

# RARE & DESIRABLE

↔ THE BIDDING PLATFORM ↔



## Best Practice Guide

THE BIDDING PLATFORM FOR THE MOST IN DEMAND PROPERTIES

A group of four people (three men and one woman) are seated around a dark wooden table in a modern, industrial-style interior. They appear to be in a meeting or discussion. The room features a high ceiling with exposed wooden beams, a large ceiling fan, and track lighting. Large windows on the right side offer a view of the outdoors. The overall atmosphere is professional and collaborative.

# Rare & Desirable - The Nation's Largest Independent Bidding Platform

This Best Practice Guide has been developed by *Rare & Desirable* – the UK's largest independent bidding platform and a pioneer of the **Modern Method of Sale** for the country's most in-demand properties.

Created specifically for Estate Agents already offering, or considering offering, the **Modern Method of Sale**, this guide is designed to support our Partner Agents in delivering a consistently high standard of service. It provides the knowledge, tools, and insights needed to ensure clients benefit from a transparent, secure, and efficient selling experience.

# Why Partner With Us

When valuing a property, you can often tell immediately if it's going to attract strong interest. That's the perfect moment to recommend Rare & Desirable: The Bidding Platform to your vendor—a hassle-free way for Estate Agents to win instructions and increase revenue dramatically!



## Estate Agents Benefits



More than **DOUBLE** your Estate Agency Fee



Fee typically paid within **7 days** of the property being sale agreed



Rare & Desirable Specialist takes care of Sales Progression



Valuation Leads given back to the Partner Agents

# Modern Method of Sale: Best Practice Guide

**Rare & Desirable: The Bidding Platform** is a dedicated digital marketplace for the most sought-after properties, offering a seamless, transparent, and competitive way to buy and sell. It exclusively operates using the **Modern Method of Sale**, delivering **Timed Sales** that take place entirely online. These sales run over a set number of days, agreed upon in advance with you, the agent and a **Rare & Desirable Specialist**. The duration of each Timed Sale is strategically tailored based on pre-marketing buyer interest, ensuring momentum and maximizing engagement. This modern approach enhances accessibility, drives competition, and gives all parties confidence through clear timelines and structured processes.



# How It Works

## Rare & Desirable: The Bidding Platform

When you're valuing a property, you'll quickly know if it's suitable for Rare & Desirable. This is the ideal moment to recommend the platform – using these key benefits to help secure your instruction: Whether a property is valued at £100,000 or £25 million, if it's in demand, Rare & Desirable helps sellers unlock its full value—securely, transparently, and without compromise.

### Key Benefits for Your Vendor:

- ✓ No Estate Agency Fees
- ✓ Best possible sale price through live competitive bidding
- ✓ Sale secured with a Buyer Reservation Fee and Agreement
- ✓ No price renegotiations after a sale is agreed
- ✓ Fixed completion in 56 or 100 days — or tailored to suit the seller.
- ✓ No upfront legal costs



# What is the Modern Method of Sale

In England and Wales, the traditional sales process remains the standard for most property transactions. Even sellers of highly desirable homes – despite attracting multiple offers and strong interest – still face fall-throughs and no guaranteed commitment from buyers.

**The Modern Method of Sale** changes that.

It's a smarter, more secure, and more transparent way to sell – without compromise. For vendors tired of paying into a system that feels broken, this is a more reliable solution.

The market has moved on. Isn't it time your selling method did too?  
Why should vendors pay when they have an in-demand home?  
Why settle for a single offer when buyers are ready to compete?  
Why face uncertainty with no fixed completion date, when a reservation agreement gives both buyers and sellers a clear, agreed timeframe from the start?

Whether a property is valued at £100,000 or £25 million, if it's in demand, Rare & Desirable helps sellers unlock its full value – securely, transparently, and without compromise.

Buyers benefit from a fair, open bidding experience, and agents gain a powerful tool to win instructions and deliver better outcomes.

