

Do You Want More Offers to Buy Your House?

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Late night talk show host and Saturday Night Live player Jimmy Fallon currently stars in a series of commercials which ask the question, "Do you prefer 50% more cash?" For most of us, the obvious answer is, "Yes! Give us the freakin' money!" At [Open Door Auctions](#), we're slapping ourselves because we should have thought of the idea first in regard to our innovative property auction service. So here's our question to you. Do you prefer MORE offers to buy your house or fewer? We're pretty sure most people would say "More!" with great enthusiasm and who could blame them?

More offers means more choices and, potentially, a chance to rake in more money from the sale of your home. Back to Jimmy Fallon. Is more money a good thing? Most people think so. The problem is that too many house sellers have been bamboozled by more than a century of real estate industry protocol that says getting an offer or two every six months isn't a bad deal.

In our opinion, that way of thinking is completely ridiculous. It's not unusual for Open Door Auctions properties to receive anywhere from 20-40 serious offers, and it all happens within the space of two weeks time. Here's another question. Do you prefer 20-40 offers to buy your house over 14 days time or two offers spread over a year? We're pretty sure we know which you will choose. While we're having a bit of fun at the expense of the old fashioned real estate business, you shouldn't overlook the simple fact that selling your house is serious business. It is likely to be the largest single financial transaction of your life.

Do you want to just toss it out there and let any old real estate agent take a few hacks at it? Think about this. Most traditional real estate contracts for listing run anywhere from six months to a year in length. The agent knows he has you tied up for that length of time, so where's the urgency to get a deal done? Nowhere! There is no urgency at all. In fact, thanks to the incestuous nature of the property selling business, many agents actually prefer to keep your house listed for months at a time in order to use it as bait to attract more business farther down the road. Real estate - no one ever claimed it was pretty.

So...do you want more offers to buy your house? If so, visit us at OpenDoorAuctions.com.

The Open Door Auctions Team

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Sell Your House Before the Bank Forecloses

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A common misconception is that once the bank begins foreclosure proceedings it's too late to sell your house. Actually, nothing could be further from the truth. This is the very moment you should intensify your efforts to find a buyer. The best case scenario is you are able to sell your house for a high enough price to pay off the mortgage and make a down payment on another house. The important point is you need to take whatever steps are necessary to STOP the foreclosure process. Foreclosure allowed to go full term will have a seriously detrimental effect on your credit for anywhere from seven to ten years.

Let's delve into the matter more closely, because there are several reasons it is to your advantage to sell your house if you fall behind on mortgage payments and the bank decides to foreclose.

Stops Foreclosure: As we already mentioned, the first and best reason to pursue a house sale when you find yourself the target of a foreclosure is that an active sales contract puts an immediate end to the foreclosure. In the heat of the moment, sometimes it's hard to remember the bank doesn't hate you personally. It's just business. What they want is the money they have loaned you in the form of a mortgage. Whether they get that money from your continued monthly payments or through a sale to a third party is irrelevant. There's a good chance they'll get more money from an individual buyer than to let the foreclosure culminate in an auction. Even if the house is in the process of being auctioned off, bidding will be halted if you manage to come up with a legitimate buyer. This is a good reason to keep working at it right up until the moment the auctioneer's gavel falls.

Higher Sales Price: It should surprise no one that a house is likely to sell for more money to an individual prior to a foreclosure auction than at the auction itself. These types of auctions are notorious for being ripe with shenanigans and collusion designed to drive the price down to sometimes laughably low levels. Theoretically, a buyer interested enough to pursue a sales contract on a house headed for foreclosure should be willing to pay an amount closer to the actual market value. Like we said, you might be able to pay off the bank and still have a chunk of money left over for yourself.

Protect Your Credit: Don't underestimate the importance of preserving your good credit. A full term foreclosure can decimate what it's taken years to build, creating lasting, long term damage in the process. If for no other reason than to save your credit, it's worth trying to sell your house before the auction. Bad credit is a big deal because most of us, through the course of our life, eventually want to make a purchase large enough - like property, a home, or car - that a bank loan becomes involved. A poor credit rating can result in your loan application being denied completely or, at the very least, be attached to a larger than normal down payment and ludicrously high interest rate. And if you decide to apply for a credit card, forget it. Your newly acquired bad credit insures the worst terms and highest interest. These are all hassles a foreclosure easily creates but which can be avoided by finding a buyer quickly.

Time to Move: If you happen to still be living in the house when it is sold at auction, look out! If the new owner is motivated, many states allow him to file legal papers to have you evicted in a matter of days. A traditional sales contract often provides the luxury of 30 to 60 days to pack your things and move. This gives you time to catch your breath and make plans for where you're going to live next.

By now, you should begin to see the wisdom in never allowing a foreclosure to proceed to auction. While there is no guarantee you'll be able to find a buyer or that the bank will agree to the offer, you should not sit around on your hands worrying about that. It's out of your control. What is in your control is how much time you spend exhausting every opportunity to get your house sold.

Open Door Auctions is an innovative new company, founded by Jason Hartman, that utilizes a unique strategy to sell your house in two short weeks. The good news is that it's NOT a foreclosure auction and avoids the stigma associated with that. What it will do for you is quickly collect anywhere from a handful to a few dozen offers from sincere buyers. You and your lender can mull them over and decide whether or not to accept one.

[Click here for more information on how our system works.](#)

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The Open Door Auctions Team

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5 Super Quick Ways to Sell Your House

2011-12-14 09:15:54

It wasn't very many years ago that selling your house and getting a great price for it was a snap. The housing market was so hot that almost ANY property was a guaranteed profit deal for the seller and buyer. It wasn't even all that unusual for a house to sell BEFORE it officially went on the market. Buyers kept their ears pricked for whispers of potential sellers and beat feet to their door to make a great offer before the listing ever made it to the MLS.

We don't have to tell you that the real estate environment is [different today](#). Houses routinely sit for months, sometimes a year or longer, struggling to draw any interest in a bleak economy with few jobs, and one where banks, still licking their wounds from the recent foreclosure wreck, are skittish about offering mortgage loans to all but the most qualified buyers.

So should you simply decide to wait five years to put your house on the market? Not at all. There are five super quick ways to show off your home to its best advantage, increasing the odds it will sell fast and at a good price. Then there is our innovative Open Door Auctions system that shows you how to sell a house at maximum open market value in two short weeks. More on that later. First, let's talk about the five ways to immediately give your home a leg up on the rest of the real estate market.

Forget Major Upgrades: Too many homeowners get obsessed with spending thousands of dollars on major upgrades to the kitchen and bathroom. While these two areas are critical, if you want to move your house quickly, forget about them and focus on small changes that yield big results. We're talking about painting and landscaping primarily. When it comes to the most bang for the buck, it doesn't get any better than this, and these kinds of improvements can be completed over a dedicated weekend of hard work.

Clean It: Clean your house. It's such a simple concept but one easily overlooked by homeowners excited to sell their house. Your goal is to get as close to the look and smell of a new model development home as possible. Get the clutter out of the garage, closets, and every other nook or cranny you can think of. Kids' rooms' a mess? Likely! Threaten or bribe them to get them into shape and keep them that way. If you have carpets, a professional cleaning might be in order.

Relocate Pets: Pet lovers don't like to hear this hard truth of life but not everyone thinks it's cute to have little fluffy animals in the house. If you insist on keeping them inside during the listing and sales process, do so with the realization that some people will refuse to seriously consider buying from you because of that one simple thing. No matter how clean you keep it, they're going to assume hair, odor, and little poopsies are everywhere! Pretend like this isn't the truth if you like, and suffer the consequences.

The Nose Knows: Sometimes we forget how important the sense of smell is to first impressions. If you know a potential buyer is on the way to take a look around, make sure you have fresh flowers in place to give off a pleasing aroma. Scented candles are another good option, as is the presence of freshly cooked food: Think pies or bread. Heck, you might even offer the buyer a big 'ol slice. Couldn't hurt. But what can hurt are weird or offensive odors that hit you the moment the front door opens.

List it Low: How bad do you really want to sell your house? Enough to undercut in price every comparable home for sale in the area? The bottom line is that all buyers are looking for a steal and a low asking price has a lot to do with how quickly you will be signing on the dotted line of a real estate contract. Hate it if you want but this is the unvarnished truth. Put yourself in the buyer's shoes. Price is the determining factor in SO many of our purchases in life.

Now that we've given you five ways to make your house super appealing to buyers, we'd like to leave you with one more tip to sell your house quickly: Check out the [Open Door Auctions approach](#) to real estate. While we do much that is unique and different from the old fashioned way of property selling, there are two important facts to keep in mind.

1. We will sell your house in two weeks. Contact us today to get the clock ticking.

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2. Get the most offers. Many of our clients receive as many as 30 legitimate offers.

We'll be the first to say there are no guarantees in life, but our approach to real estate is one that should have been tried a long time ago.

The Open Door Auctions Team

Flickr / mondi

Why Sellers Love a Real Estate Auction

2011-11-30 07:10:56

Open Door Auctions is in the business of proving to the world why our auction process is great for sellers and buyers. Today we want to focus on the selling side of the equation. Let's say you have a [property for sale](#). More than a century of history and indoctrination suggests you should run down to your local traditional real estate agent and ask him to list your house on the Multiple Listing Service (MLS). While this might not be the worst idea in the world, we would like to suggest that you can sell your house much more quickly and at a similar price through our unique approach.

But exactly why should you choose an auction? Here are a few reasons.

The Power of a Crowd

One of the drawbacks to the old-fashioned way of selling real estate is that potential buyers come through at a slow trickle. That's just the way the thing works. By holding your auction at a specific time and place, and using the MLS in a completely different way, we drum up interest for your house quickly. While your old real estate agent might get you a showing or two every week, if you're lucky, an Open Door Auctions sale will likely have dozens, perhaps hundreds, of interested buyers walking through during the open house immediately prior to the sale. It's not unusual for a seller to have a handful or more of serious offers that very day. And with Black Friday in our rear view mirror, we all know there's something about a crowd that makes people crazy to buy, buy, buy!

Accept or Reject

Some sellers come to us with a very real fear that they'll have to sell their property to the highest bidder, no matter how low it is. Nothing could be further from the truth. The final power to accept or reject ANY offer resides with you. Some companies talk up the value of having a minimum bid offer process in place, but to us, that seems like an unnecessary step. Instead, we decided to allow the seller complete control over whether or not to accept any offer and left it at that. Our main goal with a real estate auction is to establish the true market value of your property. How can you do that if you place a lower limit on the price? As we've said a few times before, why not simply allow the seller to reject any offer he finds unacceptable? Though sellers should also keep in mind that the market speaks only truth. If all offers come in well below your idea of the home's value, there's a good chance you've priced it too high.

Kill the Hassle

If only it were so easy to kill all the hassles in life as it is when you decide to sell your home at a property auction. The bottom line is that the old way of selling a house is annoying at every turn. Keep your house in showing condition at all times. Suffer through the maddening offer/counter-offer process. Be prepared to wait months, maybe even years, before your house actually sells. Live your life on the realtor's schedule. An auction to sell your property eliminates all of this, which begs the question: Why hasn't the real estate industry been doing this all along? Maybe it was simply a matter of someone (Open Door Auctions founder Jason Hartman) being brave enough to say, "The way you've been doing things makes no sense. Let's change it."

The facts are thus. In less than two weeks from this very day, you could be sitting down with a handful of real offers to buy your house. Contact us through our website. Email's fine if you prefer that, or you can call one of our dedicated property specialists on the phone. Once you give us the word, our [proven marketing process](#) swings into motion, playing the MLS like the stock market to elicit the most interest for your home in a short length of time. If you really must know the secret, and it's not that much of a secret really, the power of the MLS lies in the ability to re-list a house at a new price every day or so. This has the effect of bumping it back to the top of the search results where a whole new group of interested buyers can find it. This is how we expose your property to the broadest spectrum of house buyers over a short period of time.

This is how the real estate game should have been played a long time ago.

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Velocity and Selling Your House Quickly

2011-11-15 14:00:03

Selling your house quickly has a lot more to do with the concept of velocity than you might think. The problem with the traditional real estate industry is that it remains determined to work independent of velocity, or momentum, if you like that word better. Consider a typical scenario. Real Estate Agent X notices a [new property listing](#) has been posted to the MLS. He immediately thinks of five clients he knows who are in the market for something similar, so he calls each one and suggests they hit the open house the following Sunday.

Maybe one or two of the people Agent X calls are excited and actually show up for the open house, but the odds are high that they don't because there is no motivation for them to do so. Sure they want a house but they know how the market works. It's not going anywhere. After all, if they wait a while, the price will almost certainly drop. Instead of the open house, Agent X's clients go to baseball games, picnics, or stay home and do yard work.

Now let's turn that paradigm on its ear. When Agent X notices that a new MLS listing is hosted by [Open Door Auctions](#), he leaves a slightly different message. Something along this line. "There is a house you should look at and it is selling THIS weekend after the open house." He knows he must convey more urgency because our auction process is designed to sell your house fast. There will be no more than two weeks from initial listing to sale.

If a buyer misses the window, there's a good chance the property will be gone.

See how we take advantage of momentum to get buyers moving through the house? We do this by using the enormous reach, power, and reputation of the MLS to bump your house back up to the top of the pile by reducing the price every few days over the two week period. Don't worry that it's going to get too low. At this point, you shouldn't even be thinking about what the listing price is at any particular moment in time. The goal right now is to generate interest over a price range and put an exclamation point on that interest by letting everyone know the upcoming date and time of the auction.

When it comes right down to it, you don't have to accept any offer if you aren't comfortable doing so. Our goal is to jumpstart the process by creating a stream of interested buyers. This is the velocity you're going to need to sell your house quickly in what continues to be a soft real estate market.

The Open Door Auctions Team

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Blueprint to Buying a Home at Auction

2011-08-23 13:50:39

Buying a home at auction is not as complicated a process as you might think. Whether you're in the market for a family home or an investment property, the few moments you take right now to learn how it works could eventually pay off big time down the road. The first thing we should address is the outdated idea that property auctions are only for distressed properties. When you're done reading this article, feel free to browse our [listings](#). As a boutique auction specialist, Open Door Auctions has turned the traditional notion of buying real estate on its ear. But we won't wander too far afield on that topic right now.

Today you're going to learn how to function like a seasoned pro leading up to and during a property auction.

Locate Properties

It's hard to buy a property at auction or anywhere else if you haven't done your homework up front. This means you need to spend some time in the days or weeks leading up to a sale reviewing properties and deciding what you want to bid for them. Though the open house doesn't happen until the day of the auction, you can still drive by and get a feel for whether or not it's something you might want to bid on.

Perhaps the most important advice we can offer is to develop a system for evaluating and categorizing potential homes. Buying a home can be stressful under the best of conditions. Allow it to deteriorate into chaos and you might end up on your back in a psychiatrist's office before it's all over. Open Door Auctions maintains a convenient list of upcoming auctions. With our [two week sales process](#), you know an opportunity to bid on the home of your dreams is never too far away.

Can You Get a Bargain?

Our goal is to sell our properties at whatever price the market dictates is correct. But sometimes the market takes a vacation. For whatever reason, some auctions draw oodles of bids and some not so many. Maybe the big bidder was sick that day and decided not to show up. The auction process, though perhaps the most inherently fair selling system in the world, sometimes works in the buyer's favor on a particular day. So even if you walk in thinking the listed price is a bargain, there's a chance you might get an even better deal than anticipated. Why do you think eBay has been so popular for so many years? People love the element of the unexpected that accompanies an auction. But the bottom line is to know what similar houses in the area have been selling for. The market doesn't lie.

What's Your Bid?

You should have a firm upper limit in mind of what you can afford to bid on the property before you even put the key in the ignition to leave your driveway. Sure, the prospect of attending an auction and perhaps buying a home is exciting, but don't lose your mind (and pocketbook) in the process. Analyze the house in the cold light of day, decide what is the amount of money you are willing to pay and, pretty please with sugar on top, don't go over it, especially if you can't really afford it.

Yes, we're in the house selling business and we love the sweet cha-ching of another happy seller and buyer but we don't want anyone to take on more of financial burden than they can bear. There have been enough foreclosures in the past few years to sink a battleship. Let's not add another one to the pile. The message in this section is not to lose your mind in the heat of bidding for a house just because you really really really want it. If you can't afford it, it's not worth it.

The great thing about Open Door Auctions is we've done away with the whole screeching auctioneer and shouted bids process, the pointless hoopla typically found at foreclosure auctions. Our auctions are quite peaceful events, with interested parties touring the home at their leisure before submitting a written bid for the property. If the seller decides to accept your bid, you'll get the news quickly - maybe even before you depart. The truth is that foreclosure auctions are the kind that have given other types a bad name. You won't have to worry about that kind of silliness with us.

As they say in show biz, that's a wrap, folks. You are now prepared to hit the ODA listings and begin looking for the

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home of your dreams, secure in the knowledge that buying a home at one of our auctions puts you on the cutting edge of [real estate evolution](#).

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Helping Home Builders Move Inventory

2011-08-18 09:46:45

Home builders are having a hard time moving inventory right now. To anyone in that industry, this obvious statement is not news, but rather a frustrating repetition of reality. But calling the present state of affairs in the housing construction market a "hard time" is an insult to the word. You're looking at "hard" in the rear view mirror and watching "catastrophic" looming on the road ahead. In fact, builders are on track to construct the fewest single family homes in history during 2011.

In history! That covers a lot of ground because the human race has been living in houses for a while now.

July numbers show housing starts down another 1.7%, which doesn't sound like much but translates to plenty of economic pain for an industry that's been battered in recent years. The interesting thing, though, is that when you delve into the numbers more closely, you find that while single family starts were down 4.9%, multi-family starts were up 6.3%. You read correctly. UP. Actually, this does make sense and reflects a reality that [Open Door Auctions](#) has been pointing out for a while now.

Homeownership continues to decline as consumer confidence sinks, not helped in the slightest by the recent debt ceiling debate and national credit rating downgrade. But there has been a pleasant side effect that should buoy the spirits of home builders in the multi-family housing business. The reason is simple. The lack of confidence towards owning a home results in a soaring demand for rentals. People aren't renting single family homes with the intention of eventually owning it. Many can't get a loan and, even if they could, aren't about to run out and buy a house in this economic climate.

Mid-Atlantic Builders of Rockville, MD, provides a good example of the mess home builders find themselves in these days. Executive Vice-President Stephen Paul had this to say: "We started what we call the spring market in February. We started out very strong, we had a good February, March, even into April. What started to cause consumer confidence to wane was the escalation of gas prices, the debt issue with the government, and what's going on in Europe." Does this sound like a lack of confidence to you? It does to us. Paul added, "We see people not sure what to do at this moment and a little unsure,"

That leaves us with a surprisingly robust rental market because, as [Jason Hartman](#) is fond of saying, "Everybody has to live somewhere. Housing is a universal need." But the twist on the scenario is that rental demand is rising in what is called multi-generational family homes, which include an add-on suite for parents to move in for the express purpose of helping out with expenses like mortgages and insurance. Maybe single family residences aren't selling right now but rentals and multi-generational structures are! Which means if you're a builder who has inventory of this type, we're ready to help you sell it.

Too many builders spend too much time and effort trying to sell their inventory of houses with the traditional real estate industry's approach. The problem with that is that the wheels of progress move so slowly you're stuck with a backlog of properties sitting on the market for an eternity while an agent slogs through the showing and negotiation process. Real estate veteran, Jason Hartman, couldn't help but notice the dysfunctional nature of the way things operated, and decided to change all that. The end result was Open Door Auctions (ODA), an entirely new approach to buying and selling houses that uses volatility to turn the MLS into a virtual stock market for real estate.

