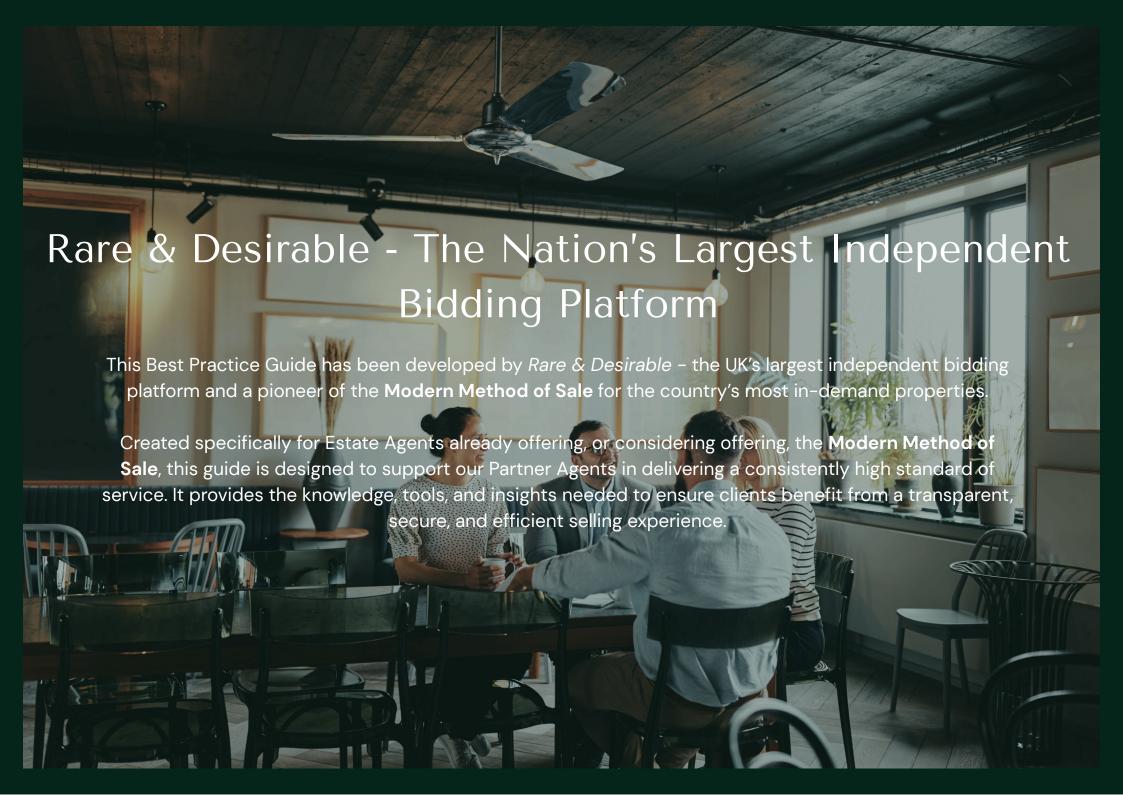
# RARE & DESIRABLE

→>> THE BIDDING PLATFORM <<





## 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:



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.



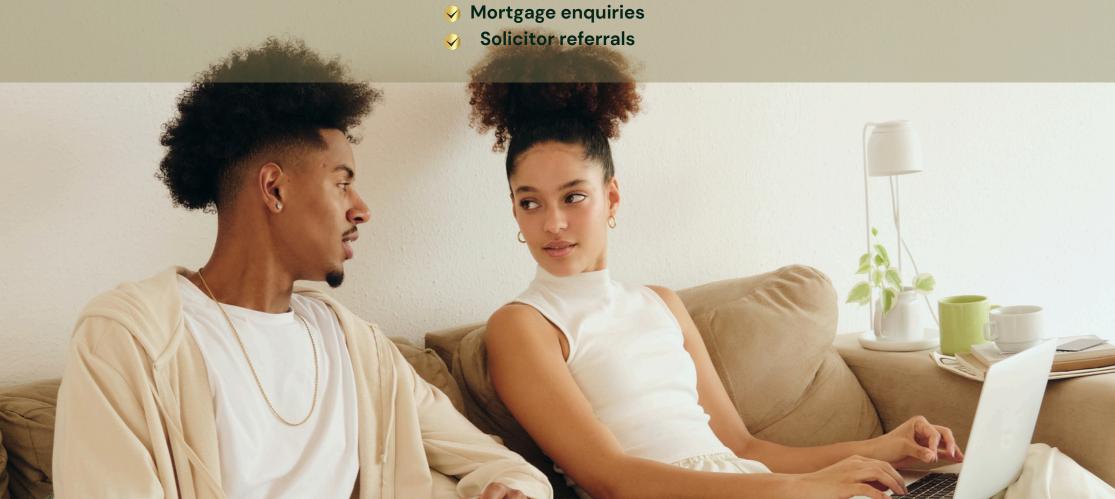






## BUYER REGISTRATION & BIDDING

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:







# RARE & DESIRABLE

→>→ THE BIDDING PLATFORM ✓





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