



Swindon

AUCTIONS

Your secure and transparent digital
property investment and disposal platform.

CONNECTING PEOPLE AND PROPERTY



About Swindon Property

Swindon Property is a leading commercial and industrial real estate organization and the commercial associate for international real estate advisor, Savills, for sub-Saharan Africa.

Founded in 2006, Swindon offers client advisory and representation services to owners and tenants, with specialised emphasis on leasing, acquisition, sales, valuations, and management of property across the commercial, retail, and industrial sectors. Our comprehensive and integrated property services are supported by our national team with representation in all major provinces.

Our services are led by an experienced team of experts with unparalleled local market knowledge, offering bespoke, comprehensive strategies to create value across all commercial real estate classes in South Africa and sub-Saharan Africa. We create property solutions and source new opportunities aligned with our client's investment objectives. Dynamic marketing, progressive infrastructural tools, and streamlined processes allow us to meet our clients' property needs efficiently and successfully.

Swindon's associate agreement with one of the world's leading multi-sector property companies, Savills facilitates our global real estate market access to more than 600 offices and associates in 70 countries. This association further advances inbound and outbound business for Africa, whilst offering the expertise, relationships, specialised skills, and best practice from one of the world's leading real estate companies.

Swindon connects people and property. From start-ups to global firms, our clients span a wide range of industries.



Swindon Auctions Online enables Buyers and Sellers across the globe to complete transactions digitally via our trusted and confidential platform in the most seamless, efficient, and transparent manner. We represent Buyers and Sellers within the commercial, office, industrial, and retail sectors across multiple industries.

Swindon Auctions is led by a team of property experts and supported by a comprehensive database of exclusive sellers, tenants and investors, furthering our ability to conclude successful property transactions.

It is necessary that all clients download the free Swindon Auctions online app, which is available for download on the iOS and Android platforms.

Features of the Swindon Auctions Online app:

- / Auction catalogues
- / Bidding functionality
- / Property information portfolios
- / Push notifications so you're always first to know about the latest properties
- / Bidder registration facilities
- / A pre-set maximum bid function on bidders' identified lots

Download the App

Download the app from the Apple Store or Google Play, or choose our web version and bid via your desktop or laptop computer.



Now, even better than before, Swindon connects people and property. Let us show you how to navigate the digital property marketplace.

To participate in a live online auction
visit [auctions.swindon.co.za](https://www.auctions.swindon.co.za)

Why go to Auction?

Universally, property is seen as a secure long-term investment asset class. Auctions are fast becoming a preferred method for buying and selling property for many investors.

The auction process is transparent, Buyers pay an acceptable market value for the property, and they deal with serious Sellers who price correctly and in line with market expectations.

Getting Started



Download the App



Create an Account or Sign in



Agree to Ts & Cs



Register to Bid



Start Bidding

The Swindon Auctions app is an online commercial property auction platform that empowers bidders to make confident, timely and smart decisions throughout the buying process. Our platform was purpose-built to be a transparent and secure system for buyers, sellers and agents.

With our dynamic app you can preview, watch and participate in any of our auctions on-the-go, from any mobile device, and from any location.

If you'd like help with the registration process, please get in touch with us via:

auctions@swindon.co.za or (+27) 67 263 1357

The Swindon Auctions app gives you access to the following features:

- / Quick registration with immediate confirmation
- / No waiting for approval to bid
- / View properties that interest you
- / High resolution property images
- / Receive push notifications to ensure you engage on properties of interest
- / Stay informed about upcoming auctions
- / Follow upcoming auctions with specific lots of interest to you
- / Submit instantaneous, real-time bids on properties for sale
- / Bid no matter your location or 'set and forget' your maximum bid to let our platform automatically bid the lowest possible winning bid for you
- / Receive notifications when you've been outbid
- / Track your bidding history and activity
- / Enhanced privacy and security

Benefits to using the Swindon Auctions app:

- / Online timed auctions and ad hoc live auctions
- / Compatible with mobile, tablets or PC, for your absolute convenience
- / Browse digital catalogues and enjoy virtual tours of each property for your peace of mind. This enables you to avoid visiting properties in person, in line with COVID-19 safety precautions.
- / Our state-of-the-art technology is tried and tested, and purpose-built for secure bidding in real time.
- / All bids are visible, affording users absolute transparency.
- / User friendly for easy navigation and registration.
- / Immediate approval to view and/or participate in auctions