The bottom line is that Jason and his team of experienced innovative agents, like Molly and Nicole, stand ready to help home builders sell their inventory in two short weeks. With a process unconstrained by a century of misguided tradition, we get your houses on the market and sold quickly, usually drawing anywhere from ten to two dozen bids at auction. If you're suspicious about our real-world results, we don't blame you, but remember, plenty of people used to have a highly suspect opinion of the internal combustion engine also, and it's been around for a while.

There are a couple of ways we'd like to reassure you that the ODA strategy works and is the best approach for your business in this wretched market. The first is simply to [visit our website](#) and browse our listings of properties, both sold and for sale. The numbers are real and the demand is there. If your real estate agent is whining about low demand, he's doing something wrong. We're selling houses of all types nearly every weekend, after our two week

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marketing blitz, of course.

The second way to soothe your concerns is simply to contact us through the website. One of our well-qualified agents will be in touch with you shortly. Home builders ready to get inventory moving right away, should navigate to the "sell" section and get started.

The Open Door Auctions Team

(Flickr / Images_of_Money)

Real Estate Agent: "Take the Money!"

2011-08-08 07:35:52

The old saying goes, "A bird in the hand is worth two in the bush." Your first inclination might be to assume that this ancient wisdom is your real estate agent's primary motivation in suggesting you take an offer for \$10,000 less to sell your house this week rather than hold out another week and receive the full asking price. Maybe your assumption is right but, then again, maybe it's not. Freakonomics dudes Steven Levitt and Stephen Dubner address the question, "Does your real estate agent have your best interest in mind?" in this [YouTube clip](#).

Here are the highlights we picked out which makes it seem like the [Open Door Auctions](#) house-selling model circumvents the issue entirely. Try us and you'll never have to wonder whether or not your real estate agent is giving you straight up unbiased advice.

Here's the example from the video. You have your house for sale for \$300,000. A potential buyer waltzes up and offers you \$290,000 to buy it right now. Do you take the offer or wait a week to see if a full price buyer materializes? After all, an offer falling only ten grand short is a pretty strong offer. Who's to say that another week on the market won't bring the full \$300k? Obviously neither you or your agent knows the actual answer to the question. That's what makes life so interesting, but many real estate professionals would urge you to take the immediate offer and be happy you got it.

Is that really good advice?

Turns out maybe not so much. The bottom line is your agent only pockets another \$150 for working an extra week so you can get an additional \$10,000 on your sale price. Is another week worth of marketing efforts, house showings, and buyer negotiations worth \$150 bucks to him? Many agents would say, "Heck no!" That's why they tell you to take the short offer and let them get on to selling another house. If you're wondering how come they only make another \$150, here's the breakdown.

* 6% commission on the extra \$10,000 is split two ways, with half going to the buyer's agent and half going to the seller's agent. That cuts the take down to 3%, which works out to \$300.

* Half of that \$300 goes back to the agent's broker office, which cuts the extra earnings down to \$150. How hard do you think the average real estate pro wants to work to put one hundred and fifty more dollars in his pocket, especially when you consider that he's taking time away from selling other houses while he spends time futzing around with yours for an extra week or more?

This is why it should be a surprise to no house seller when your trusty real estate advises you to take the almost full price offer and be glad you got it. We're not here saying that the guy's a bum and should be ashamed of himself. As the video points out so aptly, the issue is a non-alignment of interest. The best real estate deals occur when everyone's interests are aligned - buyer, seller, and agent. When interests get out of whack, it's a free-for-all.

Which brings us to Open Door Auctions, a uniquely innovative way of [buying and selling property](#) that eliminates the maybe-he's-with-me-and-maybe-he's-not thoughts from creeping into your head. It's quite easy to do away with the worry of how unbiased your real estate agent's advice actually is when you use our service because the only person who has any input in the decision to accept or reject a bid is you. Seems to us that's the way it should always have been but the real estate industry has allowed itself to get mired down in creepy little mind games that are simply an unnecessary aggravation for a property buyer or seller to deal with.

Of course, we fervently want you to sell your house but only if YOU decide that is the best course of action. Plus keep in mind that our entire house sales and marketing process only takes two weeks, so playing a waiting game for a better offer really isn't part of the equation. If you want to sell your house, you can sell your house at whatever price the market dictates is fair. At the conclusion of the whirlwind fourteen day market ride, there's a good chance you'll have anywhere from a double handful to 30 serious offers or more to consider.

But first you should consider hard whether or not the traditional real estate industry can ever offer you truly

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unbiased advice about an offer to buy your house.

The Open Door Auctions Team

5 Steps to Sell Your House Quickly

2011-08-05 14:14:29

When you're ready to sell your house, it's assumed you prefer to do it quickly rather than slowly, though we offer our apologies to sellers in the latter category. It's safe to say the VAST majority want to move that real estate out of their hands pronto. It used to be that your best hope to [sell your house quickly](#) was to list it with a traditional real estate agent and then get busy praying because the whole house sales process seemed to be out of your hands.

Turns out the world of real estate has changed a bit and you now have almost complete control over the time your house spends on the market. While no one can guarantee exactly what the final purchase price will be, we can offer you five tips almost guaranteed to have it spending less time on the market. MUCH less time on the market. How does two weeks sound?

1. List with Open Door Auctions: It may be self serving, but since it's true, we hope you'll forgive us. Our business model is built around taking your property through the entire sales process - listing to acceptance - in two short weeks. That's fourteen days where we come from. If you do nothing else right in this year, choose to sell your property with us and you'll be okay.
2. Pick a Price: Have you been the unfortunate victim of price badgering by your real estate agent? We don't want to paint with too broad a brush but we've heard more than one horror story of overly exuberant agents who don't want to hear input on the listing price from the property owner. We believe that it's your property. You should pick the opening list price. With our [real estate sales](#) model, it gets reduced every few days to bump it back to the top of the MLS, so don't get too hung up on the initial listing.
3. Don't Wait for the Phone to Ring: Here's an action you DON'T have to do in order to sell your house fast. There's no need to hate your telephone as we call umpteen times a day with the excruciating but all too common offer/counteroffer process. We don't play that old-fashioned negotiation game when you ask us to help you sell your house. Our innovative house auction process is designed to attract anywhere up to 30 bids or more by displaying the property at various price points over the two week time span. Though you're welcome to call us any time you have a question, don't worry about us bugging you. It simply won't happen.
4. Ponder Your Choices: Strange as it might seem, there's not a whole lot for you to do between the time we list your house and the time of the auction two weeks later. Relax and rest easy that your house is in the hands of real estate marketing professionals like Molly Rielly, who is highly experienced in all phases of the industry, having logged more than twenty years from San Diego to Orange County. Your services won't be called upon until the day of the house auction when Molly, Nicole, or Jason present you with a handful (or more) of bids for your house.
5. Decide! The last step of the process of selling your house is to decide which offer to accept. We should remind you that you don't HAVE to accept any bid, but should remember that the local market has spoken with a frequently unerring opinion of what your house is worth. Sometimes it's less than the ideal number you had in your head and sometimes it's more. You're under no obligation to take any of them, though we do suggest you think long and hard before deciding not to sell. The market is rarely wrong and you are probably more than ready to get on with your life.

The preceding five steps to sell your house are all you really need to know. It's not complicated and it's not slow when you opt for [Open Door Auctions](#).

The Open Door Auctions Team

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(Flickr / sunnnehh)

4 Ways to Dominate a Foreclosure Auction

2011-07-29 11:57:40

While [Open Door Auctions](#) doesn't specialize in foreclosure auctions, it has not escaped our notice that property investors are beating bushes and shaking trees to ferret out the best deals. With more than two decades of experience in the real estate industry, we've seen enough foreclosure deals close and collapse to be able to offer you four solid ways to give yourself the best chance to score that primo property at the next foreclosure auction you attend.

First of all, let's take a look at the numbers. Buying properties at auction is hot right now, and judging by the continued rate of foreclosures hitting the market, it won't be letting up any time soon. In case you have the mistaken idea foreclosures are waning, look at these numbers.

- * lenders filed 3.8 million foreclosure notices in 2010
 - * that is 2% more than in 2009
 - * that is 23% more than in 2008
 - * 2011 is expected to be even worse, according to RealtyTrac

[\(click here to read the whole sordid mess behind the numbers\)](#)

So don't let anyone tell you that foreclosures are on the decline, because they're not. For the savvy investor, there is still money to be made buying properties at foreclosure auctions. Here's how.

1. Quantify - Before you even think about showing up and bidding at a foreclosure auction, do your homework. You have to be able to affix solid numbers to a variety of factors related to the property. Hold it up against comparable (comps) houses in the neighborhood in terms of value. Inspect the house thoroughly and know how much repairs are going to cost. Are there any weird things going on in the neighborhood that could affect your ability to rent the thing? Like a hog farm going in upwind across the street? Or maybe a race track around the block that revs the engines late at night on the weekends? To put it plainly, don't even think about bidding on the place unless you have quantified anything that could eventually be adverse to your profits.

2. Start Small - For a rookie investor, it's a good idea NOT to jump into a bid-calling, whistle-blowing, finger-signaling war with a bunch of veterans on the courthouse steps. Before you know it, they will have bid you up far past the level you wanted to go, then jumped out, leaving you holding the bag. Get your feet wet in the foreclosure auction arena by attending a small auction as an observer only. Perhaps the biggest mistake you could make at a public house sale is to start bidding at the first auction you attend. By all means, go, but keep your hands firmly in your pockets.

3. Certified Check - One way to prove to everyone that you don't have a clue about auctions is to show up without a certified check, usually for at least \$5,000, depending upon the size of the properties being sold. You need to have this check to show the auction company you're not just a tire kicker and have the legitimate intent to buy a property, if you're bidding. Don't forget to include the "buyer's premium" in your calculations, which is a commission that often must be paid to the company conducting the sale.

4. Get the Best Deal - When it comes time to dive into the bidding, here are a few things you should know in order to walk away a winner. The first few properties often go for less because bidders are trying to get a feel of the sale's pulse. This gives you a chance to jump in a [scoop up a property](#) or two while everyone else is getting limbered up. And don't forget, during the homework phase, not to obsess on a single property. You'll have plenty of time to scope out more than one and you should do your due diligence on several. Give yourself an edge during the actual bidding by not joining in on a flurry of bids. This only serves to help drive the price higher. Instead, wait until the chaos has died down to inject your offer.

If you're at an auction and notice a group of well-dressed men clustered around the auctioneer, don't assume they represent the lender and are there to outbid everyone. There's a good chance they might actually turn out to be clever bidders who arrived early dressed for the part, seeking to intimidate others from bidding against their

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supposedly "deep pockets." YOU should pull out your best business suit and try this tactic. It might help dampen the bidding enthusiasm for a piece of [real estate](#) you covet. Remember, all's fair in love, war, and foreclosure auctions.

The Open Door Auctions Team

Successfully Predicting Your Home Sale

2011-07-22 12:43:15

Selling your home has long been considered one of the least predictable endeavors you can undertake. There's usually not much doubt that it can and will sell - eventually. The problem is that it often takes longer than the average owner is prepared to wait. As weeks and months (sometimes even years) march past with still no contract signed, the poor seller is left there slowly going crazy. Too many times a home sale deteriorates into the poster child for "hurry up and wait."

If your hair is becoming grayer by the day, and your fingernails are chewed down to the quick, we'd like to offer you a chance to end the misery by telling you that [Open Door Auctions](#) can predict with pinpoint accuracy when your home will sell. Would you like us to tell you? How about two weeks from the day after you give us the go ahead to put our property marketing agents into action?

Here's the reality of the situation. A successful real estate agent is actually a successful marketer. The sales go to the agent who can get the property in front of the most pairs of buying eyes quickly. Unfortunately, the traditional real estate industry is more akin to a giant lumbering tortoise, if we were to make an animal analogy. To understand how we can make the audacious claim of selling your house in two weeks, think of us as a gazelle/cheetah hybrid, out of the gate with blinding speed and able to change course in a split second if the market demands it.

There are a few reasons why we can [sell your home](#) faster than the other guys. First of all, we're firm believers in the principle of physics that says, to paraphrase, a body at rest tends to remain at rest, while a body in motion tends to remain in motion. Once you give us the go ahead to sell your house, we are in motion and stay that way until the final bid is counted. It's really that simple. We work smarter and harder than the other guys.

It's a different approach. Energy and making things happen quickly is a largely unfamiliar concept to an old-fashioned real estate agent. That's why your sign sits in the yard, the bright cheery paint turning to rust as the seasons pass. Meanwhile, we're conducting home sales almost every weekend and getting darn good prices for them. And that's how we can successfully predict your home sale.

The Open Door Auctions Team

Sell Your House With Momentum

2011-07-15 08:42:15

The Open Door Auctions team recently did a little research to figure out what the average length of time it takes to [sell your house](#) in various cities/areas around California: Orange County, San Diego, Los Angeles, San Bernadino, and Riverside. The big picture view is that, if you thought the average time spent on market was high in 2010, this year the numbers look even worse for sellers. Here are the gory details:

Orange County

2010 - 90 days on market

2011 - 114 days on market

San Diego

2010 - 95 days on market

2011 - 115 days on market

Los Angeles

2010 - 70 days on market

2011 - 91 days on market

Riverside

2010 - 45 days on market

2011 - 88 days on market

San Bernadino

2010 - 58 days on market

2011 - 81 days on market

What can we learn from this mess, besides the fact that Orange County and San Diego are hellacious places to sell your house? How about this - the average time it takes to sell a house in these five markets is over three months. Do you realize how much money this costs you? During those three months you can bet that the market price of your house has declined, considering that southern California hasn't found a bottom yet. The yucky reality of life is that your house is losing value the longer it sits on the market.

What can you do about it? By the old way of selling with the traditional real estate market - nothing! You just had to sit there and take it while the value of that house, probably your greatest asset, was whittled away by local real market conditions.

This is why the innovative business model of [Open Door Auctions](#) works so well. Remember that our entire process from listing to sale only takes 14 days. Compare that to the southern California average of 97 days using the old way of listing. With a 14 day window, you can expect that your house value will remain essentially unchanged. Expand that to 97 days and you're taking a chance that the market price will have declined substantially.

Open Door Auctions thrives on the back of an old business adage called The Big Mo', which is short for momentum. Even the best real estate agent on the planet can't possibly hope to keep interest in a property at a fever pitch over three months. Our philosophy is to list your property and then market the heck out of for a short period of time, after which we will sell your house. We build the momentum of interest quickly and don't give it a chance to die down before the thing is sold.

It's all about velocity. Build it fast and hold the pedal to the metal for two weeks. This draws much more focused interest than prolonging the process forever. We also like to appeal to the natural tendency of humans to gravitate towards scarcity. People who are interested in your home know that it will likely be gone in a matter of days. This forces them into a quick decision - make an offer or pass?

You might be surprised how often they choose to make an offer rather than risk the chance of not being able to get the property at any price. So there you have it. Our business model thrives on velocity, momentum, and scarcity.

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Nothing illegal, immoral, or unethical about it. Actually, it's the old way of doing business, using the death by slow torture approach of taking months or years to sell a house, that could be nominated as cruel and unusual.

Essentially a house seller puts their life on hold for the duration of the sale. It's tough to move on with life, make big decisions about jobs, homes, or school until the house is sold. Everything else being equal, which it is, would you rather have that hanging over your head for 97 days or 14 days? Ultimately, the choice of whether to call your old real estate agent or choose to go with Open Door Auctions comes down to one thing. What have you got to lose? The answer is nothing.

Absolutely nothing.

Don't forget that we specialize in selling AND buying of properties and, after you've sold your house, what better time to become a property investor or new home owner than then? You've got the money! We take the middleman out of the property sales game for both sides of the equation. Give us two weeks and we'll give you your life back.

The Open Door Auctions Team

(Flickr / Martin Pettitt)

3 Reasons to Test Drive Home Auctions

2011-06-29 12:08:05

It was bound to happen sooner or later, and it appears that sooner is here. We're talking about [home auctions](#), an alternate strategy for sellers to generate plenty of quality buying interest in their home in a short amount of time. How short? How does two weeks sound? To our readers out there who have been watching their traditionally listed "for sale" sign take root in the front yard, fourteen short days sounds like a blessing.

The question then becomes why would you want to take the home auction method for a test drive? The short answer is because you have nothing to lose and everything to gain. So if you find yourself nearing the end of a long-term listing agreement with your real estate agent, or have been fence-sitting, trying to decide which way to leap, consider the following reasons to check out the home auction process more closely.

1. Get On With Your Life Faster: Selling a home at auction, especially if you choose the [Open Door Auctions](#) method, will literally bring an end to an often stressful time of your life. While your house is for sale, it can feel as if a giant PAUSE button has been pushed. Everything gets deferred until the house is sold - but when will the house be sold? With a home auction, you know the answer to that question and can begin planning for the next phase, known as AFTER the house sale. With the old method, you have no idea how long you and your family will be hanging fire.

2. Find Out the True Value of Your Home: Your agent might pretend to know how much your house is worth. Maybe you have a strong idea of what it should sell for yourself. But we'll let you in on a little secret. No one on this earth knows what your house is worth until you have a buyer ready to write you a check for a certain amount; then you know exactly what it's worth. The market is the only party that can reliably place a value on a property. Everything else is just wasted time and words, which behooves you to investigate the method of selling your house that gets you to the [bottom line](#) fastest.

3. Bail Out if You Don't Like It: And we saved our best reason for last. What have you got to lose by using our home auction service? Answer - nothing. Absolutely nothing. The next two weeks of your life could be the best decision you ever made.

To learn more about how to put the professional marketing team of Open Door Auctions to work today marketing your house, please click on one of the big "sell" buttons found on [this website](#) (*Flickr / erix!*).

The Open Door Auctions Team

3 Reasons Irvine Home Auctions Offer Best Buying Opportunity

2011-06-18 13:24:03

Buyers realize that here and now is a great time to be a buyer in the [California real estate market](#). Nowhere is that more true than Irvine and never has there been a better partner to scope out the current offerings than Irvine home auctions offered by [Open Door Auctions](#) (ODA). As a long-time member of the traditional real estate community, ODA founder, Jason Hartman, realized that the old-fashioned way of buying and selling houses had a few glaring problems. For the entire history of real estate, these problems affected all three participants in the deal - buyer, seller, and agent.

Jason did what any [entrepreneurial-minded spirit](#) would do and decided to play the game according to his rules. Rules that seemed to make a lot more sense. The method he chose to sell properties is the tried-and-true auction format, which has enjoyed a long history as a reliable and efficient way to quickly find out what the market thinks a property is worth. If it's the Irvine, California, area you're interested in, here are three good reasons we think you'll like what we're doing.

1. Motivated Sellers - Sellers list their properties with our auction service for many reasons. First and foremost, with a two-week max, it's faster than the traditional way of listing by a long shot. Don't believe us? Imagine a seller walking into Agent X's office and offering a two week window to sell the house. After this professional property slinger picks his tongue up off the floor and recovers from a lengthy round of belly laughs, he'll get around to saying "no" in so many words. We don't think it's funny at all the way Agent X wants to tie up that buyer's life for the length of a six month to one year property listing agreement. It might eventually sell it but at no better price than we will get with our accelerated sales method.