**At Rare & Desirable, we believe the future of property sales lies in trust, transparency, and performance.**

**The Modern Method of Sale** Draws from the strengths of auctions – security, transparency and certainty, but without the outdated stigma of “distressed sales,” Rare & Desirable offers a better way to sell exceptional homes by:

- Offering fixed completion in 56 or 100 days, or tailored to suit the seller, from the Buyers Solicitor receiving the Draft Contract.
- Flexible timescales accommodate both cash buyers and mortgage-backed purchasers, expanding the buyer pool and encouraging stronger competition.
- Buyers pay a Reservation Fee and sign a Reservation Agreement, providing security and a clear commitment to the purchase.

## **Pricing: Set by You, Backed by Demand**

As the partner agent, you're in full control from the start. You set the price – just as you would with any traditional listing, using your expertise and a full market appraisal. From there, the Timed Sale format does the heavy lifting. When multiple buyers are engaged and competing in real time, the momentum often drives the final price beyond what's typically achieved through standard negotiation.

## **No Selling Fees**

When a home is truly in demand, the seller shouldn't have to cover the cost of marketing. Rare & Desirable removes traditional selling fees, allowing sellers to keep more of their sale price. With buyers competing in real time, the final figure often exceeds expectations. It's a simple, transparent approach that helps sellers get the full value of their property—without unnecessary costs.

## **Security That Works For Everyone!**

Offering fixed completion in 56 or 100 days is a major advantage for both you and your clients. For you as the agent, our Modern Method of Sale reduces the risk of fall-throughs by securing the transaction and creates a more predictable, streamlined pipeline. With a clear timeframe from instruction to completion, you can work more efficiently — freeing up time, energy, and resources to focus on winning new business.

## **Buyer Commitment**

With the Rare & Desirable's Timed Sale format, buyers commit early by paying a Reservation Fee and signing a Reservation Agreement. This upfront commitment creates a more secure transaction, giving sellers greater certainty and ensuring a smoother, more reliable journey to completion.



A hand-drawn diagram on a piece of paper. A rectangular box is drawn with a black line. Inside the box, the word "Process" is written in a serif font. An arrow points from the bottom left towards the left side of the box. A pen is positioned at the top right, pointing towards the word "Process".

Process



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# INTRODUCTION & INSTRUCTION

*Once the vendor agrees to proceed, sign them up to Rare & Desirable as you would during a standard valuation.*

- You'll provide us with a copy of the Seller's signed Agreement.
- If the Seller has agreed to use our Conveyancing Partner, we'll notify the firm of the sellers instruction.

# PROPERTY PREPARATION & MARKETING

You'll prepare the property listing as you usually would, then share the details with Rare & Desirable once the brochure is ready.

Please include:

- Photographs of the property
- EPC (Energy Performance Certificate)
- Marketing description
- We'll provide branded marketing materials to support you.
- Registered Buyers can download The Legal Pack as soon as it's ready.

Continue to:

- Advertise the property on your usual portals.
- Manage all viewing requests and buyer enquiries.



# BUYER REGISTRATION & BIDDING

**Direct any potential buyers to the Rare & Desirable website so they can register their interest to bid. Early interest helps us determine the optimal length of the Timed Sale.**

**We're happy to assist buyers with:**

- ✓ Mortgage enquiries
- ✓ Solicitor referrals





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## TIMED SALE & WINNING BIDDER

**Once the Timed Sale ends the winning bidder must:**

- **Sign the Reservation Agreement**
- **Pay a Reservation Fee within 2 hours**

**We complete:**

- **ID/AML and Source of Funds checks**
- **Memo of Sale issuance**

**Once the Reservation Fee clears, your agency fee is typically paid within 7 working days.**



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## SALES PROGRESSION

We take over the transaction from this point:

- Supporting both the buyer and seller through to completion
- Helping keep everything on track
- Freeing you up to focus on winning more listings

# RARE & DESIRABLE

✦ THE BIDDING PLATFORM ✦



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