Benefits of selling at auction with Swindon

- / No upfront fee / cost to market your property
- / Transparent and easy to understand process
- / Quick sales cycle with a fixed timeline set for the auction (4 to 6 weeks)
- / A Sale Agreement protecting the Seller's terms and selling price
- / Legal agreements and terms disclosed upfront, ensuring prospective Buyers conduct their due diligence prior to auction
- / Competitive environment as all interested parties participate collectively, ensuring that the best possible price is achieved on the day
- / The Seller's reserve price is treated as confidential; this protects the minimum selling price with no price ceiling on what can be achieved on the day
- / Buyer's commission of 10% secured upfront from the highest bidder
- / Conclusive offers, not subject to any suspensive conditions set by the Buyer
- / Customised marketing campaigns, ensuring a personalised experience, national exposure and improved enquiries
- / Access to the Swindon Property network database of Buyers
- / Peace of mind, as we facilitate the entire process from the marketing, viewings, negotiations, conclusion of sale agreements and monitoring through to transfer

Selling your Property with Swindon

1 Enquiry Phase

If you are interested in selling your property with Swindon Auctions, the first step it is to make contact with us. Either send us a mail at auctions@swindon.co.za or make an enquiry here with one of our regional offices.

2 Contact Phase

One of our Property Executives will make contact with you and make an appointment to discuss your property and clarify our auction process.

3 Valuation and Discussion Phase

At this scheduled appointment, our experienced representatives will meet with you and review our auction process. With your input, we'll help devise a property-specific strategy to achieve the best possible price for your property.

We will discuss the appeal and value of your property, as well as some of the many benefits for a Seller to auction their property via our online platform. We will assist you in understanding which supporting information and documents will be required to aid the sale of your property and answer any questions you may have. Furthermore, we will conduct an appraisal of the property which will be discussed with you at a later date.

4 Feedback Phase

Once we have completed the assessment process, one of our Sales Executives will guide you through our findings and provide the necessary advice that we believe pertinent. We will present you the Seller with a formal proposal for your consideration including the mandate, marketing strategies and Conditions for the Sale of the Property.

5 Appointment Phase

Once you have gone through our proposal and are satisfied with the agreement, you will sign and return the Sole and Exclusive Mandate appointing Swindon Auctions to market and Sell your property on your behalf.

6 Our Marketing Commitment

Once appointed, Swindon Auctions will commence with the Marketing of your property. We intend to advertise your property by employing a tailor-made marketing campaign designed to ensure your property reaches the correct audience, receives a high rate of enquiries and attracts the right prospective buyers.

We draw on years of collective experience, using our customised marketing channels and leveraging our private network of high net worth clients, to approach local and global markets in order to attract distinguished purchasers for your property. Our sales and marketing programmes are specifically designed for each property in order to maximise their exposure to the correct target market.

We employ the following marketing strategies to give your property the desired reach:

Focus Strategy: Proposal of best focus strategy on how to sell your property.

Property Catalogue: We will showcase your property in an online and printed format, including the creation of video content.

Signage Boards: Provision and management of customised agency boards, erected in accordance with the property regulations and your instruction. These will be strategically placed outside your property to reach all potential buyers ahead of the auction event.

Selling your Property with Swindon (continued)

Online Exposure: Your property will receive exposure on our well-marketed website, www.swindon.co.za, which showcases all of our auction stock within South Africa, providing the viewer a comfortable, easy to navigate experience. We also guarantee exposure on multiple local industry portals. In addition to push notifications sent to our app users, we execute bulk SMS communication to custom databases.

Online Paid Advertising: With the objective of making properties highly visible and accessible, Swindon offers successful multi-channel advertising, targeting purchasers through a variety of media channels and professional networks.

- Property Portals: Property 24, Private Property, Gumtree, Commercial People and more.
- Social Platforms: Facebook, Instagram & LinkedIn
- Google: Google Ads & Display Remarketing
- Internet Marketing: PPC (pay-per-click) / Display Text Advertising

Public Relations: Swindon continually invests in media coverage via our dedicated public relations team who ensures that our well-established brand remains favourably recognised and valued within the property industry. We place regular brand and featured property ads in the most suitable publications to promote brand awareness and future auctions.