2. New Listings - The second thought to keep in mind, as a buyer, is that our two week window to sell a property means that we constantly have [new listings](#) cycling through our database. As a buyer, especially if you happen to be an investor or high volume buyer, this is great news. If you haven't noticed, the wheels of progress turn very slowly in the old-fashioned real estate industry. Even if you have a special relationship with an agent who keeps an eye peeled for the type of property's you're after, his business model simply operates a different speed than yours. At Open Door Auctions, we're used to an almost unnaturally quick property sales pace. Quick is good for us, good for you, and good for the seller, and that's what the real estate industry should have been focusing on long ago.

3. Quick Offer and Acceptance - Did we say quick? We did, and we really meant it. A large bit of stress is induced into a traditional real estate deal by the hideously frustrating pace of the offer/counter-offer process. We believe there is simply no reason for it. Why create stress that doesn't have to be there? Our model allows you to walk up to a property on the day of the sale, tour the house, leave your sealed bid and find out that day if it was accepted or not. How cool is that? The only reason everyone believes real estate moves at a glacial pace is because that's what a century of practice has taught them. Slow doesn't always mean methodical and well planned. Sometimes slow is just slow and that's what we have with the old way of selling property.

There you have it. Three ways to seriously consider [Open Door Auctions](#) if you're in the market to buy a property in Irvine now or in the near future. Check out our website at OpenDoorAuctions.com if you need more information about how the whole home auction process works. Keep in mind that this method is on its way to becoming the de facto way homes are bought and sold. For too many years, a home auction has been associated with foreclosures or other types of distressed property sales. That simply isn't an accurate reflection of reality. The business person down the street and the millionaire next door have both realized that a quick sale allows them to get on with their life.

Our business model is just like the old one, except completely different and much better.

The Open Door Auctions Team

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Flickr / Team Traveller

Open Door Auctions Innovates for Buyers AND Sellers

2011-06-11 13:06:51

It's not just hype. [Open Door Auctions](#) combines fast-paced and innovative strategies to bring buyers, sellers, and agents more options in the least amount of time. Every once in a while a company comes along that intrinsically changes the nature of an industry. Where real estate used to be a ponderous dinosaur barely able to get out of the way of its own tail, now it can also be a cheetah, capable of incredible mobility and the kind of quick that takes your breathe away.

We recently sent a press release around to the media outlets, then realized there's no reason we should withhold it from you, our growing horde of loyal readers. If you have a friend or family member who needs to sell their house fast, for whatever reason, give them the encapsulation below of how we sell houses more quickly and efficiently that you ever thought a real estate company could.

This is a good introduction to what we stand for and where we're going.

Irvine CA – Open Door Auctions, Inc., a revolutionary new way to buy and sell property quickly and effectively, opened its doors with two new listings in Irvine—both properties sold in just two weeks with buyers showing up in record numbers.

The company's unique business model proved successful by recently drawing nearly 400 people in one weekend and soliciting multiple offers. A multi-pronged marketing blitz coupled with restricting access to the property prior to auction date—similar to Apple's last iPad launch—the Open Door Auctions system works by holding just one auction-style open house per listing. This is particularly appealing to sellers who wish to sell quickly while maintaining their privacy.

In Quail Hill, the listing drew 32 bids while the Turtle Ridge listing drew 27 bids. Both properties—now under contract— were held open for just four hours in one weekend.

How is this accomplished: The Open Door Auctions business model treats real estate like the stock market—where volatility creates interest and price is set daily by supply and demand. Every property has its own unique value. Price has little to do with value; price brings people and people drive value. Open Door Auctions innovative auction method, along with the company's marketing program—where much more than the Multiple Listing Service (MLS) and a "For Sale" sign are used to attract buyers—allows the price to match what the property is worth. By creating urgency and emotional competition using an auction method, Open Door Auctions avoids the risks of selling for too little or potentially sabotaging a sale by listing at a price that's too high. The seller has the final say and is not obligated to accept a low offer.

"Having nearly 400 people show up in one weekend is unheard of in this market," said Jason Hartman, President and CEO of Open Door Auctions. Hartman adds, "Our business model proves that buyers and sellers are looking for a better way. Open Door Auctions is the answer to the traditional, dysfunctional approach to selling real estate."

According to the California Association of REALTORS®, the median time on market in 2010 was 55 days; however, 20.4% of listings sat on the market more than 120 days prior to sale. The Open Door Auctions system shortens that timeframe to 14 days—guaranteed.

Unlike traditional real estate brokers, Open Door Auctions does not require signing a long listing agreement. The marketing period is just two short weeks with one open house to auction the property. This hassle-free approach protects the seller's privacy and drastically reduces time on market. The Open Door Auctions system benefits buyers who want to side-step the typical house hunting process in hopes of scoring a winning bid at auction. The buying process is seamless and easy compared to the old-fashioned way of writing up an offer and hoping for success.

About Open Door Auctions, Inc.

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Created by successful real estate innovator Jason Hartman in Orange County, California, Open Door Auctions Inc. operates using a business model that is fundamentally different from every other traditional real estate agency in the marketplace. Open House Auctions hosts weekly auction-style open houses—offering interested buyers, homeowners and real estate agents a more fruitful and exciting way to do business. Visit [Open Door Auctions](#), Inc. online at www.OpenDoorAuctions.com or 800-813-QUICK.

A visit to our website should clear up any questions that might arise. If not, contact information is provided there online. Someone from our professional team of motivated and innovative real estate agents will be in touch with you shortly. In the meantime, take a look at our recent listing of sold houses. Yes, we're selling houses, even in this market.

The Open Door Auctions Team

Flickr / smemon87

Your On Site Solution to Standing Inventory

2011-06-11 08:09:02

Standing inventory is a problem for community developers. [Until now](#), there really hasn't been a solution from the real estate industry that brings lots of foot traffic to your models quickly and efficiently. It's no secret that the old-fashioned techniques of selling houses through a long term contract listing, where a single agent trudges his way through some sort of marketing plan, does little good for the "chop chop" weekly sales pace you need to move inventory.

We'd like to introduce ourselves, [Open Door Auctions](#), as a perfect solution. Finally! An innovative real estate company designed around the particular needs of the construction industry. Our weekly auction schedule is the best way to bring massive targeted traffic to your models all at once, collecting bids along the way that you can feel free to accept or reject.

What we offer to developers is a one-stop solution. We bring everything out to the site on the day of the auction, including professional, attention-getting signage, and an equally professional crew trained to elicit the highest bids possible from each buyer before he leaves. And don't make the mistake of thinking we rely on random drive-by traffic. The moment you hire Open Door Auctions and our unique two weeks sales process, we swing into action advertising and marketing the property, including making use of the [Multiple Listing Service](#) (MLS) in a very unusual way that allows us to vault the listing back to the top of the web page every few days, drawing the most amount of interest possible, at various price points, on the day of the auction.

A few weeks ago, we [sold](#) two properties over a weekend, one drawing 32 bids and the other 27. Traffic for the auctions was impressive, with more than 400 people showing up between both properties. If you are an Orange County or Irvine developer, or anywhere else in California, for that matter, consider the possibility that we could be the solution to selling models quickly and at prices you love. No more dawdling your way through old-fashioned negotiations, or waiting for your real estate agent to do something - anything.

It's very simple. We sell houses fast and at market determined prices. And we'd love to help you move your standing inventory and get on to building the next neighborhood!

The Open Door Auctions Team

Flickr / schnaars

3 Reasons Home Auctions Work for Sellers

2011-06-11 07:38:34

There are a host of reasons [Open Door Auctions](#) continues to flourish in the home auctions sales business. We'll list a few of the most important ones below but, if you want the short version, it goes something like this - people keep bringing us houses to sell at auction because the process has been shown to work brilliantly for them. It's that simple. People like what is successful. With an auction, the seller is happy, the buyer is happy, and the whole thing is concluded in way less time than the wildly inefficient method of listing a house with a traditional real estate agent.

It's interesting to note that the word "[auction](#)" is derived from the Latin word *augeo*, which means increase or augment. As it turns out, this is quite appropriate terminology because a property auction certainly is likely to augment, increase, and benefit you, the seller, in so many different ways when compared to the other approach.

Generate Interest

One of the first factors that goes into holding a successful home auction is to generate interest. There are a few different ways we go about doing that, and it goes without saying the whirlwind development of the Internet as a marketing tool has certainly made our job easier. Though we currently specialize in Orange County and Irvine, California, properties, the buyers' market is not limited at all by physical geography, which is another way to say that by strategic use of the [Multiple Listing Service](#) (MLS) and other online resources, we can draw in bidders from all over the country and world. California may have lost some of its luster in recent years but still holds a strange appeal to some who are ready to make a go of it in the Golden State.

So the Internet is critical in generating interest. A basic rule of sales is that the more interest you have, the higher the price can be expected to go. More interest means more competition, a factor we'll discuss in a minute but, for now, just know that the very nature of the auction format causes a light bulb to go off in the average buyer's head that says "I'm there." Let's face it. Auctions are interesting and exciting, especially when compared to the creeping pace of a standard real estate listing.

Reduced Stress

Perhaps the worst part about the protracted nature of a traditional real estate listing and sale is the nerve-grinding stress. The simple truth is that the longer it goes on, the more stress is created in your life. That's where our two week sales process is liable to be a lot easier on your nerves. Answer this. Would you prefer to put your life on hold for a year while your old real estate agent does his thing or list with Open Door Auctions and have the whole thing done in two short weeks? Assume that the resulting sales price is the same either way. Silly question, we know. Less stress is better. Our method gets the house sold in a lightning fast amount of time and sacrifices nothing in the way of profit.

Competition

When it comes to selling your house, competition is a good thing. You want dozens or hundreds of serious bidders standing shoulder to shoulder and wondering what the other is writing down on that slip of paper and stuffing into a sealed envelope. You can almost see the thoughts flying across their wrinkled brows. Each falling rapidly in love with the property and afraid the other will snatch it away with a slightly higher bid. Better go a little higher yet. After all, what's another hundred dollars of monthly mortgage payment?

See how insidious the process is? The nature of a home auction creates competition between buyers and that competition benefits you in the final sales price. Human beings tend to make predictable decisions in the heat of shopping battle. Why do you think [eBay](#) has been one of the most popular websites ever? Because it continually pits buyers against buyers to see how high they will go. For the buyer, an auction is almost like a game show, and the seller is the lucky benefactor.

Should you sell your property with a home auction? We think you definitely should. There literally is no downside risk on your part. It only takes two weeks. If, after that length of time, you don't have a bid you like, reject them all and go back to your old real estate agent. But we think you'll be pleasantly surprised. If you're interested in seeing a sampling of recent properties we've sold, check out our [listings page](#).

The Open Door Auctions Team

Flickr / jayneandd

Forget the Critics and Have a Real Estate Auction

2011-06-10 07:52:41

With all the doom and gloom in the air it would seem like a terrible time to have a [real estate auction](#) to sell your house. Maybe, but let's not rush to judgment until all the facts are in. Remember facts - those troublesome little nuggets of truth that sometimes get in the way of a really great news story? We're not here to say that the media has completely gone Enquirer on us - even though they have - but merely to point out that perhaps the "housing market" isn't standing with one foot in the grave.

The first problem...

...with most of the naysayers is that there is no such thing as a "[housing market](#)," a shadowy, monolithic presence that causes all geographic regions everywhere to move in lockstep up or down. Housing markets are local, local, local. Is there any way in the world an intelligent person would try to compare the forces that move and drive prices in Indianapolis to those in Los Angeles? Or to similarly compare Denver to Orlando? Heck no! It makes no sense. These are completely different markets for housing and everything else. House prices might be just fine in Denver while they're bottoming out in southern California.

The point is...

...you can't make a blanket statement that accurately includes ALL the housing markets in the United States. It's like saying new movies are terribly uncreative. Well, sure, some of them are, but some are quite good. To return to the point - much of the negativity generated by the press about the woeful state of the "housing market" has contributed to a widespread opinion in America that we might as well take real estate out behind the barn and put a bullet in its brain pan (to paraphrase independent presidential candidate, [H. Ross Perot](#), from an early 1990's campaign).

But into this maelstrom of despair...

...steps a recent article from the [Financial Times](#) alleging optimism is on the horizon for US home buyers. But how can that be? Bleak job prospects and weak consumer confidence didn't magically go away to be sure. There are still serious issues in our economy...BUT...interviews with half a dozen realtors around the country paint a different picture. These real estate veterans with their feet on street told the Case-Shiller Index that volume of sales and prices began strengthening in April of this year, a trend which has continued to gain momentum through June. List prices rose in 24 of 26 cities tracked in May, including previous deadweight areas like Washington, San Francisco, and San Jose.

What the heck? So things aren't as bad as we thought? In another index, this one compiled by CoreLogic, prices in more than 6,500 postal codes rose slightly in March, indicating a broader trend perhaps. This was the first increase of that extent since the homebuyer tax credit that helped prop up the market last year expired.

Makes sense to us. Our real estate auction business, [Open Door Auctions](#), has had a busy spring to date, usually selling one or more houses each weekend, generating impressive foot traffic, and receiving dozens of bids at most stops along the way. The larger point to take away is that maybe it's time to start thinking about selling your house again. The past few years have seen many sellers decide not to put their home on the market until their local housing showed some signs of life.

Choosing to auction your property is a great way to test the waters without risking anything or locking yourself into a long term listing agreement. From where we sit, mixed broader signals notwithstanding, it's obvious that more buyers are coming into the market. With the Open Door Auctions innovative sales process, in two weeks hence, you could be sitting on a pile of bids, trying to decide which one to take. And this is no cut-rate bottom feeder type of sale.

Though we can handle foreclosures and short sales with ease, our professional auctions are designed for any type of property and seller, from low cost starter homes all the way up to multi-million dollar mansions. Real estate auctions have a long tradition outside of the arena of distressed homes. You might be surprised what our professional team of property professionals can do for you over the course of two short weeks.

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And, ultimately, what have you got to lose if you have even an inkling of desire to sell your house? Give us that two weeks and we'll give you a handful or more of bids by serious buyers. Take one or reject them all. After that, you owe us nothing. Don't try this with your old-fashioned real agent. He might blow a mental gasket.

To get an idea of what types of properties we handle, browse our listings [here](#).

The Open Door Auctions Team

Flickr / quinn.anya

Time is Money With Our Home Auctions

2011-06-10 06:38:46

Open Door Auctions didn't get into the home auctioning business just because we thought it was cool to be different. While it's true we are as different as night and day from the old-fashioned way of doing real estate, the difference is a natural outgrowth of founder, [Jason Hartman](#), and his intense belief (gained through personal experience) that somewhere along the way the real estate industry got it wrong and has been doing a serious disservice to ALL participants (agents included) for a long time.

One of the areas where your traditional agent got it REALLY wrong is the sheer length of time it often takes to shepherd a house from first listing through to final sale. Granted, an agent cannot manufacture a buyer out of thin air but his standard complaint about it being a "down market" won't always hold up under closer examination.

Consider this. The present housing market in [southern California](#), including our current specialty areas of Orange County and Irvine, would be considered in the opinions of most reasonable experts to be dreadful. On the surface of matters, we would be forced to agree. Prices are down and so is buyer's interest - except - people keep showing up at our weekend property auctions and buying houses at quite satisfactory prices

It just goes to show that things are not always what they seem and the reality on the ground does not always match those sterile numbers released by the government on a regular basis. What's the point of this? To remind you that your real estate agent agent is costing you money with his claim that there are no legitimate buyers out there for your house. Maybe he can't find any legitimate buyers as the months crawl past but we are finding legitimate buyers for properties of all kinds, and we're doing it in [two weeks](#).

An important point to keep in mind is that every month your property sits on the market waiting for a buyer costs you. What does it feel like to have your house for sale? Not roses and candy canes, that's for sure. Selling a house is like pushing the "pause" button on your life. You're sitting and waiting and waiting and sitting and then waiting some more. It's difficult to move on to new jobs, homes, or take advantage of other great opportunities until you can officially close the book on the house you're selling.

That's why we say give us two weeks and we'll [give you your life back](#).

The Open Door Auctions Team

Flickr / jollyUK

Homes Being Auctioned Weekly

2011-06-09 07:41:42

With homes being auctioned weekly, [Open Door Auctions](#), offers you a chance to get on with your life much more quickly than a traditional real estate agent. Sadly, signing a listing agreement with the "other" kind of agent requires a home seller to adopt a bunker mentality, prepared to "stay the course" through what can be expected to be a long, tedious process. Real estate agents working in that old-fashioned industry don't even try to sugarcoat the message. They will likely tell you straight up that your house is likely to sit on the market for months, maybe a year or longer.

With our unique approach to selling houses, you'll have to stay the course as well. Luckily, it will only be for two weeks, because that's how long it takes us to market and sell your house at auction. Do our home auctions work? Absolutely. Take a look at our [recent listings](#). We auction houses of all kinds for all sorts of people. Sign up for our services today and you can have your life back in two weeks.

An auction hosted by us can be expected to yield anywhere from a handful to a couple dozen serious bids. Pick the one you like or reject them all. The thing to keep in mind is that auctioning properties is not just for foreclosures any more. Actually, it never was. High-end auction houses have been selling expensive items to bidders for a long time. Names like Sotheby's and Christie's should ring a bell with most readers.

These days, choosing to sell your [Orange County house at auction](#) means you are one of the early adopters of the future of real estate. A side-by-side comparison reveals that there really is no comparison between what we do and what you former real estate agent does. He's a [Model T](#) chugging around in confused circles while we're rocketing down the highway to the land of "Sold to the highest bidder!"

Many events in life make it necessary to put your house on the market quickly, whether it be a new job, larger family, relocation, or military service. Could be you simply don't want to mess with the dysfunctional, drawn-out nature of the way property has always been sold. We don't blame you. Open Door Auctions founder, [Jason Hartman](#), got tired of it too, after working as an agent for more than 20 years. He became convinced there had to be a better way. Since he couldn't find it, he invented it.

If you want to have your home auctioned right away, please [contact us](#).

The Open Door Auctions Team

Flickr / Supermac1961

Developers: Generate Traffic Flow Quickly

2011-06-09 07:11:36

Cutting to the chase - the [Open Door Auctions](#) business model stands a very good chance of sending more traffic to your vacant models than the old-fashioned real estate industry. It's that simple. Anything they can do, we can do better, faster, more efficiently, and with a lot less squawking. Completed neighborhoods with standing inventory are a scary thing. We understand your pain and would like to offer you the chance to start circulating feet through them now.

One of the primary problems you, as a community developer, face with using the traditional real estate industry is that it is not built to move at the speed you need. Your world revolves around weekly sales. [Our world](#) revolves around weekly sales also. Your real estate agent, on the other hand, is more comfortable dealing with time spans that run into months and years. Right there, you can see that there is going to be a problem. Open Door Auctions will take a house - any house - and sell it in two weeks. No, not at a cut rate price but at the price that the open market is willing to pay. And, of course, since we do not operate in an absolute auction format, feel free to reject all bids if you don't find one to your liking. You'll get no flak from us.

At this point, we have to ask, are you (or your agent) using the [Multiple Listing Service](#) (MLS)? If so, are you using it the right way? We're here to tell you that there is no better tool than this "stock market for real estate" to take unsold homes and reverse their fate. Without getting too obsessed with nuts and bolts, most agents list your model with MLS and leave it there to collect dust. Open Door Auctions founder, Jason Hartman, a 20+ year veteran of the real estate business, realized that it wasn't written in stone that a property be allowed to slide slowly toward the bottom of the listings and into obscurity.

