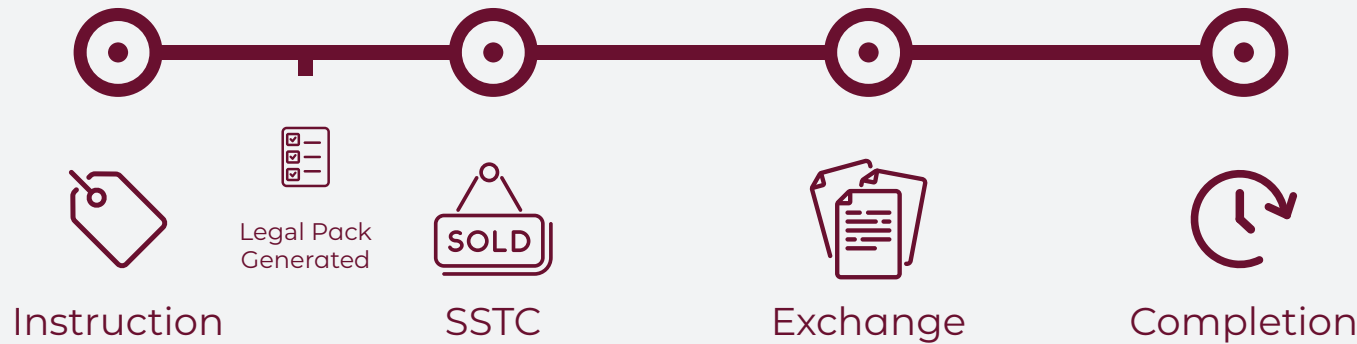
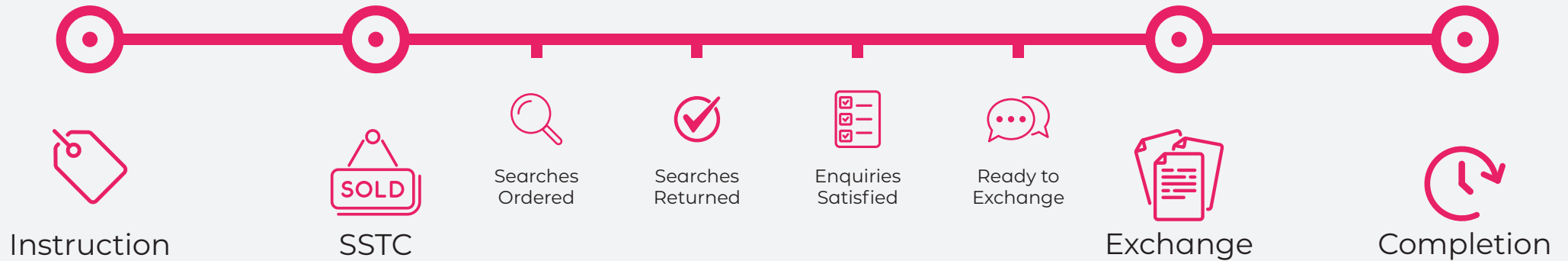


# Marketing solutions to consider



LAWRENCE RAND

in partnership with **iamsold**



**Private Treaty**

- Traditional method of sale
- Flexible Timescales
- Less pressure
- More time to achieve best price
- Sales process - 100+ days
- Higher 'fall through' (30%)

**Modern Method of Sale**

- Speed - 56 days to completion
- Security - buyer fee
- Low 'fall through' (5%)
- Commitment to timescales
- Less time to achieve best price
- Buyer pays fee

**Traditional Auction**

- Speed - 15 working days to complete
- Security - Legally bound to complete
- 1% chance of fall through with vendor retaining the buyer deposit
- Limited buyer pool may impact price