CRM & Sales: Our bespoke customer relationship management platform allows for targeted, personal communication strategies to an extensive database of Sellers. Your property will also be included in our monthly newsletters and/or targeted auction mandate mailers.

Property Viewing: Our area specialists manage communication with interested Buyers including the property viewings. This essential process helps establish interest levels, Buyer concerns and queries.

Digital insights on our latest auction campaign

440 000 Impressions served on Social Media

142 000 People reached on Social Media

60 000 Emails sent

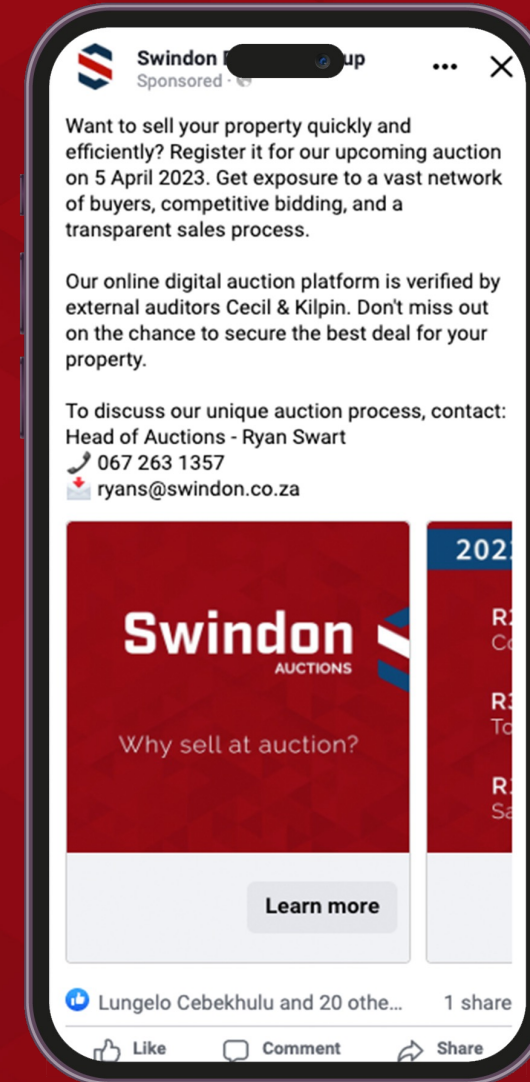
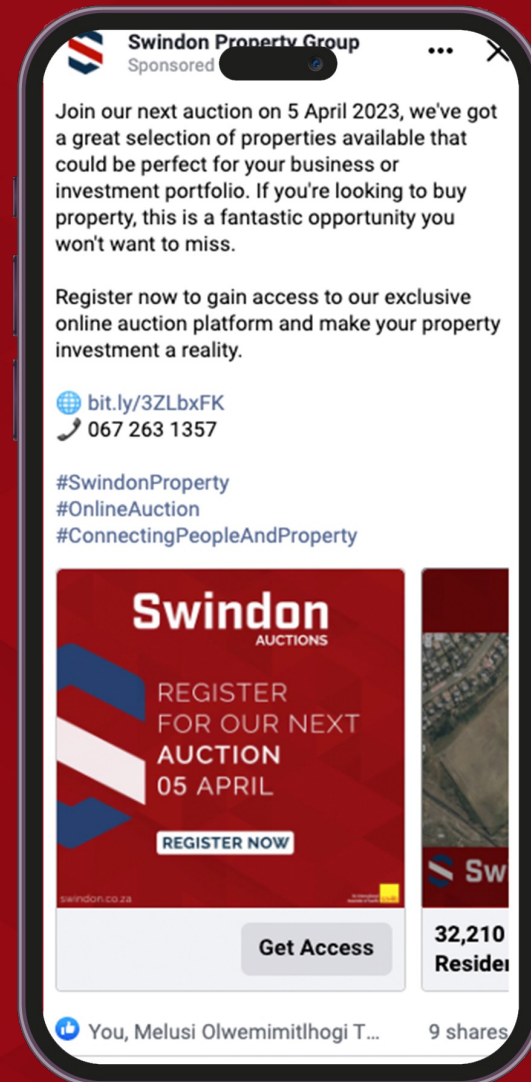
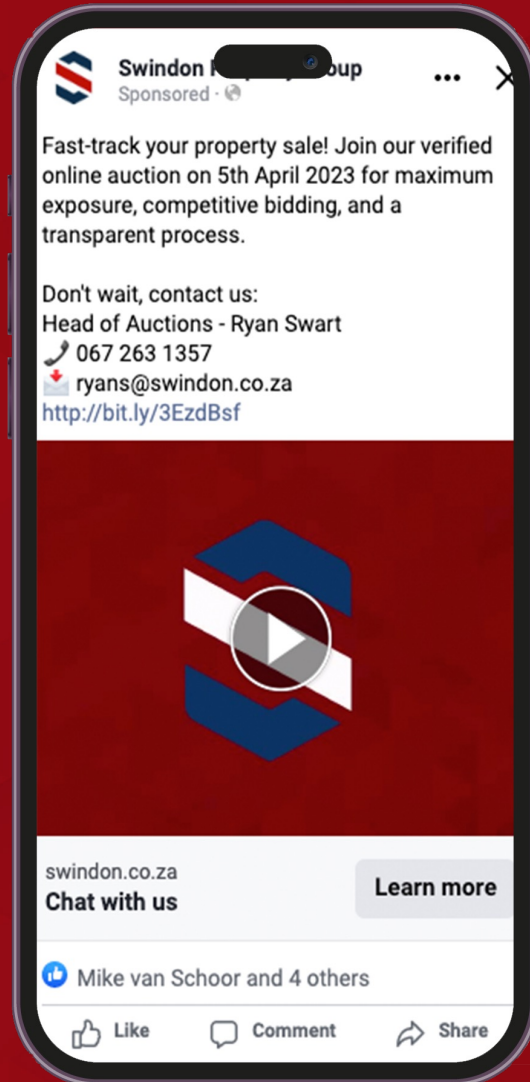
19 000 Click-throughs

