



**2013 - 2023**

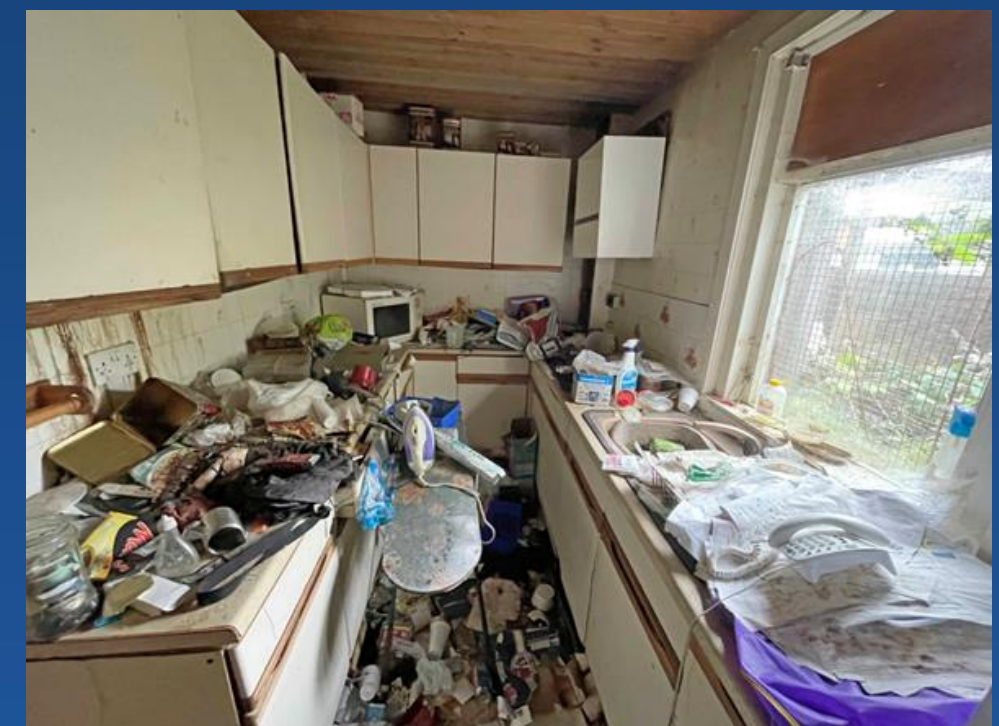
celebrating 10 years in business



# The Inside Story

**109 Garscadden Road**  
Glasgow  
G15 6UQ

**2 bed end of terrace**





# So, What Did We Do?



Auction guide price:  
**£99,000+**



Created **HUGE** interest  
(no internal viewings)



SOLD for:  
**£107,000**



The property is now in the  
process of being repaired...





# A work in Progress







# Working Together



scottish  
empty homes  
partnership



So far, we've sold **48** homes brought to us by  
the Scottish Empty Homes Partnership



# What We're Covering

- Introducing Auction House Scotland
- The unique value of Auction
- The Auction sales process
- Marketing – **we shout the loudest**
- Our seller offer via the Scottish Empty Homes Partnership
- Empty Homes success stories
- Get in touch





# Introducing John Loudon

- 8 Years Auction Experience  
Previous Letting Services
- Business to Business & Business to Consumer
- Partner Agency/Business Development –  
Estate Agents, Sourcers, Deal Packagers,  
etc.
- Dealing with Empty Homes since 2016 –  
first introduced listing 2017





# Introducing Auction House

- Auction House Scotland are part of Auction House UK
- 27 regional Auction teams
- **Auction House Scotland are celebrating our 10th year in business this year!**
- Next in-room auction: Thursday 23rd March or sell online every week!







# Auction House UK

## 2022 Results

**207**

Auctions

**#1**

UK  
residential  
auctioneer



**4,109**

Lots sold



**80%**

Success rate



**£625.5m**

Raised



**27**

Auction teams across  
England, Wales and  
Scotland



# Auction House Scotland

## January 2023 Results

**40** 

Lots offered

**37** Lots  
sold

**93%**

Success rate 

**£3.4m**

raised!