He realized there was a better way and here it is. The initial listing price goes in at whatever you want. We won't haggle with you or try to convince you we know more about your business than you. During the first 24 hours, the [house](#) can be expected to generate a certain amount of interest. People will be reading through the details, looking at the pictures, and wondering where it is so they can go take a look at it. Here's where we make a hard break with the old way of selling property.

There are no showings or open houses! Not yet anyway. Don't freak out. There is a method to our madness. Now we certainly aren't going to stand at the doorway and try to stop people from driving past. Of course they can do that but there is no organized opportunity for interested buyers to see inside the model until the day of the auction. The concept here is "scarcity" and how to generate it in the minds and hearts of buyers. The only open house is on the day of the auction when everyone can take their time, inspect the place at their leisure, and drop off a sealed bid.

Let's talk about the concept of scarcity for a moment when it comes to home sales. Do you think it's an "accident" when Apple runs out of the latest electronic gadget and you have to wait a few weeks to get yours? It's not. They know exactly what the demand is but, by limiting supply, the desire to possess the latest iteration of iPad, or whatever is next on the assembly line, soars to a fever pitch. Applying the same logic to your business, we decided to allow only one open house.

Back to the MLS. After a day or so at the initial price, there is a very good chance your listing will be dropping down the page as newer listings come online. Sorry, that's just the way it goes. We don't have the kind of pull to change that fact of life. But you can change the price on the property, which the database interprets as a new listing and puts it back at the top of the page. This is why we have adopted the strategy of re-pricing the listing every few days over the entire course of the two week sales process. Not only does it put your house back at the top of the page, but also exposes it to a whole new set of buyers who might be searching for a different price point. Keep in mind that even if their initial price point might be lower than you want to take, if they like the place enough, and are afraid it might slip away to another buyer, they very well might submit a bid higher than what they had originally intended.

The points we've discussed here today are only the tip of the iceberg. Developers interested in moving inventory faster and more efficiently than the old-fashioned real estate business can hope to match, should take the time to browse our [website](#). We think you're going to like what you find.

The Open Door Auctions Team

Flickr / photosteve101

Professional Property Auctions Are Our Modus Operandi

2011-06-08 09:38:53

If your vision of a [property auction](#) is a crazed maelstrom of frantic activity with a guy shouting through a megaphone trying to orchestrate it all, stop and think again. Open Door Auctions would like to introduce you to the OTHER type of property auction, a calm, professional event that more and more people are choosing when it comes time to sell their house. Everybody knows what the old-fashioned real estate market offers. This inadequate way of conducting real estate has been the mode of operation for a long time now and come to be thoroughly (though often secretly) despised by buyers, sellers, and real estate agents alike. For too long this industry has been unaffected by the forces of innovation and creativity because it was the only game in town.

The good news is that the game has changed for the better, thanks to [Jason Hartman](#) and his forward-thinking take on how property should be bought and sold.

Brave New Real Estate World

To equate our property auctions with the type of chaos often associated with foreclosed or similarly distressed properties is simply inaccurate. We sell houses in every price range, from \$100,000 starter homes to [multi-million dollar mansions](#). If you have a home that's being foreclosed upon, sure, we can solicit a range of bids in two short weeks, but our services apply just as equally to non-foreclosures owned by people who simply prefer to avoid the profit-gouging dysfunction of traditional property selling and get the thing done quickly, efficiently, without a middleman.

The Process

After signing up for our innovative two week sales process, which includes telling us at what price you prefer to list the property, our streamlined but highly effective team swings into motion. Within fourteen days we will have used the [Multiple Listing Service](#) in creative ways unimagined by the other guys to elicit the most number of bids across a spectrum of price. We hope you're not looking forward to open houses and intrusive showings because we think they're a waste of time and tend to degrade the interest of buyers. Instead, we set up shop on site the day of the auction, which is a low-key but highly professional affair. Interested buyers stroll through the house and leave a sealed bid with our agents. Since it's not an absolute auction, you retain the power to reject all bids if none are satisfactory.

Jason Hartman, a known [game-changer](#) in the real estate world, has done it again. You're invited to visit our website if you would like to learn more about the present and future of real estate.

The Open Door Auctions Team

10 Reasons Open Door Auctions Likes to Say "No"

2011-06-08 07:32:16

It's not often that people like to be told "no," but when it comes to turning the old-fashioned real estate industry and their dysfunctional way of doing business on it's head, [Open Door Auctions](#) is proud to be able to express our opinion in the negative. In short, we leave a lot of junk out of the process that others feel compelled to include. Here are ten examples of how we'll make your life easier by saying "no."

1. No long listings: Do you like the idea of tying up your house with a [real estate listing](#) that contractually obligates you to a single agent for anywhere from six months all the way up to a year? We don't. It doesn't make sense and is unnecessary.
2. No living in a fishbowl: An old-fashioned real estate agent will turn your house and daily life into an experiment in how much intrusion you can stand. Prepare to have your life put on public display as long as the house sits on the market. No time of day is taboo to your agent and the one he picks is likely to be the worst.
3. No showings: The experience of [selling your house](#) has traditionally been similar to moving into a museum. People wander through at all hours, touching things, murmuring to themselves, while you just got back in from a hard day of work and would like nothing better than for everyone who is not your family to simply go away. "But this is the way to sell your house," says your agent. Like it or lump it. So you sigh and reach for a cleaning rag.
4. No (only one) open house: An open house is another one of those hideous little adventures invented by the [real estate industry](#) so they can use your property to generate future business for themselves and inconvenience you as much as possible in the process. Do you want to turn your home into a conga line of half-interested lookers scamming for free donuts and coffee on a Saturday morning? We didn't think so. Where most real estate agents hold multiple open houses and showings, we have only one and that's on the day of the sale. Better yet, people who attend our single open house event have been brought to that time and place by our targeted marketing efforts. These are serious buyers, not "tire kickers."
5. No wasted time: Life is so long and boring that we like to spend large chunks of it watching a "for sale" sign rust in our front yard. Right? Hopefully, this does not describe your time here on earth. If so, read no further, but if you want to sell your house quickly, efficiently, and still get the best market price in the area, [Open Door Auctions](#) would like to talk to you.
6. No lock box: A lock box is that infernal device hanging on your front doorknob, a combination lock protecting a set of keys. Many real estate agents demand a lockbox be affixed to your humble abode while it's on the market, so they can let themselves in to fix a snack and order pay-per-view while you're gone. Actually, this is not the alleged reason behind lockboxes but are we the only ones who cringe a little at the whole concept? Lockboxes - we don't use them. Our properties sell so fast there's no need.
7. No privacy invasion: Everything we've mentioned so far leads to one unavoidable conclusion; with the old-fashioned real estate industry, your life is no longer your own but rather operates at the behest of what your agent decides is "best" for the property to sell. So he places demands upon your privacy through showings, open houses, and phone calls that become obtrusive quickly.
8. No phone calls: Even if you like talking on the telephone, there are probably people you'd rather do it with than your real estate agent. Unfortunately, some turn into quite the chatty Cathy or Kenny and dial you up for any old reason under the sun. One of the problems with everyone carrying a cell phone is that it is so darn easy for them to whip it out and dial your number again, and again, and again. If you want to call us and ask a question, no problem. We're here to do whatever it takes to sell your property fast, but enjoy the sweet sound of your phone not ringing with us on the other end suggesting you paint your kitchen burnt chartreuse 'cause that's today's hot new color.
9. No loss of control: You should read a real estate listing agreement with a traditional agent or broker very carefully before signing. Essentially you cede a large part of the decision-making process about your property (house) to a stranger. This doesn't mean they're evil but keep in mind that it is your house. Shouldn't you be the

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<http://opendoorauctions.com>

one making the decisions?

10. No middlemen: The ultimate difference between our house-selling process and that of the old way of doing business is that we cut out the middleman. Many successful and innovative businesses from a spectrum of industries have built great successes this way and we're no different. The bottom line is, why deal with a middleman if you don't have to?

These are ten specific cases where we say "no" to our clients and they're very happy we do.

The Open Door Auctions Team

The Stock Market (for Real Estate)

2011-06-02 12:34:57

Wouldn't it be nice if there was a stock market for real estate? Where buyers and sellers could easily and quickly transact their business? Where pricing was deduced by the ultimately fair law of supply and demand and not by the vagaries of a protracted, slow motion negotiation? Well, actually we do have a stock market for real estate and [Open Door Auctions](#) is here to tell you about it. Sellers, sit up and pay attention because what you're going to learn here today could help you get rid of that "for sale" sign in your yard that seems to have grown the roots of [Stonehenge](#) over the past months of your traditional real estate agent "trying" to sell it.

Here we go. In a perfect world without insider trading the price of a stock on the stock market fluctuates as a result of the battle between [supply and demand](#). When company news is good, everyone wants a piece of the action and the price begins to rise due to a scarcity of supply - not enough shares out there willing to be sold at the lower price. Likewise, when bad news hits the fan, shareholders can't dump the dog stock fast enough, to borrow a phrase from Gordon Gecko and the movie [Wall Street](#).

The idea of the stock market functioning as a barometer that reflects a real-time estimation of a stock's value is genius. Of course, in the real world, the stock market is not a closed system and finds itself influenced by all sorts of shady dealings and manipulation that makes it something less than a true reflection of value, but that's not our point right now.

Today we want to focus on the mechanisms of supply, demand, volatility, and how [Open Door Auctions](#) borrowed them to turn property sales into an honest to goodness stock market for real estate. Our vehicle of choice is the Multiple Listing Service (MLS), a tool that was invented by the old-fashioned real estate industry more than a one hundred years ago and, though horribly under-utilized by the average broker, serves as the perfect online platform from which to launch our real estate stock market idea.

Here's how the average agent uses the MLS...

1. List a property for sale
2. Do nothing else for a really long time
3. Re-list it months later at a lower price

Pretty boring, right? We concur. So what does Open Door Auctions do differently that turns the MLS into a de facto real estate stock market? Simple. We take the eons of time that your old agent used to market your house and cram it down into a two week supercharged process where the price of your property changes every day, catapulting it back to the top of the listings by the way, and drawing new interest from a whole new set of buyers.

To get started, we ask what price you want to list your house at. Not many agents do that. They have a preconceived idea in mind of what your house should be worth and, since they're the "professional", you're expected to listen and obey. In our way of thinking, it's your house and you should set the initial listing price. Who knows? Maybe you have a perfect feel for what the price point should be. Or maybe there's a buyer out there who can't wait to open his wallet and give whatever price you ask.

Unfortunately, the old way of selling property ignores the fact that the seller really might know best, and completely misses the idea that a set of deep pockets out there might have paid much more if the starting price had been higher. But it's what comes next that makes things really exciting and is the point at which we begin working the MLS like the stock exchange. Typically, within a day or so, a newly listed property begins to slide down the front page listing and out of sight as newer properties are added. Sorry, that's just the way it works...unless...you lower the price, re-list the property, and watch it vault back up to the top of the page where it can attract new interest from people who were not willing or able to pay the first price point. A day later, your property is drifting down the listings again, so we lower the price again and send it back to the top to draw interest from another round of buyers.

And so on and so forth until the day of the auction two weeks away.

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At this point we should remind readers that an Open Door Auctions sale [is NOT an absolute auction](#) where you are forced to sell the property even if you didn't like any of the bids. Under the terms of your agreement with us you are free to reject any and all bids, which is the way it should be in a free capitalistic system. But you should also keep in mind that the bids solicited through the process are a true reflection of what the buying public thinks your house is worth. This is likely to be the exact price an old-fashioned real estate agent will arrive at, though the downside is that, since his business model prevents him from using the MLS like the stock market, it might take him a year or longer to find that price.

Next time we'll highlight case studies from recent sales for people like you who have chosen to embrace the future of real estate with us.

The Open Door Auctions Team

Open Door Auctions Sells Houses - In Days!

2011-06-02 11:46:21

Why wait a year or more to sell your house when you could do it this weekend? At [Open Door Auctions](#), we don't blame you for being a bit leery of a real estate business model that - let's be honest - is radically different from what we've all grown up believing is the way to sell a property. Back in the early 1900s, more than a few folks thought that [Henry Ford's proposal](#) to drop something called an internal combustion engine inside a rolling metal frame with wheels was about the most asinine idea they'd ever heard. Who would pay good money for such a contraption when every family had perfectly good horse and wagon?

We know how that one turned out. These days, the old-fashioned real estate industry is sitting there in an equine-drawn vehicle wondering what just blew past. What it was, dear reader, was the New Age of real estate, an era that began the moment Jason Hartman, successful serial entrepreneur, hung out the shingle for [Open Door Auctions](#) and proceeded to begin selling houses in a matter of days that the traditional real estate agents hadn't been able to move in months.

At **Open Door Auctions**, you don't have to...

1. Slash your asking price
2. Throw your home open to strangers
3. Haggle with lowballing buyers
4. Sign a long-term exclusive listing agreement
5. Wonder what your agent is really doing

Jason has worked with great success in the real estate industry for more than two decades. Not unexpectedly, he learned a thing or two along the way about how the whole property selling process could be made into a massively easier experience for buyer, seller, and agent. Unfortunately, toiling within such a cumbersome model of dysfunction does not lend itself well to change from the inside. He soon realized a better option would be to go outside the industry and create an entirely different model, which eventually became Open Door Auctions.

The breakthrough in thinking came when Jason conceived that the old way of real estate thinking missed the boat because they never made the intuitive leap in reasoning that allowed them to view property sales more like the real estate market, using the [MLS](#) in ways never conceived before, and generating similar types of volatility and demand by withholding traffic until the very last moment. It works for the stock market and it works for property too.

Stay tuned next time when we break down the [stock market](#) / real estate connection in more depth!

The Open Door Auctions Team

Home Auctions Not Just for Distressed Properties...

2011-06-01 11:39:08

If you think house auctions are only for the distressed, think again. And if the regular output of product from names like high-end auctioneers [Sotheby's](#) and [Christie's](#) doesn't convince you, consider that historical auctions have been documented from as early as 500 B.C. (long before Mr. Obama and the foreclosure crisis appeared on the world scene). Perhaps the biggest auction in history occurred in 193 AD when the [Praetorian Guard](#), personal bodyguards to the emperor, put the entire Roman Empire up for sale.

Cheeky. Very cheeky.

While [Open Door Auctions](#) has no offers from clients intending to sell an entire nation, we would like to address an issue of confusion that seems to have taken hold in the minds of some sellers. While it's true that the foreclosure process ends with what can be a demeaning, to the original homeowner anyway, sale to the highest bidder on the county courthouse steps, this is only a single example of how property auctions operate and who uses them. Who else decides to auction their home?

- Millionaires
- Middle Class
- Military members
- White collar workers
- You

Did you catch that last one? Yes, most importantly, YOU should consider [Open Door Auctions](#) as the innovative new property auction service it is when it comes time to sell your house. The truth is that the old-fashioned method of operation employed by the traditional real estate industry has always been dysfunctional, driving buyers, sellers, and real estate agents quietly (sometimes noisily) crazy with its arcane, convoluted system of long-term listing agreements, almost perverse show-and-tell philosophy, and strangely inefficient offer/counter-offer process.

The bottom line is that auctions never have been and certainly aren't now only a vehicle for distressed properties to be auctioned on a chopping block for whatever stray bids come across the transom. We can auction your house from inquiry to sale within two short weeks, likely bringing you at least a few dozen market price bids - maybe more - from serious buyers, not bottom-feeders, who are every bit as real and motivated as any uncovered by the old way of doing business. Ultimately, you should realize that an Open Door Auctions sale carries every bit as much of prestige and legitimacy as the old style.

It's not a matter of dumping distressed properties. It's a matter of doing the smart thing. Please explore our website to uncover the full range of real estate services we offer. (*Flickr / Jeffrey Beall*)

The Open Door Auctions Team

Think Twice Before Dealing with Real Estate Agents!

2011-05-16 09:06:34

As if you needed another reason to ditch the traditional [real estate](#) agent's love of holding multiple open houses to sell your property (allegedly), evidence continues to mount of these "professionals" tendency to snoop and even engage in criminal activity whilst performing (once again, allegedly) the duties of the listing contract. In Maple Grove, Minnesota, a couple is [suing a real estate agent](#) for (and yet again, allegedly) bringing a man into their house under the pretense of showing it and engaging in homosexual activities.

And this isn't the only story. Google the term "[realtor privacy invasion](#)" for some interesting reading that will likely make you think twice before giving the keys and unfettered access to your house to a real estate agent. Yes, such behavior is a huge no-no when it comes to professional ethical and moral standards but that's not enough to stop some people.

On the other side of the coin are incidents related to violence perpetrated on real estate agents at open houses, which makes us even more certain that the [Open Door Auctions](#) business model not only makes great financial sense but might save your agent a beating as well. The cold truth is that open houses and private showings never made much sense and are rife with the potential for catastrophe.

Over the two week sales process, we hold one open house and it occurs at the auction itself where there are plenty of people around to discourage stupid or violent behavior. Just another in the long line of reasons that our innovative approach to real estate continues to take hold in the public consciousness. Ultimately, the question boils down to why on earth you would sign a year [long listing agreement](#), suffer the indignities and annoyance of the old-fashioned property sales process when you don't have to? Spend the next year of your life selling your house or the next two weeks.

Above all, take a moment to consider how inherently flawed the old system of real estate is, then [explore our website](#) to learn about all the benefits of choosing Open Door Auctions as your real estate service company.

The Open Door Auctions Team

"Personal Responsibility" is a Dirty Foreclosure Phrase?

2011-05-11 08:37:18

We try not to focus on the recent several years worth of foreclosure free falls from a negative point of view. Yes, every foreclosure represents a failed American Dream, and that's not a pleasant idea. But too often lost in the "woe is me" mess is the fact that a willing citizen signed themselves up for a mortgage they couldn't afford, and a willing federal government backed up the foolishness by guaranteeing a loan that a private lender probably never would have made in a free market.

But the coming months aren't looking much better, as the real estate predictions of Open Door Auctions founder and CEO, Jason Hartman, look to be coming true by summer's end, when the federal government finally faces the fact that it can't afford to stem the tide of foreclosures by trying to prop up bad loans. For the past three years, the government has stood behind mortgages in pricey neighborhoods in states like California, New York, New Jersey, Connecticut, and Massachusetts, but those free-rider days are coming to an end as politicians from both sides of the aisle have decided that it is no longer the responsibility of the American taxpayer to subsidize over-priced homes.

The bottom line is this - there's another wave of foreclosures on the horizon and the buying opportunity will be ripe for investors with cash on the sidelines looking for good deals. Is it sad that people are losing their homes? Certainly. Is it their own fault and their own responsibility? Absolutely. Personal responsibility when it comes to foreclosures is sometimes a dirty word but it shouldn't be.

The fact is that an extraordinary number of Americans made a poor financial choice and now they're paying the price. Should investors stay on the sideline and weep for them or jump in, buy the darn houses and provide a necessary community asset, namely, rental property? After all, those people losing their houses to foreclosure have to live somewhere.

Some of the highest priced neighborhoods in the United States are about to become a testing ground for the Obama administration's belief that the private mortgage market can go it alone. Expect higher-priced mortgages and fewer buyers but...

Buyers looking to snap up great investment buys now should explore the inventory on Open Door Auctions immediately.

The Open Door Auctions Team

We Like the Way Apple Thinks!