7 Administration Phase

In the build up to the auction, Swindon Auctions will begin preparing a comprehensive bidders' pack for your property. This pack will be circulated to the various interested Buyers and Investors, affording them ease of access to all of the information they may need to conduct their own due diligence on the property prior to the auction. The link below will download the Due Diligence Pack Guidelines checklist to assist with required documents that are to be supplied by you.

We will also include the legal documents relating to the Seller approved Rules of Auction and Conditions of Sale. Your dedicated marketing representative will engage with prospective Buyers to guide them on the property sale and its various features as the build-up to auction continues. Your dedicated marketing representative will provide you with ongoing feedback throughout the process to keep you fully appraised.

Swindon Auction Marketing Social Media



SOLD AT AUCTION



Seller FAQs

? Can anyone sell their property on auction?

The most common reasons for selling property on auction include but are not limited to the following:

- The Seller wishes to achieve a true market value for the property.
- The Seller elects to auction due to the inherent quick sales cycle. From date of signing mandate to auction day is usually between 4 and 6 weeks (depending on the complexity of the property).
- The Seller wants to set the terms of sale, these being a conclusive sale not subject to any suspensive conditions.
- The Seller wants to have his property exposed to a broader market, the digital platform and its digital advertising campaign allows us to expose the property on a national basis. This has the added benefit and advantage of accessing broader base of potential buyers and investors through effective marketing campaigns targeted at likeminded property professionals and property experts.
- The Seller wants a highly effective low-cost sale mechanism.
- Where there is a desire for a transparent and easy to understand process.
- An execution of a forced sale (liquidations, deceased estates and legal instructions).

? Do I need to sign a mandate for Swindon Auctions to take my property to auction?

There is a legal requirement for you to provide us with a signed exclusive sole mandate appointing Swindon Auctions to promote and sell your property.

? What is the associated marketing fee to place my property on auction?

There is no upfront cost to have your property with Swindon Auctions. We will create a tailor-made marketing solution for your property to give it the necessary exposure it deserves. Swindon Auctions will cover the cost of the tailor-made marketing campaign and ensure that your property is marketed on a national basis. This is recovered from the deposit paid by the Purchaser so that there is no expenditure from the Seller.

? What happens in the event “my” reserve price was not achieved at the auction?

The Seller is protected under the conditions of sale where the property will not be sold if the reserve price is not met. This mitigates the seller's risk in the auction process. The final hammer price / highest bid will however be presented to the Seller for consideration in the event that the reserve is not met on auction day. The Seller can elect and instruct the Auctioneer to accept any lower offer it deems satisfactory.