# Unique Value of Auction

- **Faster and more secure than any other route**
- **Competitive guide price drives interest**
- **Reserve agreed to protect seller in the auction room**
- **Unconditional sale with 10% deposit paid**
- **Typically, 28 days completion**
- **Sale is binding on the fall of the hammer**







# The Auction Sales Process

- **Introductory call/meeting – understand needs**
- **Desktop valuation and Home Report (if applicable)**
- **Legal Pack (including special conditions) – downloads tracked**
- **Hand hold with dedicated negotiator**





# The Auction Sales Process

- Accompanied open viewings build competition
- **Maximum exposure**
- Reserve price **protects seller** in the room
- **Regular physical auctions** in Glasgow (Radisson RED)
- **Sold and completed in 28 days**





# We Shout The Loudest!

- All online portals – Rightmove, Zoopla, S1 Homes, Prime Location...
- Social Media – Facebook, LinkedIn, Instagram, TikTok
- AHS website
- Highly visible For Sale boards/posters
- Property email alerts to 20,000+ database
- Press coverage for special interest properties
- Turning pages (online) and physical catalogues







# Our Offer via Empty Homes

**FREE** auction entry

**FREE** For Sale board/poster

**FREE** PR and Social Media

**FREE** listing on all major portals and our website

**FREE** e-mail alerts to 20,000+ auction buyers

**FREE** accompanied viewings

**FREE** Home Report





# Empty Homes Success Stories



**48** Properties  
introduced

In the **7** years we've worked with The Scottish Empty Homes Partnership, we've sold **48** homes from **10** different council areas.



# Our First Empty Homes Introduction

5 McCallum Crescent,  
Gourock, PA19 1PY

Home Report -  
£60,000

Guide - £49,000+

**SOLD - £78,000**







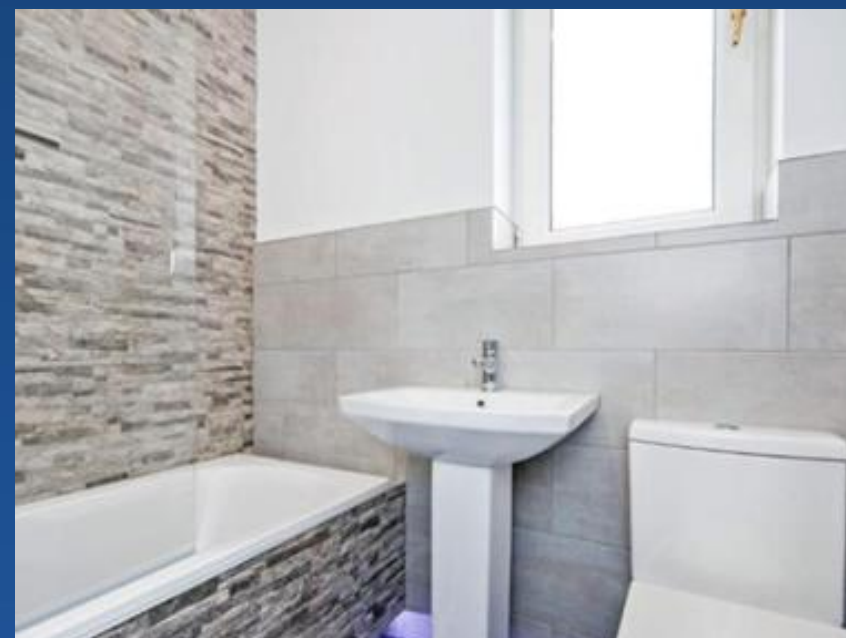
# What A Transformation!

**SOLD for £135,000!**

Will make a lovely family home

Neighbours delighted

Auction just works!