2011-05-10 15:13:16

Steve Jobs, CEO and marketing brainiac behind the Apple brand, knows how to promote like nobody else on earth. A list of technology products powered by the Apple brand reads like a who's who list of "must have's" for the twenty-first century. The undisputed fact is that Steve Jobs products work because he manages to tap into the cult of cool, but is there something else at work here? Maybe a basic marketing strategy that insures the latest iteration of iPod, iPad, iPhone, or Mac computer all but fly off the shelves?

It's all about limiting supply to increase demand. It's no big surprise that Apple realized that "running out" of product every once in while sends demand through the roof. Thus was born the waiting list. "Your iPad will be ready in three months."

It's this same tactic of limiting supply that drives the unique style of real estate auctions at Open Door Auctions. Think about it like this. What does the average old-fashioned real estate agent do to sell your house? He holds open houses ad infinitum until everyone in the county with even a passing interest in buying a house has already traipsed through yours a few times, liked it, didn't like it, became bored and moved on to the next one.

Nothing wrong with your house (probably). You've just seen human nature in action. We yearn for the new thing and don't mind paying more to get it, but we also grow weary of something quickly. That's why our tactic of limiting the open house process with the properties we list is so effective at drawing more bids. It might not be accurate to say that interest is at a fever pitch level in every case but it has a darn better chance than the typical overexposed traditional real estate listing.

When it comes to generating buzz and word-of-mouth, overexposure is the enemy. Ask Charlie Sheen. Not so long ago people thought he was actually sane. We like the way that Apple thinks. Underexposure is the key to increased profits (*Flickr / Danny Novo*).

The Open Door Auctions Team

For Innovative Real Estate Solutions - Open Door Auctions

2011-05-10 13:39:16

It pains us to say, but the real estate industry has its share of shysters, shady characters, and shameful behavior. A good name is worth its weight in gold in this business or, in our case, platinum. You might already be familiar with the name Jason Hartman. He's the creator of "The Complete Solution for Real Estate Investors," and CEO and founder of the Platinum Properties Investor Network.

With Open Door Auctions, Hartman is putting into practice a unique approach to buying and selling properties. As a real estate agent with more than two decades of experience in every kind of market imaginable, he knew there had to be a better way to arrange deals than the old-fashioned real estate industry had been doing for more than a century.

Think about it. Little has changed in the method traditional real estate deals are arranged since the Multiple Listing Service had its beginnings in the late 1800's. How many businesses would survive today changing nothing in over one hundred years? Old-fashioned real estate is dysfunctional beyond belief. Buyers hate it. Sellers hate it. You can bet agents hate it.

What should be a simple way of bringing buyers and sellers together has turned into a Three Stooges routine. Things need to change. Thanks to Open Door Auctions, things ARE changing. The old network of real estate agents might take months to reach an agreement on a property you're interested in. Our entire sales process takes two weeks. You can bid on a house and find out THAT DAY whether your offer was accepted or not.

And we'd like to point out that Hartman's new company is not some fly-by-night operation that will be gone tomorrow. This is THE future of real estate. He's staking his reputation on it, and when the Hartman name is behind a brand, expect an exceptional, innovative, common sense experience. Won't that be a tall, cool drink of water on a hot day when it comes to buying property?

If you're ready to experience a real estate transaction the way it should be done, visit Open Door Auctions at www.OpenDoorAuctions.com (insert live link) and browse our database of available properties (*Flickr* /).

The Open Door Auctions Team

Problem with Commitment? Try Open Door Auctions

2011-05-05 11:20:08

Got a problem with commitment? Don't feel bad. That's the story of America, but what about when it comes to selling your house? Unfortunately, the old-fashioned real estate industry is going to ask you for a BIG commitment of time, trust, and they'll throw in a loss of privacy for free. First you'll have to sign a six month to one year listing agreement with an agent you barely know. He'll argue himself blue in the face reciting the reasons the price at which you want to list your home is unreasonable, and then he disappears back to his office never to be heard from again.

To be honest, you WILL hear from him again. Probably about six months to a year in the future when the original listing agreement expires with no interest expressed by anyone in months. He'll convince you that each day is another step closer to the right person wandering past.

Dare we channel Susan Powter's cry of, "Stop the madness!"?

You don't have to sell a house using this hideously inefficient and, dare we say it, dysfunctional industry. You hate commitment? So do we. That's why the entire listing agreement between you and Open Door Auctions is a whopping two weeks! We list your property, collect bids, and sell it at auction that quickly. There's no legitimate reason that it should take longer to discover the true market value of a house and sell it to the highest bidder.

We sold two houses at auction just last weekend, and yours could be next. Normally our auctions result in anywhere from a handful to a few dozen bids. Of course, you don't have to accept any of them but might have to face the reality that the number in your head doesn't jive with the reality of the market. The bids resulting from an Open Door Auctions event are the same as you'll get from your traditional real estate agent - he'll just take a lot longer to get there.

If you hate commitment, learn more about how Open Door Auctions can sell your house with a minimum of fuss by clicking on the "sell" button up there.

The Open Door Auctions Team

Open Door Auctions

Best Deal. No Hassle.

<http://opendoorauctions.com>

Open Door Auctions - Find a Property NOW!

2011-05-04 14:40:36

The problem with the way old-fashioned real estate brokers and agents use the Multiple Listing Service (MLS) is their set-it-and-forget-it approach. The end result is a stale set of property listings about as appealing as a slice of pizza left sitting on the counter overnight. With the box open. Open Door Auctions doesn't hate the MLS. We actually use it frequently, though with a unique re-pricing approach that keeps our properties fresh and at the top of the listings.

But before hitting the the MLS, we'd suggest you first browse the listings in our private database at our website, OpenDoorAuctions.com (insert live link). How do we know it's the freshest slab of properties to be found anywhere? Simple. Our sales process takes two weeks. Never more. That guarantees any property you find there will be no older than that, which translates into prime buying opportunities for either investors or a family looking for their next home.

Let's step back to see the big picture for a moment. Most sellers come to us in an extremely motivated frame of mind. No surprise there. Our biggest benefit is the two week sales process. Those poor saps with their property listed on the MLS for months and years have passed the motivated stage and blundered straight into comatose. They don't even realize their property is still for sale.

Contrast that with the Open Door Auctions two week sales strategy. Sellers come to us excited, motivated, ready to sell their house and get on with their life. This is the type of seller who offers the best chance for you, the buyer, to score a property you love at a price you absolutely adore. Worst case scenario - the seller declines your offer. No big deal. Jump back on our website and find another house to bid on. The auction for it is guaranteed to be no more than two weeks away.

This is how smart buyers use our innovative approach to real estate to get into a property RIGHT NOW. Why suffer the glacial pace of the old-fashioned real estate industry when you don't have to? If you're ready to experience a property transaction the way it should be done, visit Open Door Auctions at www.OpenDoorAuctions.com (insert live link) and browse our database of available homes.

The Open Door Auctions Team

Fly from LA to NY - or Sell Your House

2011-05-04 11:48:36

It takes about five hours to fly from Los Angeles to New York, which is the same amount of time it takes Open Door Auctions to sell your house during our innovative one day auction. Even though the old-fashioned real estate industry hasn't realized it yet, we live in a busy world and sellers don't always have the time to stand around waiting for an inefficient cat-and-mouse torture game to play out.

Are in the military?

Perhaps no group in America today understands the value of being able to sell your house quickly than those who serve in the military. New orders come in and your life is turned upside down. Unless you want to leave the family behind, you don't have time to mess with your traditional real estate agent. Here's the good news. Open Door Auctions will saturate the market with your new listing for two weeks, then sell the thing at auction on a weekend afternoon. It's not uncommon to collect 30 bids across the price spectrum. If you see one you like, take it, and the deal's done.

Got a new job?

The job you've been pining over is finally yours but it starts two weeks and one thousand miles away and you desperately want to sell your house before you move. In the old days you were out of luck. With Open Door Auctions, our two week process is designed to get the word out fast and then sell it quick. The final decision on whether to accept a bid or not is yours, but keep in mind that the market has spoken. It just so happens that our lightning fast process arrives at the same place, price-wise, as a traditional listing agreement, just much, much faster.

Busy professional?

Maybe you're not going anywhere but, as a busy professional, simply do not want to mess with the details of selling a house or the aggravation of having a bunch of strangers clomping through to look at it every day. Here's the deal. We list it for two weeks - no open houses - then sell it over a four or five hour window on a weekend afternoon. Neat. Fast.

The Open Door Auctions Team

Real Estate's Groupon Has Arrived

2011-05-03 07:30:53

Groupon is on pace to eclipse \$1 billion in sales faster than any company in history. If you're receiving this email, the odds are you're technically and financially savvy enough to already have signed up to receive their daily emails, targeted to your geographic location, offering huge 50% to 90% discounts from local retailers. Open Door Auctions offers our sincere congratulations to Groupon founder, Andrew Mason. Way to go, guy. You're what capitalism is all about.

The only problem we see with the thing is there's no Groupon for real estate. Property professionals, buyers, and sellers are left to muddle through the old-fashioned dysfunctional mess that is the state-of-the-art in that industry.

Until now.

Platinum Properties Investor Network founder and CEO, Jason Hartman, quickly realized that real estate needed a way to broadcast daily deals to people interested in finding the best properties on the market quickly. Thus Open Door Auctions was created. We truly are the Groupon for real estate. Log onto our website any day of the week to peruse the latest additions. Our listings are always fresh because our two week sales process keeps them cycling through.

Like Groupon, you have the potential to snap up a seriously lucrative below market deal. No guarantees, of course, but if auction attendance is low and the seller is motivated, it could get crazy. Whether you're an investor looking to add another income property to the portfolio or a family looking for the perfect home to set down roots, it makes a lot of sense to visit Open Door Auctions first, the Groupon for real estate.

If you're receiving this email, there's a good chance you're already on our list to receive notice about the newest, best deals we acquire. If not, visit the website to sign up. When you're ready to experience a real estate transaction the way it should be done, visit Open Door Auctions at www.OpenDoorAuctions.com (insert live link) and browse our database of available properties.

Open Door Auctions Team

Place Your Bids for This Weekend's Quail Hill / Turtle Ridge Property Auctions

2011-04-28 12:28:49

It's going to be a busy weekend at Open Door Auctions as we conduct a pair of one day auctions, one in Quail Hill and the other in Turtle Ridge. Both properties are the essence of quality and good taste, loaded with the kind of amenities and perks that stand out above the crowd. If you're not familiar with how the one day auction process works, here's the short version.

- Visit our website at OpenDoorAuctions.com and browse to the listing you're interested in.
- Read the details and begin forming an idea of what you want to bid
- Visit each property at the specified weekend time for a tour
- Place your bid and see if you won!

The website has lots of photos and details regarding the property. Unlike the old-fashioned real estate industry, we have a specific time set aside for all interested buyers to tour the houses. For the Quail Hill home (3 bedroom, 2.75 bath, 2 garage, 1,00 square feet), the open house will be held this Saturday, April 30, 2011, from 12 pm to 4 pm. All bids must be submitted by 4 pm. The Turtle Ridge auction revolves around an 1,800 square foot, 3 bedroom + den/office, 2.5 bath home with amazing sunset and city views. The Turtle Ridge auction runs Sunday, May 1, 2011, from 11 pm to 4 pm. Likewise, bids need to be submitted by 4 pm that day.

If this whole one day auction process seems a little strange to you, it should. Open Door Auctions has created a business model as different as night and day from the dysfunctional traditional real estate industry. We get houses listed, promoted, and sold quickly. While your old-fashioned real estate agent is still watching the ink dry on a six month listing agreement, we've sold another handful of houses.

The bottom line is sellers, buyers, and real estate agents love our innovative approach to property sales, and why not? We stripped away the wasted time, confusion, and downright inefficiency from the process, leaving a shiny new industry model that does one thing really well - sells houses quickly at the best open market price.

Make plans now to investigate these two great property deals this weekend.

Choose Your Real Estate Agent Wisely

2011-04-24 13:48:28

Let's ask a rhetorical question. When it comes to buying a property, would you rather place your faith in the slug or a highly-trained property professional? Hopefully you didn't ponder this choice long. Open Door Auctions was created by successful entrepreneur, author, public speaker, and two decades plus veteran of the real estate trenches, Jason Hartman. Simply put, Jason does not tolerate slugs in his company because he refuses to risk the buying experience of a single customer to an unimpressive employee.

Becoming a real estate agent isn't too terribly difficult. A couple weeks of online study, a few days in the classroom, and pass a test. After that, it's smooth sailing except for continuing education requirements, which are mostly an excuse to party in Las Vegas. While there are very competent agents working in the traditional real estate industry, the ease of entry into the field insures you'll find a lot of flat-out slugs on the other side of the desk. And sometimes it's hard to differentiate between the two until you've already made the mistake of signing a listing agreement.

At that point you're locked in for six months or longer.

To find and keep work with Open Door Auctions requires an agent to be a self-starter with a a passion for property, over-the-top customer service skills, and energy to burn. Those with talent are allowed to fly as high as they want. The ones who can't cut it are not allowed to hang around just to collect a paycheck.

The point is that you should not place an Open Door Auctions agent in the same category as your old-fashioned lump of a real estate agent who managed to disappoint you in new and unexpected ways over the entire length of the listing agreement. Our agents embody the kind of professional service and expert knowledge you wish the rest of the world cared enough to adopt.

If you're ready to experience a real estate transaction the way it should be done, visit Open Door Auctions at www.OpenDoorAuctions.com (insert live link) and browse our database of available properties.

The Open Door Auctions Team

Flickr / vagawi

Finding the Market Price Takes Your Old-Fashioned Agent Too Long

2011-04-22 10:15:47

The most stark difference between Open Door Auctions and your old-fashioned real estate agent is the process by which we arrive at a property's value. Chances are the numbers themselves will be quite similar. The problem lies in the dysfunctional-by-design traditional real estate industry. Even a decent agent, and there are a few, cannot rid himself of that albatross around the neck.

We figured out a perfect way to find a listing price that never fails - ask the seller and do what he says. As a buyer, you're thinking, "Recipe for failure due to delusional home owners." That might be the case, but it only lasts a few days. No matter what the seller wants to list as a starting price, we're going to reduce it periodically until the auction date two weeks hence.

If you find an Open Door Auctions property that you think is incredibly over-priced, just wait a bit. It'll drop soon. Our policy of regular price reductions is intended to elicit the most number of bids in the shortest span of time. When it gets into the zone you're comfortable paying, place a bid.

You might have noticed this is exactly what an old-fashioned real estate agent will do, except it takes him months or years to complete the process. The end result is a price determined by the free market of buyers of what the property is worth, which is the same market price our two week sales process uncovers.

There are a variety of reasons your agent takes so long to find an amenable price. Here are a few.

1. Dysfunctional industry model
2. He wants to use your property's "for sale" status to troll for future business
3. He's not as smart as he thinks

Predicting the final sales price for a house, like guessing the direction of stocks, is a waste of time. The smart investors don't do it. Let the market set the price because it's going where it wants anyway. All you have to do is decide if you will pay the price or not.

If you're ready to experience a real estate transaction the way it should be done, visit Open Door Auctions at www.OpenDoorAuctions.com (insert live link) and browse our database of available properties.

The Open Door Auctions Team

Flickr / surfstyle

A Property Auction for Every Type of Buyer

2011-04-19 06:58:23

Depending on your specific needs, we offer three types of innovative auction approaches for the discerning buyer. At Open Door Auctions, as the name implies, we use the auction format to sell properties at the best market price, and it all happens in only two weeks. Even so, we realize that the auction process isn't a one-size-fits-all prospect. These quick descriptions should help you decide which is best for your situation.

Open Door Auction

This auction format is so popular we named our business after it. An Open Door Auction generally attracts the highest number of bidders, though a lightly attended sale could help you score an incredible deal. The two week sales process starts when we list a house in the MLS and kick our other promotional methods into high gear. Every day or so, the MLS price listing drops in order to attract new bids. The goal with an Open Door Auction format is to arrive at true market price in the shortest period of time. At the end of the two weeks, the seller is free to reject all offers, or better yet, accept yours and get on with their life.

Closed Door Auction

High end property buyers might prefer not to mess around with the rank and file buyer, choosing instead to participate in a Closed Door Auction, which stresses the pre-qualifications of buyers. You likely won't be competing against the sheer number of bids as with other formats but those that are there will be serious buyers and not tire-kickers. The Closed Door Auction process is sometimes called a Qualified Auction.

Real-Time Auction

Once again, nothing sneaky about the name. A Real-Time Auction happens in, you guessed it, real time. With a Real-Time Auction, interested buyers gather in one place and even online to bid on a property. The advantage to the seller of this format is that lots of bids can be collected almost instantly. The presence of an on-site professional auctioneer allows for him to use his skills to generate enthusiasm, a feeling of scarcity, and attract great bids. The advantage to the buyer is that he knows almost immediately whether or not his bid has been accepted, allowing him to move on to the next target acquisition quickly.

Regardless of which type of auction suits your situation, you can rest assured Open Door Auctions provides the broadest exposure to the best properties, allowing you to completely avoid the traditional real estate industry malarky. If you're ready to experience a real estate transaction the way it should be done, visit Open Door Auctions at www.OpenDoorAuctions.com and browse our database of available properties.

The Open Door Auctions Team

Flickr / james.thompson

Real Estate's Answer to Groupon

2011-04-02 05:38:12

If you're not familiar with Groupon yet, you will be. This newest of internet sensations is a company which distributes a single great coupon per day (via email) targeted to your home city. Why customers like it is obvious - they get a great deal, sometimes as much as 50 percent off a legitimate business product or service. From the business offering the coupon's perspective, they know they're probably going to get a truckload of fresh traffic and a chance to increase their market share. The bottom line is that Groupon reaches a whole bunch of people in a short period of time.

It was just the other day, as the blog team was doing our morning calisthenics, that founder, Jason Hartman, almost sprained a thumb muscle with excitement when he realized that Open Door Auctions IS the Groupon for the real estate. No, seriously. Think about it like this. Groupon sends out a great offer for consumers to take advantage of within a short period of time, which is almost exactly how our two week sales process works.

For too long, the old-fashioned real estate industry has taken your listing and spent the next several months (or years) trying to uncover the market's sweet spot for that particular house. Why does it have to take so long? Ask your agent that question and expect him to, through a torturous route of convoluted logic, somehow try to put the blame back on you or a previously unnoticed flaw in in the property.

To put it bluntly, he's shoveling crap pretty fast with that one. It takes Open Door Auctions two weeks to uncover the very same market price that it might take a traditional agent a year to find. Why does it take them so long? Because real estate is a broken industry that has no incentive to change as long as people keep walking through the front door and asking to be listed.

Now's the time to get your real estate Groupon on. Sellers can get their house in front of a huge number of people in a short amount of time. Buyers should look at every Open Door Auctions event as their property Groupon of the day.

Everybody wins. Everybody happy.

The Open Door Auctions Team

Flickr / Groupon

Rents Are Increasing - Time For Property Investors To Buy

2011-03-31 06:20:59

Open Door Auctions is all about sellers, right? True, except that it's about property investors too. The reasons that an individual looking to sell a house might choose our services is a lengthy one but what is sometimes overlooked in the process is that it's a pretty darn good deal from the other side of the fence as well. We don't have to recount the myriad of reasons property investors despise the traditional real estate industry. If you're a property investor, you already know what we're talking about.

The interesting part about buying as much property as you can now is that Open Door Auctions founder, Jason Hartman, has been preaching for years about how we are presently living in historic times, from a real estate perspective. Never have houses been so widely available (thanks to the Foreclosure Generation), with so little down payment required, and at such low prices and interest rates. Actually, we should retract part of the list. Interest rates and prices remain low but we're already seeing down payment requirements increase.

