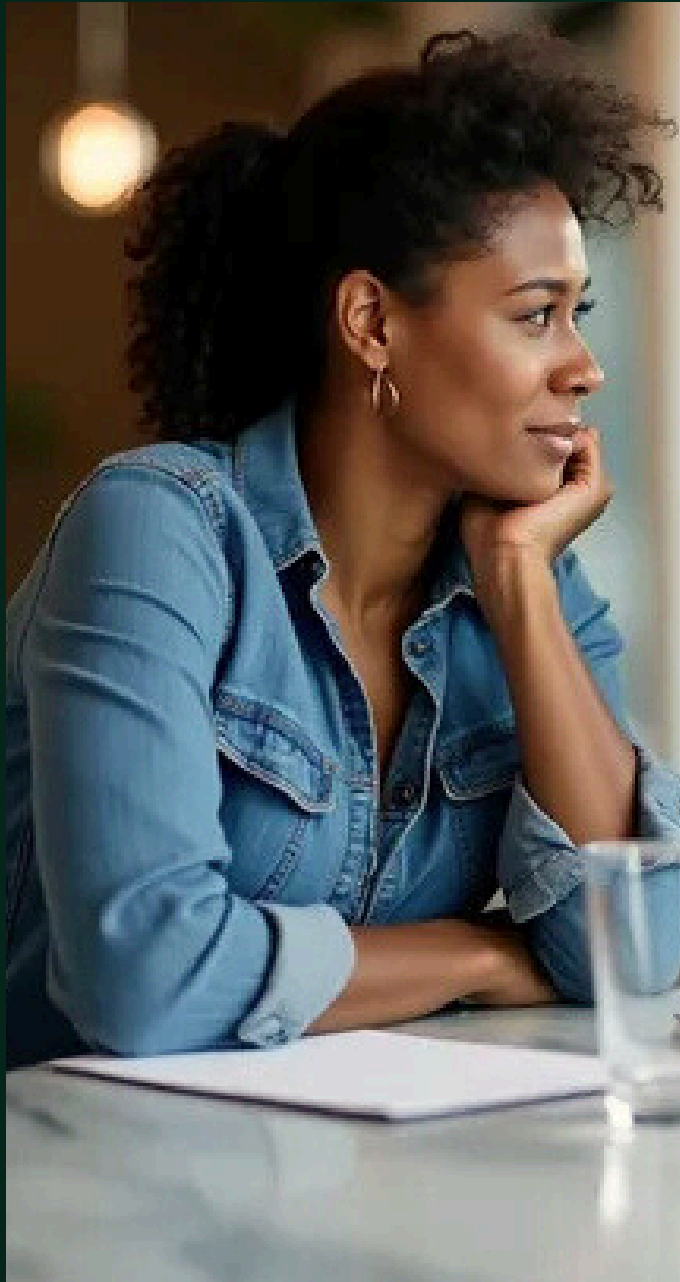
- ✗ Unpredictable completion timescales.
- ✗ Around one in three sales fall through, as buyers can change their minds.
- ✗ Sellers pay the Estate Agent a Fee.
- ✗ With traditional sales, the price can be renegotiated at any stage of the sale.

The traditional open market route remains the most common way to sell property in the UK. But for homes in high demand, it often falls short.

With no fixed timelines, sales can take months, and buyers can renegotiate or withdraw without penalty.

This uncertainty creates delays and added stress at a time when sellers should be moving forward with clarity and control.

GUIDANCE



Timed Sales through The Bidding Platform offer sellers enhanced commitment and security.