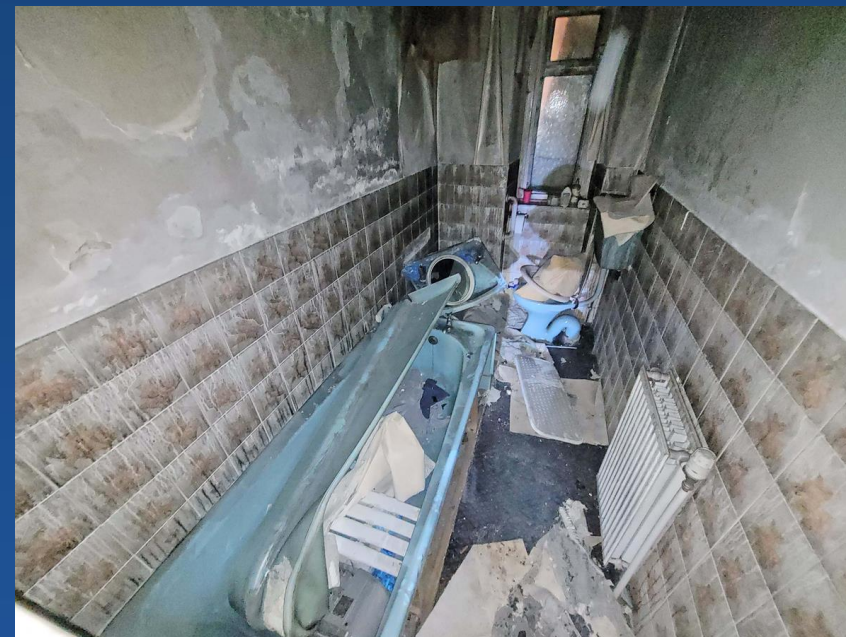




# Our Most Recent Examples

33 Everard Drive,  
Glasgow

Extensively fire damaged  
Guide - £85,000+  
**SOLD - £144,000**





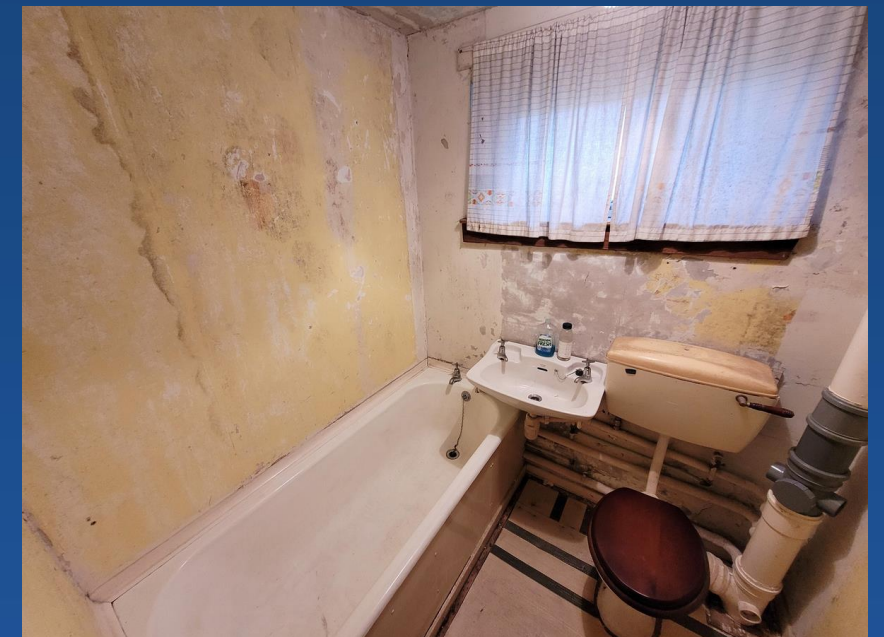


# Our Most Recent Examples

Sold within 1 day!