Hartman also has been talking about the coming rent rise tsunami and it looks to be drawing closer.

That's why it's imperative you act now, and what's the best way to buy a house quickly? Here's a hint: not by using the old-fashioned offer/counter-offer system. That takes months and can be exquisitely frustrating. We might be biased - heck, yes, we're biased, and with good reason - but you literally could be attending a property auction this weekend, adding to or creating for the first time a portfolio of income properties set to take advantage of the coming rent spike. A recent CNN story revealed that rent prices have increased at a rate of less than 1 percent yearly over the past decade, but a combination of low housing starts, low vacancy, and a foreclosure rate is creating the perfect storm for landlords.

Are rental rates going to jump 10 to 15 percent over the next four years? Peggy Alford, president of Rent.com, seems to think so. If she's even partially right, property investors who invested right now are going to be the next real estate millionaires.

The Open Door Auctions Team

Flickr / powazny

Why Your Real Estate Agent Likes Open Door Auctions

2011-03-22 13:19:38

The old-fashioned real estate industry is genetically flawed. It pits agent against seller in a paranoid alliance guaranteed to make both sides feel like they got a raw deal. Is this any way to run a business? At **Open Door Auctions**, we think not. We've dedicated a fair amount of recent energy to educating sellers on the benefits of our two week sales process. The funny part is that your real estate agent, if he's honest with himself, should prefer our method also.

Think of the deal from his point of view. Of course he wants to sell your house and earn a commission but the truth is that he has no idea how long it might take to find a buyer, if ever. Even the most jaded seller should realize why the average real estate agent is hesitant to commit himself to endless marketing and promotion of their house. What if he slaved over that one single listing for month after month and, despite his best efforts, it simply would not sell? Talk about mind-bending frustration!

He would soon be a starving salesman, perhaps through no fault of his own. Sometimes houses simply don't generate any demand, no matter how low the price goes. However, the agent who decides to work with the Open Door Auctions team will feel like he has a new lease on life. He can dedicate his efforts entirely to marketing the seller's house because he knows the whole thing will be over in two weeks. At that point, the seller either accepts an offer or goes back to the traditional real estate sales mess. Of course, he could repeat the two week process but we don't really recommend it. The market has already revealed what it thinks the house is worth. If you don't agree, running it through again so quickly probably won't change much unless a fluke buyer walks in.

But as a seller you should be able to see why a real estate agent loves our auction process. Properties move fast and his chances for earning commissions more rapidly increase greatly. A commission-earning agent is a happy agent and a happy agent will work harder for you.

The Open Door Auctions Team

Flickr / George E. Norkus

3 Types of Auctions to Sell Your Property

2011-03-17 11:23:28

At Open Door Auctions, as the name implies, we use the auction format to sell your property at the best market price and it happens in only two weeks. Even so, we realize that the auction process isn't a one-size-fits-all prospect. Depending on your specific needs, we offer three types of innovative auction approaches and will help you determine which is the best fit.

Open Door Auction

This auction format is so popular we named our business after it. An Open Door Auction is intended to attract the highest number of bidders. The two-week sales process starts when we list your house in the MLS and kick our other promotional methods into high gear. Every day, the MLS price listing drops in order to attract new bids. The goal with an Open Door Auction format is to arrive at true market price in the shortest period of time. At the end of the two weeks, you are free to reject all the offers if you want. Or better yet, take the best one and get on with your life.

Closed Door Auction

High end property owners might not want to mess around with the rank and file buyer, choosing instead to conduct a Closed Door Auction, which stresses the pre-qualification of buyers. You likely won't receive the sheer number of bids but those that you do will be serious buyers and not tire-kickers. The Closed Door Auction process is sometimes called a Qualified Auction.

Real-Time Auction

Once again, nothing sneaky about the name. A Real-Time Auction happens in, you guessed it, real time. With a Real-Time Auction, interested buyers gather in one place and even online to bid on a property. The advantage to this format is that lots of bids can be collected almost instantly. The presence of an on-site professional auctioneer allows for him to use his skills to generate enthusiasm, a feeling of scarcity, and attract great bids.

Regardless of which type of auction suits your situation, you can rest assured you will sell your property quickly, at the best price the market will bear and, best of all, completely avoid the traditional real estate industry malarky.

The Open Door Auctions Team

Flickr / dperdue

We Hate Phone Calls At all Hours And So Should You

2011-03-02 11:50:15

Read no further if your favorite part of selling your house is the probability that you will be receiving phone calls from your real estate agent and random strangers during dinnertime. While you're brushing your teeth, in the middle of your favorite television show, and as you lay yourself down to sleep. Even better, these phone calls might be telling you that your agent is five minutes away with a couple who can't wait to invade your privacy.

Privacy? The very concept is something of a joke when it comes to the unfortunate position of signing a long term contract with a real estate agent. Sorry, Bubba, that's how the industry works. So you sigh, sign it, and get ready for the onslaught. Except it probably won't really be an onslaught but rather a trickle of infrequent calls that occur at the absolute worst possible time.

We'd like to suggest that you sell your house without worrying about inconvenient telephone calls from your agent. How is that possible? The Open Door Auctions process, created by Jason Hartman, makes it not only possible but guaranteed. Our sales process is night and day different from what passes as normal in the traditional real estate industry. But can we actually sell your house without resorting to phone calls? Absolutely! We'll get the full market price, which you should note might be different than the best-possible-scenario price that you day dream about, and certainly won't happen with your real estate agent either.

The interesting little tidbit is that you can spend the next six months to a year watching the fitful starts and stops as the tediously slow wheels of the old-fashioned way of selling creak through the stages, only to arrive at the same place Open Door Auctions will catapult you to in two short weeks. Let's see, get the same price (or better) in less time with no hassle. If you're wondering where to sign up, click anywhere you see a "Sellers" button on this website or call one of our professional agents at 714-820-4250.

At Open Door Auctions, we hate phone calls at all hours as much as anyone. That's why we eliminated them.

The Open Door Auctions Team

Seller, Be Suspicious of Long Contracts

2011-03-02 11:23:24

Frankly, we've always been a little suspicious of anyone who seeks to tie up another through the use of long contracts. Things change and what might have been a good idea at the beginning can morph into a completely different environment six months later. There's no polite way to say this. The one-sided, long contract your traditional real estate agent is going to ask you to sign is a bad idea. As a matter of practice, you'll find it skewed decidedly in his favor but, until now, unless you wanted to go the 'for sale by owner' route, you had no choice but to sign it and hope for the best.

In case you aren't aware, most agents solicit you to sign what is called a listing agreement, which gives him complete right to control the listing, marketing, and promotion of your house for a set period of time that usually runs anywhere from six months to one year. Even better (or worse, as the case may be) he wants you to sign this piece of paper on the basis of having talked to him once or twice for a few minutes. In addition, you receive no assurances that he will do anything at all to get your house sold.

You might be thinking: Of course he'll work his butt off. His commission depends upon it. Yes, he is worried about his commission, all right, but that will come in due time. First he wants to use a series of showings and open houses over the course of the coming weeks and months to network with people coming through your house in the event they ever want to sell their house. For those events, consider your house a sort of de facto office away from the office for your agent.

While this practice might not fall under the strict definition of criminal behavior, it is somewhat duplicitous, in our opinion, and another example of how dysfunctional the old-fashioned real estate industry has come to be. You actually don't need to sign a long contract to sell your house. Give Open Door Auctions two weeks and we'll move it at the same price your agent would have gotten, except we do it in only 14 days.

Take that, long term contracts.

The Open Door Auctions Team

Sell Your House Without Keeping It Clean

2011-03-02 11:01:40

If you're one of those odd people who love nothing better than to maintain your house in military inspection condition at all times, we apologize in advance for this blog. The truth is, at least from personal observation of our own houses and those of people we know, cleaning is not high on the list of priorities. In fact, it ranks so low as to be basically ignored until the level of disarray reaches critical status and you find yourself trapped in the bedroom behind a stack of dirty clothes.

Being a slob doesn't make you a bad person, and even if you're not a slob, who among us doesn't like to let the house go for a week or so? Here's some grim news. If you intend to sell your house with a traditional real estate agent, he's going to be in your back pocket telling you that it needs to be kept in pristine condition at all times because you never know when he's going to drop by with a potential buyer who wants to take a look.

It might not be so bad if this was only for a week or two. Maybe a month at the most. But the long-term listing agreement you signed allows him to keep beating tracks to your front door for months at a time. Maybe even a year or longer. And if you want to sell the thing, you better keep it neat.

Depressing, right?

What if we told you we know a way to sell your house at that same market price within two short weeks and you only have to clean it once? You'd be pretty happy. We can hear the sighs of contentment as you snuggle down in the recliner amidst the Dorrito dust and spilled soft drinks. What might come as a surprise is that Open Door Auctions can do exactly that. Actually, we're not going to make you clean your house, even on auction day, though we would side with your agent and agree that, generally, a neat, clean house will generate more bids than a messy one. Wading through your personal detritus, potential buyers are going to be suspicious that all your house maintenance is shoddy and the thing might fall down around their heads.

The moral of this story is: If you hate cleaning house for showings, contact Open Door Auctions and only do it once.

The Open Door Auctions Team

Stop Chasing A Declining Market

2011-03-02 10:38:04

Whether in the stock market, commodities market, currency market, or real estate, chasing a declining market is a bad idea financially and psychologically. If you've ever sold a house using the old-fashioned real estate business model, you're probably quite aware of what we're talking about. You and the real estate agent (mostly the agent) set a price for your house. It doesn't sell immediately, though it might be attracting a few lowball bids. Eventually you bite the bullet and lower the price because the market seems determined to not support the asking price.

But you're still getting lowball offers - maybe even lower now because they seem determined to undermine your price by a certain percentage no matter how low you go. So you cut the price again. And again. And maybe even again. This nerve-racking process can easily play out over the course of several months or maybe even a year, all the while your mental toughness is taking a beating.

This is what we call chasing a declining market. It seems that no matter how low you go the offers drop in equal measure. The market price is in free fall and you're trying to catch it. This scenario is but one of the many reasons we call the traditional real estate market dysfunctional. It's like a silly puppy chasing its tail and doomed to miss it by 'that' much every single time around. Physics are working against that hapless canine, and the physics of markets work against you if you fall prey to chasing a declining market.

At [Open Door Auctions](#), we decided to put a stop to this foolishness. Here's how we avoid it. Our sales process takes only two short weeks. We set an initial listing price based on what you want. If we collect any offers at that level, great. If not, the price is automatically reduced at regular intervals over the next few days to allow interested bidders time to act. When the day of the auction rolls around, buyers gather at the property site to tour the house and decide what they're willing to spend on it. After all the offers are in, we hand them to you for the final decision. If you see one you like, take it. If not, reject them all. While you might not agree with the consensus opinion of what bidders have offered, you must accept the fact that the free market has spoken and decided that's what it thinks your house is worth.

This is exactly the price that your old-fashioned real estate agent will arrive at. Problem is, it might take him a year or longer to get there. In the mean time you're twiddling your thumbs.

The Open Door Auctions Team

Flickr / sanbeiji

No Open Houses With Open Door Auctions

2011-03-01 07:58:18

The open house is an unavoidable part of selling your house. Or is it? Walk into any traditional real estate joint in town and they'll assume you know that an open house is part of the deal. If you want to sell your house, you agree to let complete strangers trundle through your house any time of the day or night, over the course of many months or even a year. The open house. Agents hate them but know they have to do them. Sellers hate them. The only party that seems to be favor of the arrangement is the buyer. What kind of industry manages to continue functioning when two-thirds of the participants are disgruntled?

A dysfunctional industry is the answer we're looking for.

One of the first things you'll be glad to hear about Open Door Auctions is that there is no open house involved. Let's backtrack slightly. There is one open house and it happens on the day the property is sold, which means any potential buyer is allowed to conduct a walk-through inspection right before the sale commences. Isn't that so much better? The process of opening your home to strangers is over and done like that. When we say Open Door Auctions gives you your life back, a remarkable absence of open houses is one of the things we're talking about.

Is there anything worse than getting a phone call from your real estate agent saying he is five minutes away with a potential buyer and you're sitting in front of the computer in your underwear? Yes, there is one thing worse and that's giving up Saturday after Saturday to an endless procession of lookie-loos. You began to feel like a monkey in a cage. Your agent pushes for more of them and nothing ever seems to come of it.

With our innovative two week sale process, you can toss all that open house garbage away. When we say no-BS, no hassle, no open house, we mean it. It's not necessary to the process of selling and is often a tool used by your real estate agent allowing him to network for more clients. Yes, he's using your home to pursue business interests which have nothing to do with the you, the client. That ought to make your blood boil a little bit. Let's say that again in case anyone is unclear. The hassle of an open house is more for the benefit of the agent than the seller.

Open Door Auctions doesn't ask you to submit to a succession of open houses. One is all we need to close the deal.

The Open Door Auctions Team

No-Lockbox Needed To Sell Your House

2011-03-01 06:59:03

In case you've never sold or bought a house before, and have never made the acquaintance of Mr. Lockbox, you don't know what you've been missing. The lockbox, perhaps more than any other single item, symbolizes all that is wrong with the traditional real estate way of doing business. To veteran sellers the lockbox means:

- loss of control
- invasion of privacy
- living life on another person's terms

Wait a minute now. It surely can't be as bad as all that. Unfortunately, it is. For real estate newbies, a lockbox is a little metal box, hollow inside, with a combination lock that hangs on your door handle and cannot be removed unless you possess either the correct sequence of numbers required to open it or a sturdy hacksaw. The purpose of a lockbox is to allow your friendly neighborhood real estate agent unfettered access to show your house to prospective buyers any time of the day or night, courtesy of the set of keys residing inside the lock box.

If it seems like you're surrendering your privacy to a person you barely know, you're right. That's exactly what you're doing. Think your agent will have the courtesy to always call in advance and warn you that he's on the way over with another couple to shepherd through? Or that he'll never call in the middle of dinner and tell you he's five minutes away with yet another set of potential house buyers?

Hold on. What's so bad about a lockbox and constant showings? Don't sellers want to sell the house? Isn't that why we refer to them as such? In theory, of course they want to sell the house. In reality, they never expected that it would be such a drawn-out and annoying process, essentially putting their life on hold until the house is sold. Most of us go into the process with a nice-rosy picture in our head that the first person who looks at the house will fall in love with it and make a full-price offer immediately. If not the first, then surely the second. After all, this is the most awesome house in the neighborhood.

But what about when the number of tours reaches double digits? Or triple? That lockbox is beginning to symbolize the hatred you feel for that damn privacy-invading real estate agent you're contractually obligated to use for four more months. You might even begin to hope he would quit working so hard on your behalf.

Doesn't a two week sales process sound so much better? Open Door Auctions thinks so.

The Open Door Auctions Team

The NO-Hassle Way To Sell Your House

2011-03-01 06:37:32

Given the choice, would you prefer to sell your house with a lot of hassle or a little? How about no-hassle? Doesn't that sound pretty good? [Open Door Auctions](#) founder and CEO, Jason Hartman, has seen a lot of hassle in his 20+ years in the real estate business. In fact, he's seen so much unnecessary hassle that he devised a sales method that removes the hassle entirely. The trouble with the old-fashioned real estate strategy is that it's bad for everyone. Sellers hate it. Buyers hate it. Even agents hate it. They do it because it makes them money - for some, a whole lot of money - but somewhere a little voice in their head cries, "Stop the insanity!"

Jason Hartman decided he would, indeed, stop the insanity. His innovative two week approach to selling turns tradition on its head and makes everyone happy at the noticeable absence of hassle. Buyers love it. Sellers love it. Agents love it. It turns out that everyone likes a win/win situation better than a lose/lose situation. The fact that the old way of doing business has been allowed to persist for all these decades is a tribute to the staying power of dysfunction.

That might be a harsh judgment, but to willingly choose to sell your house in partnership with an industry that is so dysfunctional makes you...guess what? Dysfunctional! Don't do it! No matter how squarely you think you have your head screwed on and are locked down for the long term listing approach, it's going to make you crazy at some point. Too much dawdling, lollygagging, and working at what seems to be cross-purposes.

Why does Open Door Auctions work so well? One reason is that we sell your house in two weeks. It's that simple. Neither side has enough time to get too crazy in that short span of time. And this isn't just an introductory period in which we plan not to really sell the house but upsell you into a higher-priced service. We do it all in two weeks and that's all we do. There's no additional product or service to buy. Over the course of 14 short days we'll uncover what the free market wants to pay for your house. It's up to you to decide whether the offer is acceptable or not. No traditional real estate agent with all his bellyaching and promising is going to cause your house to sell for more than the market wants to pay for it. While it takes him a year to arrive at the conclusion, we do it in two weeks.

Sound good? Let's get busy.

The Open Door Auctions Team

The No BS Way to Sell Your House

2011-03-01 06:15:48

Not to be too crass with our phrasing but the old-fashioned real estate industry serves up plenty of BS when it comes to selling your house. You know all about BS, right? That's 'bad stuff' when it comes to serving the seller. In contrast, Open Door Auctions has systematically and permanently removed all the bad stuff from the sales process. Let's look at some of the specific bad stuff your real estate agent will engage in.

1. Not Your Price: The first time you'll likely butt heads will be over the listing price. You want one thing. He demands another. *Wait a minute. Exactly who owns the house anyway? Shouldn't this be your decision? We let YOU set whatever price you want for YOUR house. The market will be the final determiner of the sale price anyway.*

2. Locked Up: For many sellers, that long-term listing agreement they signed turns out to be a huge albatross around their neck. Think long and hard before opting to go that route. Essentially what you're doing is signing away, for a time period from six months to one year, any control over the marketing and sale of your house. *The problem is you barely know the agent you signed with and have no inkling how hard they'll really work to for you. Our entire sales method takes two weeks. Yes, we said two weeks.*

3. Invasion: On one hand, constant house showings show that you agent is at least doing something to get the word out. On the other hand, strangers traipsing through your house for weeks or months at a time can get old quite fast. This is the type of BS that the traditional real estate industry expects you to accept with a smile. "That's simply the way it's done," they say. "You want to sell your house, don't you?" *Well, of course you want to sell the house. Do they think they're dealing with an imbecile? Here's a startling bit of news. Open Door Auctions holds ONE open house. Just one, and that's on the day we sell it. Sound better?*

The point is, everybody knows the old fogey real estate industry will bury you up to your eyeballs in bad stuff. Are you going to willingly help them? Or maybe you're ready to try an innovative approach that makes property transaction, simple, fast and easy. Give Open Door Auctions two weeks; we'll take away all the BS and give you your life back.

The Open Door Auctions Team

Open Door Auctions

Best Deal. No Hassle.

<http://opendoorauctions.com>

Open Door Auctions Lets the Control Freak in You Loose

2011-02-25 05:01:49

One of the most frustrating characteristics of the old-fashioned real estate industry is that, once you sign the lengthy, one-sided listing agreement, you are in control of nothing the rest of the way until the very end when you sign on the dotted line to sell your house. Along the way there's a good chance you've been bushwhacked, bullied and bamboozled, left feeling like a pinball careening and dizzy from repeated blows to the head. We must digress for a moment - if your real estate agent literally strikes you in the head, it might be time to call an attorney.

