



# Auction for an Auction

## **“Auction for an Auction”– an initiative making a massive difference to our school**

We, at Jellis Craig, created a prize designed to be auctioned at your school fete. ‘Auction for an Auction’ delivers a substantial financial benefit to the school and the very lucky prize winner.

The highest bidder at the auction secures a world-class sales and marketing campaign where they can select from a private sale, auction or expressions of interest campaign run by Jellis Craig Preston - Reservoir director Anthony Lapadula and Stephanie Lentini (Licensed Estate Agent and Senior Sales Consultant).

### **It includes the following:**

1. Complimentary styling advice
2. Complimentary social media marketing
3. A premium advertising campaign with photography
4. Brochure and internet advertising, and most importantly;
5. No sales commission
6. As well as some Vendor Paid Advertising (VPA) on REA and Domain

Immediately after the prize winner has been announced, the winner signs an agent agreement.

### **Important things to note:**

1. The property to be sold must fall within the service area of Jellis Craig's northern network.
2. The property must be a single dwelling.
3. The prize is valid for 12 months from date of purchase.

### **The most exciting benefits of this prize are the following:**

1. The winner does not make any payment on the market day.
2. There are zero out-of-pocket expenses for the property sale.
3. The school receives the money raised on the day the property settles.

Based on the average house price in Preston, the prize is conservatively valued at more than \$30,000.