## 19 Tiree Court, Cumbernauld

Empty for several years  
Guide - £10,000+  
**SOLD - £15,000**



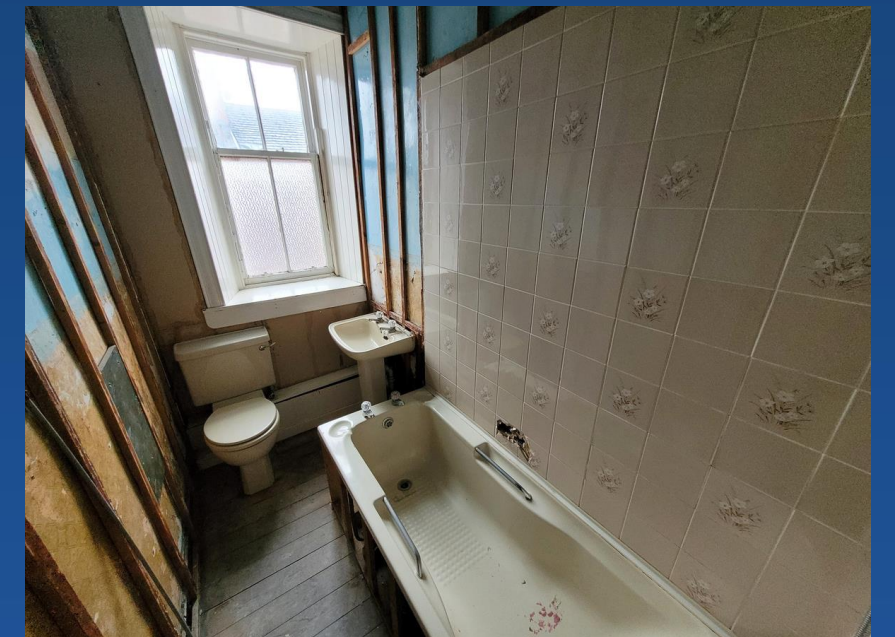
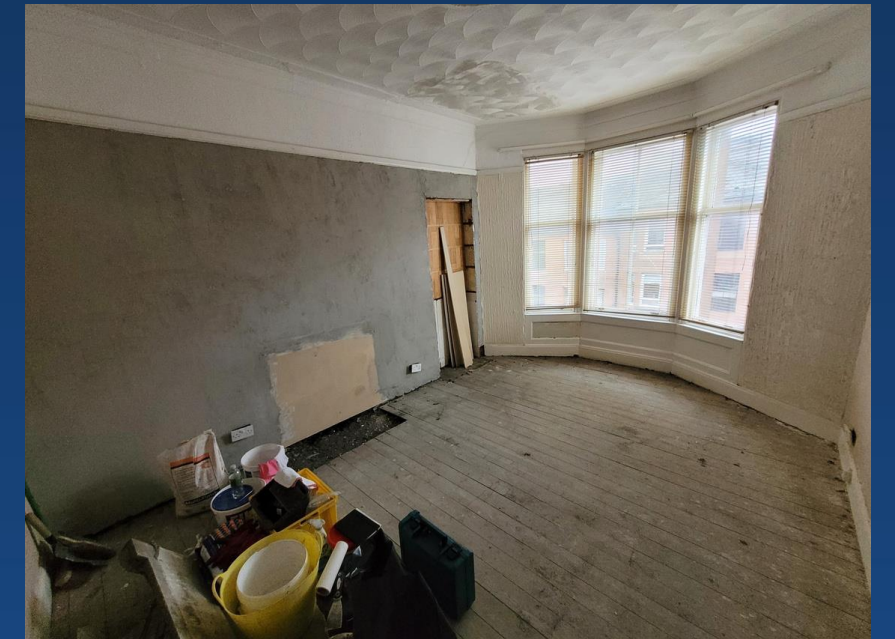




