Harcourts Auctions

We're not getting rid of traditional real estate,rather we are providing a new, innovative, personalized solution. Our auction platform steers away from distressed properties, and is specifically tailored to everyday homes and luxury properties.

CALL ME TODAY
FOR A COMPLIMENTARY
MARKET ANALYSIS!

Wm Soto
Associate Broker

DIRECT (949) 357-6117
FAX (888) 296-9621
EMAIL wm@sotoaa.com
BRE# 01328793

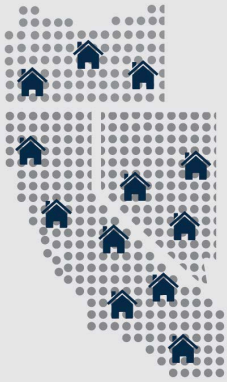
Harcourts Prime Properties
27372 Aliso Creek Road
Aliso Viejo, CA 92656

OVERVIEW

TOTAL PROPERTIES LISTED 642

PROPERTIES SOLD 594

MARKET EXPOSURE

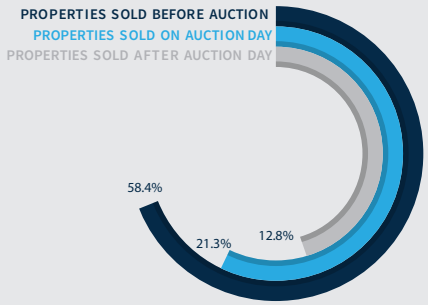


AUCTION LISTINGS

AVERAGE DAYS ON MARKET

29 DAYS

3 STAGES AUCTION PROCESS



0 — 92.5%

TOTAL CLEARANCE

TYPES OF PROPERTY

EXPIRED TRADITIONAL LISTINGS CONVERTED TO AUCTION
66.1%

NEW TO MARKET LISTINGS LISTED AS AUCTION
33.9%

PRIMARY RESIDENCE	INVESTMENT PROPERTY
94%	6%

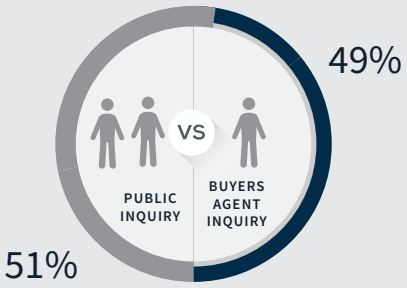
DISTRESSED, FORECLOSURE, REO, BANK OWNED PROPERTY
0%

AUCTION ACTIVITY

x 101
AVERAGE NUMBER OF SHOWINGS THROUGH AN AUCTION PROPERTY

96%
PROPERTIES WHICH RECEIVE OFFERS BEFORE AUCTION DAY

APPROXIMATELY
+49% MORE SHOWINGS THAN TRADITIONAL LISTING



AUCTION PERCEPTION

90% PEOPLE WHO WOULD RESEARCH AN AUCTION PROPERTY BEFORE A TRADITIONAL LISTING

REASONS QUOTED:

- PERCEPTION OF GETTING A DEAL
- DEADLINE FOR SALE DATE
- HEARD ABOUT THE HARCOURTS AUCTION PROCESS

NUMBERS

26.2% INCREASE

BIDDING TO START FROM PRICE VERSUS FINAL SALE PRICE