Proceeding now. One of the first areas you'll lose control in is setting the sales price. You probably already have an idea in mind of what you want to ask for it but your agent is a shifty lad or lass. They'll be VERY persuasive when recounting the reasons you're dead wrong. Since they apparently have nothing better to do, they'll stand there and argue until dinnertime. Eventually you capitulate just to be done with the thing. At Open Door Auctions, YOU set the initial listing price and YOU decide whether to accept or reject any of the bids received.

Our goal is a fast transaction at the best price the market will bear. There's nothing up our sleeve and we're not trying to pull the wool over your eyes. Unlike the old way of doing business in real estate, the Open Door Auctions process is a win/win situation for everyone: buyer, seller, and agent. You couldn't sign a long-term listing agreement with us if you wanted to you. That's not the way we roll. We're going to move your property quickly, at a great price, or you can freely take it back to the traditional (frustrating) way of selling. While we will move heaven and earth to hand you a handful of serious offers that represent the true market value of your house, feel free to reject every single one if you like. We won't put a guilt trip on you.

It's your house! Do what you want with it. However, if selling it quickly and getting on with your life is what you have in mind, there's probably only one choice to make that dream come true - Open Door Auctions.

Open Door Auctions Team

Flickr / Chicago Art Department

Multiple Bids is the Open Door Auctions Secret to Success

2011-02-25 04:42:55

We've spoken at some length about the inherent inefficiency in the old-fashioned real estate industry, even going so far as to call it dysfunctional, which is not too far a stretch, in our humble opinion. Once your house is listed, it might go weeks, even months, between receiving a serious buying offer and, as much as your agent might try to pretend otherwise, it's a rare occasion to have two buyers in a bidding war for the property. Sure it happens - usually about as often as Halley's Comet swings past for another visit.

While you may have visions of multiple bids dancing in your head, the traditional real estate industry is likely to disappoint you in that regard. On the other hand, the Open Door Auctions method routinely expects to hand more than a single offer, sometimes four or five or ten or more to the seller. All within the space of two weeks. Ask your friendly neighborhood real estate agent to duplicate that feat and he'll be a stroke candidate.

Our strategy of a media blitz and quick, systematic price reductions is designed to uncover the true market value while, at the same time, generating a whole bunch of offers in a short period of time. There is no need to agonize through a single offer every month. You're wasting your life with that long-term, one-sided listing agreement that supports a system seemingly bloated and unwieldy by design. The idea you should ponder is why on earth would you submit yourself to that godawful convoluted business dealing when you could be cashing a check and getting on with your life two weeks from today?

Does a 'for sale' sign in the front yard really tie up your life? Is the Hawaiian sky blue? Umm, yeah, it usually is. Consider all the extraneous activities that go along with the old-fashioned real estate method: dinner time phone calls, open houses, painful negotiations with potential buyers as well as your own agent. The list goes on but you get the idea. The whole thing is simply a pain and can literally push the "pause" button on your life for months at a time.

Multiple bids. We got 'em. We know you want 'em. Come get 'em.

The Open Door Auctions Team

Flickr / karola reigler photography

Is Your Real Estate Agent for You...or Against You?

2011-02-25 04:17:21

What we see as an incredible benefit in deciding to use Open Door Auctions to sell your house is the question, "What have you got to lose?" Seriously. The old-fashioned real estate industry is in such a dysfunctional mess, it's not like you could make a worse choice than going with the same old agent that everyone else does. While we know our sales method will almost certainly uncover the true market value of your house and hand you a fistful of serious offers in only two weeks, if, for some odd reason, you find that it's not for you, we'll part as friends and you can return to that "trusty" real estate agent who will always do for you exactly what he does for everyone else - not much.

At least that's how it appears to the frustrated seller when he's sitting in the middle of a long-term listing agreement (usually six months to a year), which is the norm. What exactly is your agent doing for you on a day-to-day basis? Do you sometimes get the idea that he's sitting in his office throwing pencils at the ceiling, waiting for you to call and ask for a progress report so he can lecture you again about how you don't understand how real estate works? Eventually you stop calling and begin counting the rust flakes forming on the "for sale" sign in your front yard.

Here's the truth from a 20+ year real estate veteran, Jason Hartman. Your real estate agent is in your corner - sort of. Yes, he'd like to sell your house but only after keeping it on the market for a while so he can use open houses and other agents' showings to promote himself to a larger crowd of people who might eventually be in the market to buy or sell a house. So he doesn't want yours to sell too quickly and he certainly doesn't want to spend much time and effort beating the bushes to find a serious buyer because your property might be one of those that won't sell any time for any price no matter how much he works at it.

Your real estate agent is not necessarily working against you. A more accurate description would be that he's working for you but on his terms. He's a mercenary, willing to take actions that benefit you, but only if it benefits him too. How did the real estate industry manage to arrive at such a screwy situation? We're not sure. It's certainly a mess and doesn't seem to be of a mind to fix itself any time soon. If you decide to go with a traditional real estate agent to sell your house, good luck. You're going to need it.

The Open Door Auctions Team

Flickr / greggoconnell

The Multiple Listing Service (MLS) is the Seller's Frenemy

2011-02-25 03:52:55

The multiple listing service (MLS) has been with us so long we can't even remember when it started. Actually, after a quick peek at Wikipedia (which is always right and never wrong - snicker), we discovered that some version of the MLS has existed within the old-fashioned real estate industry for more than 100 years. Watching this balky, cranky, recalcitrant piece of foolishness in traditional action makes it seem out-of-date by a good number of those years.

Open Door Auctions founder, Jason Hartman, has always said that the MLS is the "stock exchange for real estate." That's a good thing, right? Every industry needs a centralized location for buyers and sellers to congregate and decide on a price? It would be nice if the reality were so rosy. Unfortunately, the MLS has proven itself over time to be terribly inefficient at the process of true market price discovery.

While we can't deny that it does discover the true market price eventually, the process might best be described as an unending series of disappointments characterized by offers and counter-offers, with a healthy dose of hurt feelings and anger dispensed along the way. Worse, it can take months for the end game to arrive. The reality is that the MLS does not have to be your enemy. It could be your friend, or at least frenemy when you approach it with an innovative breath of fresh air, like we do at Open Door Auctions.

How does two weeks sound? Probably like a bald-faced lie if you're used to the arthritic snail's pace that negotiations normally proceed in traditional real estate, even when they're using the multiple listing service. The problem is - well, we're not sure what the problem is. Maybe old-fashioned agents having worked in a dysfunctional industry so long they can't see any way out. With Open Door Auctions, we use the multiple listing service because it's an incredible tool. The difference is that we throw the offer/counter-offer process out the window, let you, the seller, set the price, then we reduce it as needed to arrive at the true market price in fourteen short days.

All that's left is to accept the best offer and get on with your life.

The Open Door Auctions Team

Flickr / Fredo Alvarez

Old-Fashioned Real Estate Benefits Nobody

2011-02-23 12:44:46

In a way, it's quite impressive the way that the real estate industry has developed into a model of dysfunction, incongruity, and frustration. Call it the 'trifecta of uselessness' if you like. We're not joking. A person would have to think long and hard to come up with a design that is as biased against all parties as the real estate business is against both buyer and seller.

Say what? The buyer AND seller are getting the shaft?

That's the way it looks from where we're sitting. Think about it a moment from the seller's side, which is perhaps the most obvious one to commiserate with. In the first place, the seller is going to have to sign a one-sided listing agreement that locks him into using that agent and only that agent for anywhere from six to twelve months. During the life of that contract, he has absolutely no guarantee that the agent is going to expend any effort at all in finding a serious buyer. One would assume the agent would be willing and eager to earn that commission but, then again, maybe not.

Let's switch viewpoints to the agent. While he is nonetheless relieved to have convinced the client to sign a listing agreement, he has no guarantee that there will be any interest in the house or that it will sell for any price no matter how hard he works on it. Where's the motivation to work his fingers to the bone? We'll let you in on a little secret - there isn't any.

So, there you have it: an industry that serves both sides poorly but isn't of a mind to change. It was this 'business as usual' approach to the sales process that motivated Open Door Auctions founder and 20+ year veteran of the traditional real estate business to shake things up with an innovative approach that works quickly and efficiently to serve buyer, seller, and agent. And it all happens over the course of two short weeks.

** Don't forget that **The Masters of Income Property Investing** educational event takes place this March 4-6, 2011, which is coming up very soon. You can buy your tickets at an almost 50% discount for a few more days, but we'd suggest you visit JasonHartman.com now before all seats are gone.*

The Open Door Auctions Team

Should You Trust the House Auction Process?

2011-02-16 08:01:07

When a new way of doing business appears on the scene, people tend to be (rightly so) a little bit suspicious about the whole thing. As a species, we cling tightly to the familiar until the unfamiliar proves itself, and real estate is no different. For eons, it seems like, folks who want to sell their houses have gone about it in generally the same way: find an agent, sign a listing agreement, then get the heck out of the way and wait for about a year for something to happen.

In the old fashioned real estate process, all the power lies with the agent.

The Open Door Auctions house auction process changes all that. Of course, we're not the first business to hold a house auction but we are the only one to create an entire new industry model around it. But first things first. Why should you trust us in the first place? Actually, there's one very big reason and his name is Jason Hartman. Jason spent two decades doing real estate deals the old fashioned way, but couldn't get away from the idea that there had to be a more effective way to connect buyer and seller.

As his real estate career morphed into writing, public speaking, and other entrepreneurial pursuits, his desire to re-invent real estate never left his mind. He bought Platinum Properties Investor Network (PPIN), then established a podcast, The Creating Wealth Show, that has garnered a worldwide audience - all the while his mind was pondering how to design a house selling process that was good for the seller, good for the buyer, and even good for real estate agents smart enough to take advantage of it.

Recently Open Door Auctions arrived on the scene in the form of this website. Powered by the knowledgeable and talented team from PPIN, Hartman's new project has achieved the final goal of turning the traditional industry on its ear. Instead of watching that "for sale" sign slowly turn to rust in your front yard, the Open Door Auctions approach takes a scant two weeks to uncover the best available price for your house.

To learn exactly how it works, call our trained agents at 714-820-4250.

Financial independence is closer than you think. Buy your Early Bird ticket to the [Meet the Masters of Income Property Investing](#) educational event before February 14 to qualify for a steep discount on tickets.

The Open Door Auctions Team

Flickr / See Modern Britain

For Sale By Owner - The Worst Idea You've Ever Had?

2011-02-04 07:23:23

The temptation to go the 'for sale by owner' route to sell your house without the help of a real estate agent is not without merit. They do take a hefty little slice of the pie (likely from 3% to 6%) in return for varying levels of effort and competence. Of course, the old fashioned real estate industry will do their dead level best to scare you into employing their services, though we're not here to say that every agent is something akin to the Lapdog of Satan. There are many fine people out there trying to do the best for their client, and make a little money for themselves in the process.

The problem is they're working with broken, outdated information and equipment. How many people kept using a horse and buggy setup for transportation after Henry Ford unleashed the assembly line concept on the automobile industry? Not too many. Who still uses smoke signals to communicate in this cell phone and personal digital assistant world? No one we're aware of, and we know a lot of people.

The point is this. The real estate industry is dying because now there is a better way. 'For sale by owner' is one way to get around some of the most onerous real estate practices, such as long term listings, and high commissions, but then you've opened a whole different Pandora's Box, the worst of which is now you've got to do everything yourself!

But wait. Maybe there is an alternative to using a traditional real estate agent or going the 'for sale by owner' route. Actually, there is an alternative and you can learn all about it on this website. We call our innovative solution to the grinding stress of a house sale Open Door Auctions. We're not asking for a long term commitment like your friendly neighborhood realtor. Two weeks is all we need to sell your house. That's fourteen short days to rinse that house right of your life and get on with the business of living again. Two weeks? Seriously? We are serious and would love to talk to you about the possibilities. For a no-stress, hassle-free, informational conversation with one of our professional counselors, call 714-820-4250 to learn about the best way to sell your house.

The Open Door Auctions Team

Flickr / bsabarnowl

Real Estate Agents - Work Less, Earn More

2011-02-01 06:03:52

The unusual aspect of the [Open Door Auctions](#) selling process is that it's good for sellers, buyers, and real estate agents who aren't afraid to diverge from the old fashioned way of doing business. At times, it seems like the traditional approach to selling real estate results in the three sides of the equation working at odds against one another, and no one leaving the table completely satisfied. We've recently discussed the Open Door Auctions advantage when it comes to sellers. Today the focus shifts to real estate agents.

The truth is that selling anything is a tough way to make a living. The high dollar nature of property sales often causes tension and emotion to flare on the part of seller and agent, which is understandable. A house is normally the most expensive thing a person will buy (or sell) during their lifetime. They don't want to screw it up.

As a real estate agent, Open Door Auctions allows you to leave behind many of the things you can't stand about your job. This is just a small sampling:

- Easy to service listings
- No head butting with seller over price
- MLS does the work for you
- Low maintenance clients
- Multiple income streams
- No lockboxes, showings, or idiotic calls from buyer's agents

The list goes on but this should be enough to whet your interest. Selling real estate doesn't have to be a high-stress, high-burnout way to make a living. You really can take advantage of Open Door Auctions unique approach to earn more money while putting forth less effort. The basic proposition is that the seller signs with us for two weeks. No long term listing agreement or any of that mumbo jumbo. It's simple and easy. You're going to like this part - the seller sets the initial price to anything his little heart wants. You don't have to try to convince him what the price should be. Heck, often you won't even bother with a CMA.

A good real estate agent already understands that the market is going to set the price anyway. Over the length of the two week agreement, which culminates in an auction, we saturate the radio waves, MLS, and other forms of media to get the word out about the house's availability and when it will be sold. This is a fundamental redesign of the real estate industry. As they say, get in on the ground floor!

The Open Door Auctions Team

Flickr / photosteve101

These Days, the Home Office is a Big Deal

2011-01-31 11:40:53

Home sellers have always been coached to show off two rooms in their house to the very best advantage: the kitchen and bathroom. Conventional wisdom says that these areas can make or break a house deal. While we wouldn't be so rash as to suggest otherwise, there is a third room creeping onto the horizon as a pretty darn important location too. You've probably already guessed it - the home office. Whether for full time work or part time income, more and more families find a sizable chunk of their work lives centered around a home office.

These days a home office routinely features all the amenities one would expect to find in a traditional office space. While it doesn't have to be a large room, it does need one thing to the extreme. Organization! It's not so much that you have to actually do work in there but you should include the basic furniture: desk, chair, shelves. In fact, it probably shouldn't look like you're using it. Don't make the mistake of leaving pens and papers lying around. The whole point is to make Mr. or Ms. Home Buyer be able to see themselves working in there. Your main goal is to provide a space with a hint towards business operations and let their imagination fill in the details.

Chances are, at least one person in a buyer's family is going to need a serious home office space. Failure to provide that can be a serious drawback. The home office is also a good place to strategically place a few green plants. Nothing overwhelming but enough to break up what can sometimes become an almost sterile environment.

Need a visual? Think about how an upper end store would display a set of office furniture it wanted you to buy. They'd have a nice set of shelves in the background, a good desk, preferably without a computer hooked up (all those electrical cords running everywhere can be distracting), and a nice lamp. Maybe one of those fancy banker's lamps. Don't blow a house sale because you didn't pay attention to the home office.

The Open Door Auctions Team

Flickr / Jeremy Levine Design

Staging the Kitchen for Sale is Easy and Necessary

2011-01-31 11:18:05

If you ever heard that, of all the rooms, properly staging the kitchen is critical, you heard correctly. It might sound a bit old fashioned to say it, but the woman normally still has final say on which house gets bought and, without a great looking kitchen, she's going to keep right on going down the block to the next one. The good news is that staging the kitchen doesn't require an advanced degree in interior design. There are a few very simple ideas that go a long ways toward making your kitchen the star celebrity it should be. Unlike most other rooms in the house, furniture and appliances are built in, so there's no re-arranging or trying to figure out the best point of view.

Counter

To those used to storing every kitchen utensil and gadget they own on the counter top, this one is going to hurt. Before a single potential buyer walks through the place, the counter needs to be bare. That means completely bare. Neatening and stacking doesn't count. Any clutter at all in this area makes the whole room look cluttered. Clutter doesn't sell. It makes people go, "Ick," in their heads. Got it all cleared off? Good. Now you can add put three things back on it. These should not be appliances or utilitarian, but should instead draw attention in a good way. Think a bowl of fruit, flower arrangement, or a serving tray with refreshments. That's it.

Appliances

The stove, fridge, microwave, dishwasher, etc need to be spotless, which, to those who haven't cleaned in a while, means 'without spots'. All light bulbs should be in good working order. To get much further into the concept of staging than this requires you to realize that there are two basic philosophies. The first, house stagers, are more concerned with a minimalist approach that emphasizes the best features of the house. On the other side, there are home designers, who attempt to play up the decor and furnishings through the strategic use of decorations. Pick your poison but keep these basics in mind when it comes to staging the kitchen for sale.

- No decorations, art work, or magnets on the front of the refrigerator
- Clean inside the refrigerator and make it smell good - fresh fruit works great
- Accent lighting with inexpensive night lights for nooks and crannies
- Clean cabinets inside and out and remove everything not essential for daily living

A definitive list? Heck no, but it's a good place to start when it comes to staging the kitchen.

The Open Door Auctions Team

Flickr / The-Lane-Team

Is That Real Estate Agent Buying Your Listing?

2011-01-27 11:28:04

Here's the scenario.

You're ready to sell your house and, like a squared away home owner, you've done the research and have a pretty good idea what it is worth. Still, you'd like to get a few professional opinions to see if they match up, so you set meetings with three agents. The first two show up with a bundle of papers called (in the biz) a competitive market analysis (CMA). The figures from both agents are very similar, though lower than what you estimate the value of your home. Disgruntled, you sit back to await the arrival of the third agent. Wonder of wonders, his opinion of what your house should be listed for exceeds even your own rosy predictions.

Sold to the highest bidder. Real estate agent number three just got your business in the form of a listing contract and a fat commission when your house eventually does sell, no matter what the final price is. Maybe agent three is simply an optimistic sort of fellow. Maybe he's privy to special information like the hog farm next door is closing down and a Tiger Woods designed PGA golf course is going in.

Or maybe he just bought your listing by inventing a price well above what standard analysis said it should be. Hmm, buying a listing seems like it should be unethical. It is! You should be suspicious if CMA's from different agents vary markedly. They're all working from the same information, with a small amount of deviation expected for professional opinion, but when the difference is tens of thousands of dollars to the high side - stop and think about it.

Some agents would never even consider buying a listing. It wouldn't be worth the damage to their professional image, but some make it a matter of practice. How can you avoid getting snookered? Use Open Door Auctions to sell your house. It only takes two weeks and you set the price. We're doing our best to make the old fashioned real estate industry obsolete. A sure way to keep a real estate agent from messing with you is to not use one.

The Open Door Auctions Team

Flickr / ToastyKen

Sell Your House Now - Invest for Later

2011-01-27 08:14:34

We're going to talk about house ownership and investing in a slightly different way here today, so hang on for the ride. The first point is that, economically speaking, having a bunch of equity vested in your house is a bad idea. At Open Door Auctions, we understand that the idea of a pile of cash growing exponentially inside a mental vault in proportion to the dwindling amount of principal left on your mortgage note gives comfort to a certain percentage of home owners. What a person often fails to take into account is that inflation constantly erodes the real value of home equity, causing it to be worth less with each passing year.

What should you do about the situation?