# Our Most Recent Examples

26 Aberfoyle Street,  
Glasgow

Unfinished refurb  
Guide - £45,000+  
**SOLD - £50,500**



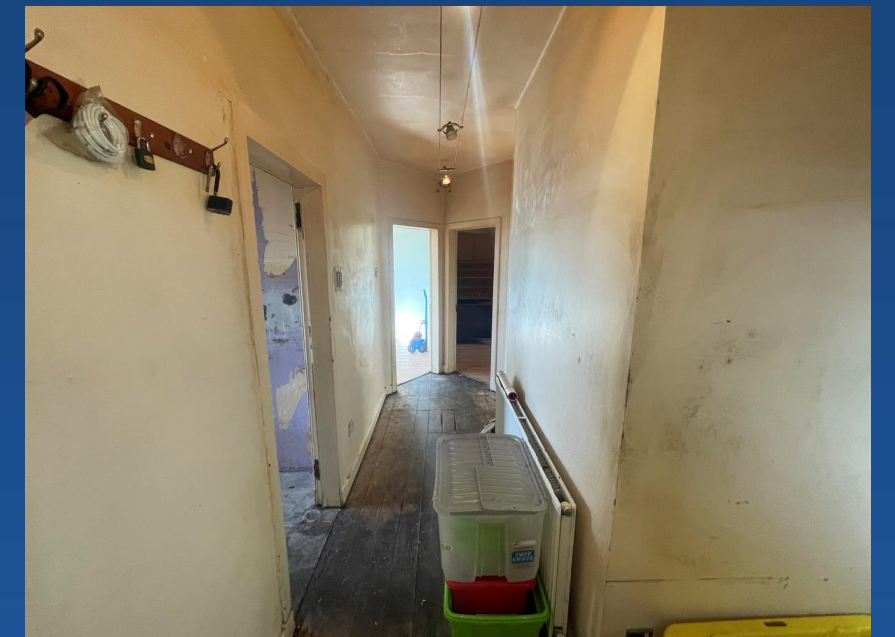
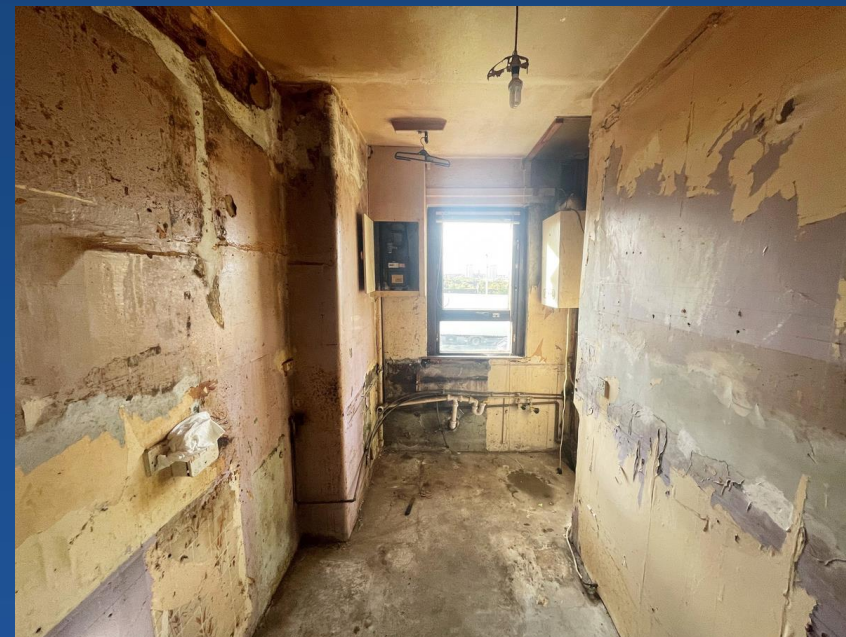




# Our Most Recent Examples

33 Young Terrace,  
Springburn

Cottage flat needing works  
Guide - £45,000+  
**SOLD - £61,000**





# Get In Touch



**John Loudon**

Auction House Scotland

● National Property Auct...



**john@auctionhousescotland.com**

**0141 339 4466 | 07903 678 441**



Sign up for our email updates:

**info@auctionhousescotland.com**



Office 2, Craigs Business Centre,  
Maddowall Street, Paisley PA3 2NB