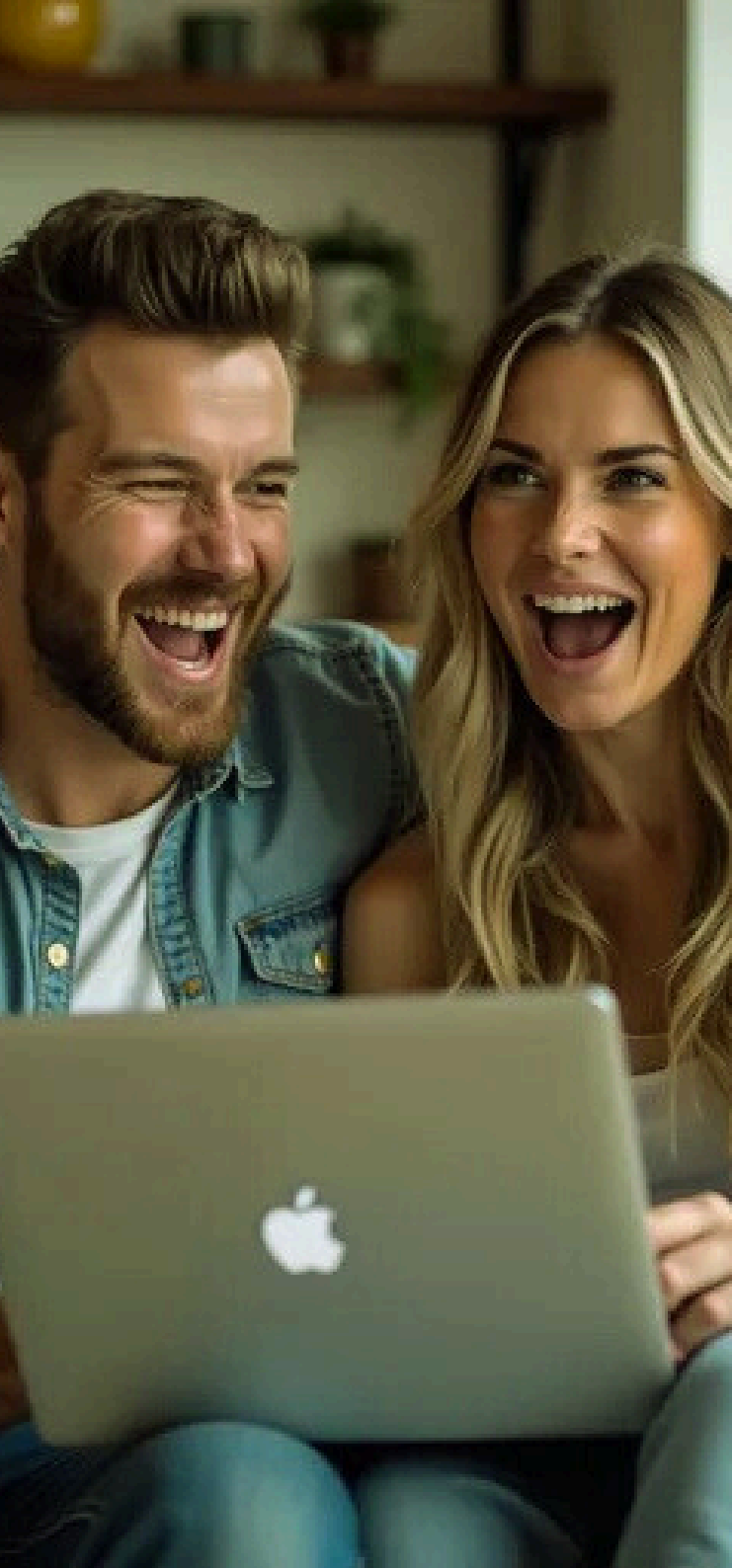
For each sale, a non-refundable Reservation Fee (typically 4.5% of the final agreed purchase price, subject to a minimum of £6,600 including VAT) is payable.

This fee is paid by the Buyer once the sale is agreed and covers Estate Agency Fees and marketing costs.

The Reservation Fee is in addition to the purchase price, and provides commitment from the Buyer.

This structure ensures that both the Buyer and Seller can move forward with confidence, creating a smoother and more secure transaction process.





FREQUENTLY ASKED QUESTIONS

How does the bidding platform work?

Answer: The Bidding Platform lets buyers place real-time bids, creating a transparent, competitive environment that helps you achieve the best possible price, especially for in-demand properties like yours.

How does this benefit me as the seller?

Answer: You get the best possible price with no selling fees, thanks to a competitive bidding process that drives demand and can exceed expectations.

Is this only for high-end properties?

Answer: Not at all. While we cater to a range of properties, we focus on properties with strong buyer demand. Whether it's a modest home or a luxury estate, if there's emotional investment from buyers, The Bidding Platform will help you get the best result.

How will you market my property?

Answer: We work closely with you and your estate agent to ensure your property is marketed to the right buyers. Your estate agent will assist with viewing requests, and we'll handle the competitive bidding process. You'll retain control over how your property is presented, ensuring it's showcased to its fullest potential. Together, we'll make sure your home gets the attention it deserves and reaches the right audience.

What about the legal process?

Answer: To ensure a smooth, fast transaction, it's important that your property is legally prepared from the start. You will need to instruct a Conveyancer to handle the legal side of the sale, and we're happy to assist you in finding the right legal support.

How long is the bidding window?

Answer: Once your Legal Pack is received, your Rare & Desirable specialist will work with you and your estate agent to agree on the ideal start time and end date for your property's Timed Sale. This decision is based on the level of interest generated during the initial marketing period.

How do you ensure the buyers are committed?

Answer: Buyers are required to pay a Reservation Fee upfront, which secures their interest in your property and covers the cost of marketing your property. This commitment reduces the likelihood of fall-throughs, giving you peace of mind that once an offer is accepted, it's a serious, committed buyer.

How fast can we complete the sale?

Answer: Sales through The Bidding Platform typically complete within 56 days, ensuring a quick turnaround for your property, or at a timescale of your choosing. This means you won't be waiting for months to finalize your sale, freeing up your next move sooner.

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