

RARE & DESIRABLE

↔ THE BIDDING PLATFORM ↔



Best Practice Guide

THE BIDDING PLATFORM FOR THE MOST IN DEMAND PROPERTIES



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
- ✔ 14 Day Trial to test the market – at no cost to the agent or the vendor

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.

From the moment a property is launched, buyers can place bids — generating early interest and competition, particularly on high-demand homes. Every property then enters a live Timed Sale, which signals that the bidding process is drawing to a close and encourages buyers to submit their best offer.

Each Timed Sale runs over a set number of days, agreed upon in advance with you, the agent, and a Rare & Desirable Specialist. The duration is strategically tailored based on pre-marketing buyer activity, ensuring momentum and maximising engagement. This modern approach enhances accessibility, drives competition, and provides all parties with 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.

When demand is strong and buyer interest is high, this approach shines. It channels competition into a structured, time-bound process, driving the best price while giving both parties certainty from the start.

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 outset?

Whether a property is valued at £50,000 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 premium 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.

Unconditional Sales

We still offer the 'Traditional 28 Day Auctions'

Unconditional sales are a traditional and well-understood way of selling property in England, most commonly used at auction. In an unconditional sale, contracts exchange immediately when the sale ends, so the buyer is legally committed straight away.

A 10% deposit is paid at that point and is held by the seller's solicitor, with completion usually taking place within a fixed timeframe, typically 28 days.

Because the sale is legally binding on the day, buyers need to have their funding arranged and to have reviewed the legal pack before bidding. This method is popular with sellers because it offers certainty and speed, and with buyers because the process is clear, transparent, and the timescales are agreed from the outset.



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 & 14 Day Trial

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 a 14-day trial period, sellers can test real buyer demand without commitment. As buyers compete in real time, the final figure often exceeds expectations. It's a simple, transparent approach that helps sellers achieve 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.



Process



1

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.

2

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:

Complete ID / AML checks on your vendors
Advertise the property on your usual portals.
Manage all viewing requests and buyer enquiries.



3

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**





4

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.

A family consisting of a woman, a man, and a young girl are moving into a new home. They are carrying large cardboard boxes. The woman is on the left, the man is in the background, and the girl is in the foreground. The scene is set in a modern, well-lit interior with a brick wall on the left and a large window on the right.

5

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

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