? What happens if the Buyer breaches the conditions of sale?

All registered Buyers have to familiarize themselves with and accept the Rules of Auction and Conditions of Sale upon registration and before placing any bid at auction. Failure to comply with these terms allows the Seller to elect to place the Buyer in breach of contract. In the event of the Seller placing the Buyer in breach of contract, and the Buyer does not rectify his breach within the required time period, then the Seller has the right to cancel the sale. In the event of a cancellation of the sale, the Seller retains a portion of the deposit and can further elect to re-auction the property at the cost of the defaulting party and take further legal action if desired.

Benefits of buying at auction with Swindon

- / Properties are purchased at an acceptable market value through competitive bidding
- / The Buyer knows that the Seller is committed to the sale and is not simply testing the market
- / Buyers know that they are competing equally, subject to the same terms and conditions as all other Buyers
- / Buyers determine the purchase price
- / Buyers commission rate of 10% in line with industry
- / The sale is open and transparent
- / Auction eliminates long negotiation periods
- / The purchase closing date is known
- / Buyers receive comprehensive information on the property via a due diligence pack, which includes on-site viewings

Advantages of the **Swindon Auction process**

/ All information on every property is available on our website, including:

- High definition images
- Videos & video tours
- Legal documentation
- Comprehensive Bidder packs

/ Full access to our team of property specialists to assist you throughout the process. We aim to provide clarity where required, enabling you to make a decision in confidence come auction day.

/ Where necessary, we will facilitate negotiations amongst the Buyer and Seller.

/ We also have the services of an in-house finance procurement specialist to assist you with pre-approval prior to auction.

/ Clear and transparent process, including previously confirmed sales conditions and a market-related reserve price.

In order to participate in any of Swindon's auctions, the following is required:

- / Registration on our app and submission of the required FICA documents (Copy of ID document, proof of residence and letter of authority to sign on behalf of a juristic entity).
- / Acknowledgement and acceptance of the Terms and Conditions prior to confirmation of registration approval.

Buyer FAQs

? How do I register for the auction?

Swindon Auctions has designed the registration process to be quick and easy. Either follow the link to the web version of the app or download the app to your mobile device. Follow the on-screen prompts to register and fill in the required information. You will be notified once registration is confirmed. Thereafter, we will be in contact to gather the necessary FICA documentation from you.

? What documents will I need to submit to fulfil FICA compliance at registration phase?

In terms of the FICA documentation we require a copy of the signatories ID book, proof of residence and/or letter of authority to sign on behalf of a juristic entity would be required.

? Can I inspect the property before the auction?

Pursuant to any relevant laws at the time of the auction, the prospective Buyers will be able to make contact with the relevant property marketer to facilitate the viewing of the property and answer any questions you may have. We advise prospective Buyers to conduct physical inspections of the property prior to the auction. We will also have high definition photos on the property as well as all legal documentation needed to assist you with your due diligence process. If available we will have virtual tours of the respective property.

? How much is the Auctioneer's commission and who is liable to pay this?

The Auctioneer's fee is payable over and above the bid (Hammer) price. The Buyer is liable to pay an Auctioneer's commission of 10% plus VAT.

? Do all lots have a reserve price?

Unless disclosed prior to the auction, each lot will have a reserve price set by the Seller.

? What happens if the reserve price is not met at auction?

In the event that the reserve has not been met the sale will be subject to the Seller's confirmation and acceptance thereof. The offer will be submitted to the Seller whereby they may elect to reject or accept the final bid (hammer) price.

? What amounts are due by me if I am the highest Bidder?

As the highest bidder you will be liable to pay a deposit of 5% (five percent) of the purchase price of the property as well as the Auctioneer's commission of 10% (ten percent) plus Vat thereon. This is payable immediately after the auction upon request by the Auctioneer upon presentation of the auction certificate and invoice.

? Can I nominate someone to bid on my behalf as a proxy?

A proxy bidder will be able to bid on your behalf, provided they have registered on the app and supplied the necessary supporting documents authorizing them to bid. They would need to comply with the registration process, provide FICA and also the nomination and resolution forms.

Swindon

AUCTIONS

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An International
Associate of Savills