There are two possibilities. The first is to refinance your existing mortgage, pull out the equity, and put it into something that will actually grow your personal wealth - like more debt. Calm down now! We haven't lost our minds. We're talking about a very particular kind of debt. Specifically, long-term, fixed-rate debt in the form of a loan tied to a piece of income producing property is what you're looking for. This is the only way we know of to make inflation work for you rather than against. Consider that your tenant's rent pays the monthly bank note and, hopefully, offers positive cash flow as well, but that part isn't critical. The critical idea is that the effect of inflation over time causes the real value of your mortgage principal to decline, which is the same as reducing the value of what you owe the bank.

That's how to make inflation work in your favor. Conversely, if equity is left sitting in a home, which is the same as if you had stuffed cash under your mattress, inflation devalues it at the rate of about 10% annually.

Your second option is to sell the house entirely and use that equity to invest in income producing properties. You might buy a duplex, live in side side, rent out the other. You might also take some of your cash to put a down payment on a home (the minimum amount allowed by the lender) and the rest to finance as much rental real estate as possible.

We realize that some of these ideas might seem foreign at first, but you should know that this method is how Americans are still building wealth today. For a more in-depth (and free) education on the topic, visit our affiliate, the Creating Wealth Show.

The Open Door Auctions Team

Flickr / mansionwb

Revolutionary Real Estate Tactics for the Serious House Seller

2011-01-24 11:49:20

Just because something once was the best way to do something doesn't mean it will always enjoy that status. Take for example eating meat raw - fire and cooking came along to change that, also lengthening life span by reducing early deaths from bacteria poisoning in the process. Need another example? Traveling by covered wagon. Just because you can still get from your house in Boston to the family Thanksgiving in Missouri by covered wagon doesn't mean that choice makes the most sense. Henry Ford came along and stuck and internal combustion engine on a frame with wheels, thereby ending that nonsense.

Same goes for the real estate industry. Just because any Tom, Dick, or Harry can hang out his shingle and sign you to a long term listing contract doesn't mean that's the best way to sell your house. In fact, it might be one of the worst unless your goal is slow death by inactivity. A little while back, Jason Hartman had an idea about how he could do things differently, and the revolutionary real estate tactics of Open Door Auctions appeared on the scene.

Having worked the industry trenches as both a seller and buyer for more than two decades, Jason can attest to the fact that employing the services of an old fashioned real agent to sell your house is a really good deal - for the agent! What if we were to tell you there's a way to sell your house without paying what seems to be a pretty high commission and without waiting for the glacial pace of the wheels to turn. Exactly what is your agent doing every day while the grass grows and paint dries? Anything?

Of course, he'll say you couldn't understand the intricacies of how the house selling market works. We have two words for that sentiment. Bull. Crap. It's not any more complicated a process than buying a can of peas at your favorite grocery store. You want peas for dinner that night. The grocery store offers to sell them to you at a certain price. If it's worth it, reach for the wallet. If not, go on your merry way to another store.

The revolutionary real estate tactics of Open Door Auctions simply acknowledges that selling a house isn't rocket science. There is a simple, quick way to bring a buyer and seller together without messing around with the middle man, and we're it.

The Open Door Auctions Team

Flickr / visit Hillsborough

Here's a Crazy Idea - YOU Set the Price

2011-01-24 09:16:36

It's a fact. Your old fashioned real estate agent is going to do his darnedest to try and convince you that he knows what the price of your house should be set at. He'll trot out prices of comparable houses in your area that have recently sold. He'll drag out an official price estimate from a licensed professional. He might even drop his two decades of personal experience in the local market on the table to prove to you that his opinion of the selling price of your house is the most accurate. Maybe he'll try to channel Donald Trump.

Guess what? He might be right on all counts, but the bottom line is that the house is YOURS and if you have a certain number in your head that you want as the initial listing price, who are we to say it's not your right to do so? Last time we checked, we're still were in the United States of America. Setting the price of your property is one area where [Open Door Auctions](#) dramatically departs from the traditional real estate industry.

Our philosophy is simple. It's your house. You set the listing price. The end result, whether you go with what a realtor recommends or your own idea, is ultimately irrelevant because the market ALWAYS sets the final price. Where you set the initial price doesn't really matter. Bet you won't hear that from your old fashioned agent.

At **Open Door Auctions**, we promise you that within two weeks we can show you what the market thinks your house is worth. At that point, you decide whether or not to accept it. Remember this, the market doesn't care if your mortgage is upside down. It doesn't care if you're under-employed or unemployed and desperate to sell at a certain price. The only thing that matters is this: fourteen short days after you give us the green light, we'll have a handful of offers to show you from buyers who are ready to purchase your house. We can't promise you'll like all the offers but they will be legitimate.

The process of arriving at a market driven price takes a real estate agent six months to a year - that's how long the listing contract they want you to sign will be. We'll do the same thing in two weeks. Your call. 714-820-4200.

The Open Door Auctions Team

ElderBerryKing

The Difference Between Selling a House and a Home

2011-01-24 07:42:37

There's a little bit of psychology involved with being a real estate agent. You might not have noticed, but when they talk to a buyer about a purchase, it's called a "home." When they talk to a seller it's referred to as a "house." This choice in terminology is not accidental. A home conjures up an appealing image of a personalized space where you live, raise your family, and decorate according to your tastes. Buyers tend to think in terms of whether or not they can see themselves living in a particular structure. A house is simply that - a depersonalized structure, one of a million on the market at any particular point in time. As a seller, the sooner you can de-personalize your feelings about the home/house, the sooner you'll do what needs to be done to get it ready for sale.

In short, buying is an emotional decision and calling it a home taps into emotions. We recently ran a three part series on how to get your house ready for sale, but the idea of making the shift from "house" to "home" is so important it bears repeating.

The goal is to de-personalize the property but leave a bit of personality. Sound contradictory? It's not really. Take your son's room for example. Leaving family photos of Junior scoring the winning run in his Little League game is a bad idea, BUT placing a baseball glove, strategically, on a bedside table is a stroke of genius, if we do say so ourselves. See the difference? A baseball glove conjures up general images of a young boy doing what young boys do - play baseball. A family photo of Junior makes the buyer feel like they're intruding into your personal space and, if you really intend to sell the house, the latter is bad.

You want Joe Buyer to translate images of his young boy into that room. The totem you use doesn't have to be a baseball glove. A skateboard, basketball, Harry Potter book, or Nintendo game console could accomplish the same end. Just make sure that whatever you use portrays the inescapable image that the space is a room for a boy - THEIR boy.

Got it? Now go sell it.

The Open Door Auctions Team

Flickr / Posh Living LLC

Why Speed Counts When Selling Your House

2011-01-20 07:22:16

Have you ever noticed how so many things in life are undertaken with sheer driving intensity and desire to get it done quickly - but then something happens. Life gets in the way. Motivation wanes. Intensity fades. Pretty soon it's two years down the road and your house still sits on the market with the interested stream of buyers having faded to an anemic trickle. Though human nature might account for this scenario, it makes us wonder why the old fashioned real estate industry has bought into the notion that it must always be this way?

Doesn't your agent want his commission? Why is he willing to sit in the office waiting for the phone to ring? For today's traditional real estate professional, it's a numbers game. He signs as many suckers as he can to long term listing agreements, figuring a few each year will pan out on their own with no real effort from him. His effort goes towards signing more sellers to contracts than actually selling the houses already under his control.

This is why we call the real estate industry dysfunctional. It embraces ineffectiveness when the opposite would work better for everyone. When it comes to selling your house, speed counts. Consider this: at any moment in time, there are dozens, maybe hundreds, of buyers with a letter from the bank, ready to pounce on a house. Within 24 hours of a new house being listed, they're on it like dogs on raw meat. But time goes by and interest fades. As we said, life gets in the way and your real estate agent puts selling your house on the back burner, passed over in favor of the newer ones just coming on the market.

The reality is that the action on your house should happen fast. You have to hit the whole market with everything you've got in the way of attracting attention to sell it. Do you want to be looking at that sign in the front yard in two years? If not, why not give Open Door Auctions a shot at selling your house in two short weeks? That's fourteen days. You set the price. You browse the offers. You decide to sell or not. You owe us nothing after two weeks are up.

But most importantly, you could be free from the energy draining process of having a house on the market, and ready to move on to bigger and better things in your life. Please call one of our professional Auction Counselors today at 714-820-4200 to learn how to move your house quickly.

The Open Door Auctions Team

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Open a Can of Feng Shui on the Mother-In-Law

2011-01-17 14:04:52

** Decades of studies, academic as well as social, interviewing hundreds of families have revealed that nearly two-thirds of women complain they've suffered long-term stress arising from friction with their husband's mother. In turn, an equal number of mothers-in-law complained bitterly about their exclusion from their son's lives and from their grandchildren.*

Having a mother-in-law living in your house can rarely be classified as a desirable situation. We don't have to go into the gory details to establish that this is a circumstance about as ripe for friction as anyone can imagine.

Unfortunately, this stress manifests itself in the living space and, believe it or not, people taking a tour of a house you're trying to sell will notice it. You need to open a can of Feng Shui. Quick! Since the Chinese art of Feng Shui to balance the energy in living spaces has evolved over the course of two thousand years, we're not even going to pretend like we can teach you everything you need to know within the confines of this article. More than anything, we want to get you thinking about the possible sources of stress in your living environment and how it might impact the sale of a house.

Here are some beginning Feng Shui tips.

1. Clean out the clutter. We've discussed this in previous articles. It makes sense for a variety of reasons but is essential to create a harmonious balance of energy within the space. How to judge if it needs to go or stay? If you don't love it, get rid of it.

2. Air and light. To promote good Feng Shui energy (called Chi), bring as much natural light as possible into the house. For fresh atmosphere, you have a few options. Either open the windows frequently, keep air-purifying plants around, or, alternately, run a good air-purifier.

3. Define the energy map of your house. Certain areas of the house are associated with certain areas of your life. For example, the southeast is often related to money energy, which behooves one to understand if they are trying to get a good price for the house. If you're unfamiliar with energy mapping, search the Internet or visit your local book store.

Ultimately, you might not have the option of ejecting your mother-in-law from the dwelling. In that case, we suggest you begin studying the five elements of Feng Shui immediately to help you bring balance into your corner of the world. Think it's nothing but a bunch of New Age babbling? We wouldn't be so quick to dismiss a couple thousand years of practice and development. How many ideas in your life do you expect to stand that severe a test of time?

The Open Door Auctions Team

Flickr / i see you

How to Sell Your House in Any Market (part III)

2011-01-14 12:20:02

Welcome to the final installment in our series about preparing your house for sale no matter what the broader real estate market is doing. Note we haven't promised that doing this stuff makes it a guaranteed sale, but neglecting it goes a long ways towards insuring you'll be looking at the "For Sale" sign in your front yard for months or years to come.

Your task at hand now is to make that house sparkle. In particular, you should:

- Wash all the windows inside and out
- Beg, borrow, or steal a pressure washer for siding, sidewalks, etc
- Get rid of cobwebs
- Fresh caulk for tubs, showers, sinks
- Polish chrome wherever it might be found
- Clean the refrigerator thoroughly
- Daily vacuuming, floor waxing, dusting
- New rugs, fresh towels
- Get rid of odors wherever they may be hiding

If you've neglected any (or all) of these tasks for a while, the first time through might be daunting. Focus on getting it done once. Daily cleaning maintenance will be more tolerable thereafter.

Now it's time to take a walk through the place. Pretend you're an interested buyer and enter through the the front door. Pause to look around. Does anything about the house say, "Yuck, I'd like to leave now." If so, change it, fix, remove it. Now is the time to enter each room with an eye turned toward the buyer. If furniture needs to be re-arranged – well, it's not going to happen by wishful thinking. Get in there and do it. The goal is to make it look like nobody lives there.

Last but not least, we move to the idea of curb appeal. This idea is so powerful that HGTV created a whole television series around it. Your mission is to make the exterior of the house and yard so appealing that the buyer literally leaps from the real estate agent's car, so eager are they to browse. That might be a little extreme, but never underestimate the power of fresh paint, trimmed hedges, mowed lawn, cleared sidewalk, and a splash of flower color.

That's it. Your house is ready to sell. If you prefer to bypass the old fashioned pace of traditional real estate agents, give Open Door Auctions and their unique house sales approach two weeks and we'll give you your future. Call our professional house counselors at 714-820-4200.

The Open Door Auctions Team

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How to Sell Your House in Any Market (Part II)

2011-01-13 12:56:11

Okay kiddies, last time we underscored the need to dissociate, de-clutter, and de-personalize your house before trying to sell it. These three issues can be the difference between a sale and a long sit on the market, but today we've got even more tips for selling your house, no matter how bad you think the market is.

Organize closets and cabinets: You're not going to watch a potential buyer every moment they're in your house, right? Need to give them room to breathe and snoop. You can bet they're going to peek into the bedroom closets and kitchen cabinets. When they do, make sure that an avalanche of stuff collected from every other room in the house and hidden away doesn't come crashing down on top of them the moment they open the door. Kitchen specifics - alphabetize spice jars, neatly stack dishes, and turn all the coffee cup handles out. In the bedroom closet, line up shoes and hang shirts together facing the same way.

This is what they make self storage units for: There's a good chance you have too much junk in your house to even come close to having a place to stash it where a roving buyer won't notice. That's where self storage units come in. Buckle down and put everything, that means everything, in your new unit that would distract a browser. A decent sized unit can be had for around thirty bucks a month with no long term contract.

Remove the keepers: If there are items in the house you don't want to part with, take them out before the first potential buyer ever walks through the front door, because once you tell them they can't have something, they'll obsess on it until they drive you crazy and the deal goes bust. If the billiards table in the basement was a gift from your long dead poolshark grandmother, and there's no way you're leaving without it, move it out and put it in storage! If you can't bear to part with the stainless steel refrigerator that dispenses ice, water, and Mountain Dew, get it out of there and put another one in its place.

Before putting your house on the market is the time to make those minor repairs you've been talking about for years. Fix leaky faucets, replace cracked tiles, repair wall holes, tend to squeaky or sticking doors and drawers, and invest in neutral colored paint.

We're not done yet! One part to go. Stay tuned.

The Open Door Auctions Team

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How To Sell Your House In Any Market (Part I)

2011-01-13 11:27:54

Otherwise calm, rational people seem to lose their minds when it comes to selling a house. To be more specific, when it comes to selling their own house. It's not a bad idea to undertake the task on your own. The truth is you don't have to pay a lazy agent's high commission just to find a buyer for your property, but that's a topic for another day. Today we're going to examine the tricks of the trade involved in getting your house ready to move no matter what how weak the broader economy might be.

Prevent self-sabotage: The main problem many people find with selling their house is the little voice in the back of their head telling them to, "Stop! Don't sell." If this is the case with you, there's no point in trying to unload the thing until you have convinced your entire body that it's what you really want. Unless you can disassociate your feelings and emotion from the structure, you'll lollygag your way through staging, sabotaging your own efforts at every turn. Here's our first bit of advice. Don't even pretend like you're going to sell until you're truly ready. If that day has not arrived yet, wait a while. Once it does, say goodbye to every room and keep your vision aimed at the future.

Get rid of the personality: Remove all evidence that a specific family lives in the house. That means box up family photos, heirlooms, granny's ashes, and anything else that says, "We live here." The problem with leaving that stuff up for anyone to see is that it distracts a prospective buyer. You want them to visualize their own memorabilia on the walls, and for their thoughts to turn to how good it will look once they own it. What you need to hear from them is, "I can see myself living here."

Remove the clutter: Those of the opinion that people fall in love with cluttered homes, you are wrong. Human beings as a race are amazing collectors of junk. If you ever thought it would be a great idea to rent a storage unit, now would be the time. Haven't used it in a year or longer? The odds are you never will. Pay particular attention to removing books from bookcases, knickknacks from their nooks and crannies, and clearing kitchen counters. It also might be a good idea to make it easy for potential buyers to navigate through rooms without use of handholds, guides, or sherpas. In other words – clear a trail!

More to come.

The Open Door Auctions Team

Flickr / Elliott P.

2 Weeks 'Til Freedom From Your House

2011-01-12 12:18:37

The burden of putting your house up for sale is enough to make a hardened cage fighter weep. The problem is not so much that the process is overly intricate or complicated, but rather that the actual sale date is an open-ended question. The first thing you'll likely be faced with, should you choose to employ the services of an old fashioned real estate agent, is that they're going to want you to sign a long term listing agreement (normally six months or one year).

The obvious conclusion is that you shouldn't expect anything to happen quickly. And don't make the mistake of thinking your agent will be busting his hump every second of the day to get your house front and center on every eligible buyer's plate. The real estate industry moves at a certain pace, which might most accurately be described as lethargic, and sellers or buyers who get in a hurry to push the pace are liable to be labeled "troublemakers." Guess how much effort your agent expends on troublemakers? Less than usual.

At [Open Door Auctions](#), we've heard plenty of reasons over the years from old fashioned real estate agents why it takes so long to sell a house, but none of them good ones. We need two weeks of your life. That's all we'll ever ask for. Our unique selling process kicks into high gear immediately when we set a date for the auction and begin saturating local and national sources with the availability of your house.

What's one of the biggest nightmares related to selling your house? It has to be butting heads with the stubborn agent regarding the listing price. He wants one thing, you want another. Here's a crazy idea – it's your house, you set the price. More accurately, you set the initial price and the market determines how accurate your guess was. It truly does not matter what number you or any real estate agent in the world puts on a property. It's simply that - a number – a starting place, if you prefer. The ultimate arbiter of what your house is worth is the market of buyers who bid on it, and in two short weeks you will have in your hands a variety of bids to ponder. Remember, if you don't like any of the bids you receive from our two week process, you don't have to sell it.

Two weeks until freedom from your house. Think about it.

The Open Door Auctions Team

Flickr / Joe Lanman

The Old Fashioned Real Estate Industry - Dysfunctional Doesn't Even Begin to Describe It

2011-01-12 11:42:14

If you plan to sell your house at some point in the near future, chances are the real estate industry will do its dead level best to make sure you get a bad deal. It doesn't matter which "professional" agent's services you retain, and he might not even be a "bad" agent, but simply tainted so thoroughly due to long term exposure to the system, he doesn't realize how broken it is. The real estate institutional bias has always been firmly tilted away from the best interests of the seller, sometimes criminally so.

We don't make these charges lightly. In fact, **Open Door Auctions** Founder, Jason Hartman, as a former real estate agent and broker himself, spent years in the very same trenches he now wants to help sellers avoid with this revolutionary approach to selling your house. For a change, this method focuses on the needs of the individual seller or buyer rather than the avarice of the real estate or financial industry.

What do you hate most about the thought of employing the services of a real estate agent to sell your house? If you're like us, there's so many to choose from, but we'll begin with:

- Long, one-sided listing contract that doesn't obligate the agent to do anything but ties up your property
- Pricing battles
- High pressure sales tactics
- Inconsistent quality of agents

We could go on but, hopefully, you get the idea. What are the alternatives? Until now, not much. You could list your house yourself but, without access to the MLS, avenues for legitimately interested buyers are few and far between. Sort of like looking for that proverbial needle in the haystack, unless just get lucky, chances are it's not going to happen.

That's where **Open Door Auctions** comes in. We like to call ourselves a disruptive business model because we're throwing a wrench into the customer last approach of the old fashioned, outmoded way property has been sold historically. There's too much to do justice to the topic all at once but, never fear, we'll be posting here regularly. If you or anyone you know has plans to sell a house, do yourself a huge favor by giving us a chance to show you how it should be done.

No obligations. Nothing hidden up our sleeve.

The Open Door Auctions Team

Flickr / Real Estate in Kitchener Waterloo