



the survival site for estate agents



property news

New online property auction room set to launch in September

2009-07-20

A brand new online property auction website, BidProp.co.uk, is set to add a new dimension to the way that property is sold in the UK.

The internet has rapidly become the number one marketing tool for estate agents and the first port of call for buyers looking for a home. BidProp provides an additional online sales solution for those properties that you may need to move quickly, helping to secure buyers in this difficult market.

In the same way that a traditional auction works, BidProp will invite motivated purchasers to bid on a wide range of properties from studio apartments through to family homes, with auctions spanning a period of 7, 14 or 21 days. BidProp will draw in its end users by enticing bids on properties that have a reserve price that is discounted when compared to current market value (or current asking price) and an auction starting price that is even lower than this. Totally transparent, BidProp's website is easy to use and clearly outlines how the buyer can express interest, gather more information, view a property and subsequently register a bid online.

Representing developers, construction companies and financial institutions, BidProp also operates with estate agents to compliment their existing sales activities (charging no additional commission). Properties will be marketed using BidProp's own website alongside an estate agent's main property portal. BidProp works only with professional sellers and does not allow 'For Sale by Owner' properties.

Set to launch in the Greater London area in September 2009, BidProp intends to roll out nationally during the next two years.

Comments:

dennis de beer

2009-07-22 11:22:01

south africa

[will you like to start this also in south africa](#)

Samuel Wagner

2009-08-02 13:57:53

Re:South Africa

Dennis, Please do get in touch with us to discuss this further.
samuel.wagner@bidprop.co.uk



leave a comment

Name:

* Email:

* Heading:

* Comment: