

Press Release

Venbona Puts an End to the Culture of Fixed Prices in Real Estate Sales

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Professional real estate agents are continually faced with the task of getting the best possible price for their clients' property. There are various ways to evaluate the value of a property, but the actual market price is determined by the dynamic of supply and demand. As a result, the bidding process is becoming an increasingly popular way to achieve the best possible price on the market and to sell the property for the highest price. Property sales for an estimated fixed price are playing an ever smaller role.

How much is my property worth on the market? This is one of the most important questions that property owners looking to sell ask real estate agents, estimators or bank valuation specialists. These professionals estimate the property's value using hedonic models, price databases, lists of location and property criteria, and their own experience. This results in a final amount X. Their estimates can sometimes deliver an incredibly accurate value, but sometimes they are far from the actual market price, as none of these experts are actual interested buyers.

Dangers when selling for a fixed price

If the sales price is estimated and fixed, the seller must wait until someone willing to buy at the offered price comes along. This leads to the danger that they will not be able to find a buyer and the price will have to be lowered. Dropping the price and taking a long time to sell have a negative effect on the property and quickly give the impression that it is undesirable. However, if a buyer is found too quickly for the chosen sales price, it gives the impression that the property was sold for too low a price.

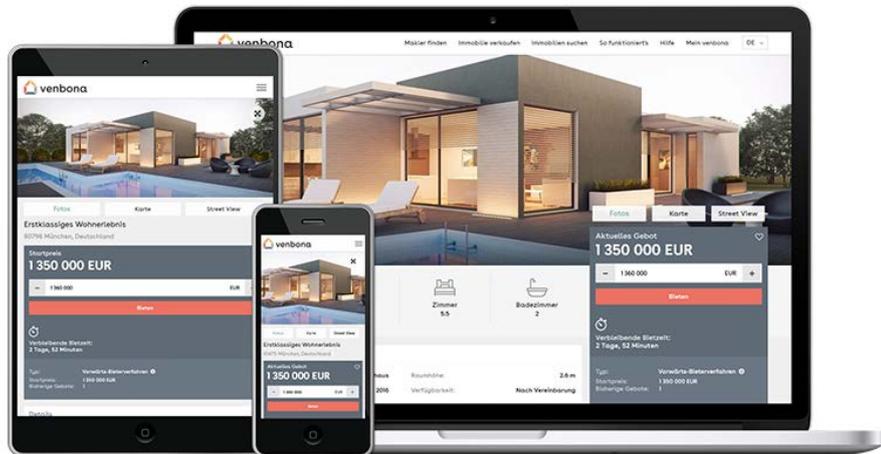
Higher sales prices thanks to digital biddings

The price that a property will actually receive on the market can be estimated in many ways, but it is very difficult to determine precisely. This is why increasing numbers of property owners are selling their property using a bidding process, to benefit from the dynamic of supply and demand.

With venbona's digital biddings, interested parties participate in a direct competition and submit their bids for a property above a specified start price. The bids from potential buyers show precisely what they are willing to pay and thereby provide an authentic reflection of a property's market value. This lowers the risk of selling the property below its actual value. On the contrary, the bidding leads to an average of 5-20% higher sales prices – and in a much shorter sales time than the traditional sales process.



During the sale of a property using venbona's digital biddings, the real estate agent can demonstrably live up to its motto 'We sell for the best price', and the owner can be sure that their property will be sold for the 'best price' as promised. Thanks to the digital bidding, there is no further reason to sell a property using a fixed price.



venbona ensures transparency and fairness

venbona is the digital trading platform for real estate and makes the buying and selling of properties simple, efficient and transparent. For both property owners and buyers, the digital bidding reflects the true market value based on the current relationship between supply and demand – completely independent of statistics and forecasts. Interested buyers can keep track of all the entered bids online and respond immediately. This results in a completely fair contest. With venbona, all parties can be certain that their property transaction was successful.

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