

## How does the 5 Day Sale work?

In actuality, the 5 Day Sale may take place in more than 5 days.

At Barrett Associates, we tailor this auction/bidding sales concept to the given market, business cycle, and property.

The concept fundamentally involves:

- The seller offering the home for sale at a price less than what they think it is worth under an "auction" approach
- Conducting a multi-media targeted property advertising campaign in order to generate enough interest to hold the two-day "inspection period" over a weekend
- Holding the inspection period and "Round Robin" bidding session on Sunday night
- Letting the "market" as reflected by the "Round Robin" bidding session determine the value of the home