



Reliance
AUCTIONS
Your Auction Partner



Reliance AUCTIONS

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OUR MEMBERSHIPS

- SAIA (South African Institute of Auctioneers)
- NAA (National Auctioneers Association)
- EAAB (Estate Agency Affairs Board)
- South African College of Auctioneering



COMMITMENT • MISSION • OVERVIEW

RELIANCE AUCTIONS

Reliance Auctions (Pty) Ltd is a dynamic auction company specialising in the sale of residential and commercial property in South Africa. Integrity and honesty form our cornerstone and these definitive values stand us in good stead in an industry where success is largely dependent on reputation.

Faced with an ever changing environment, Reliance is built on service deliverance and speed, geared to effect a quick response and make an immediate impact. Our aim is not to be the biggest, but the best.

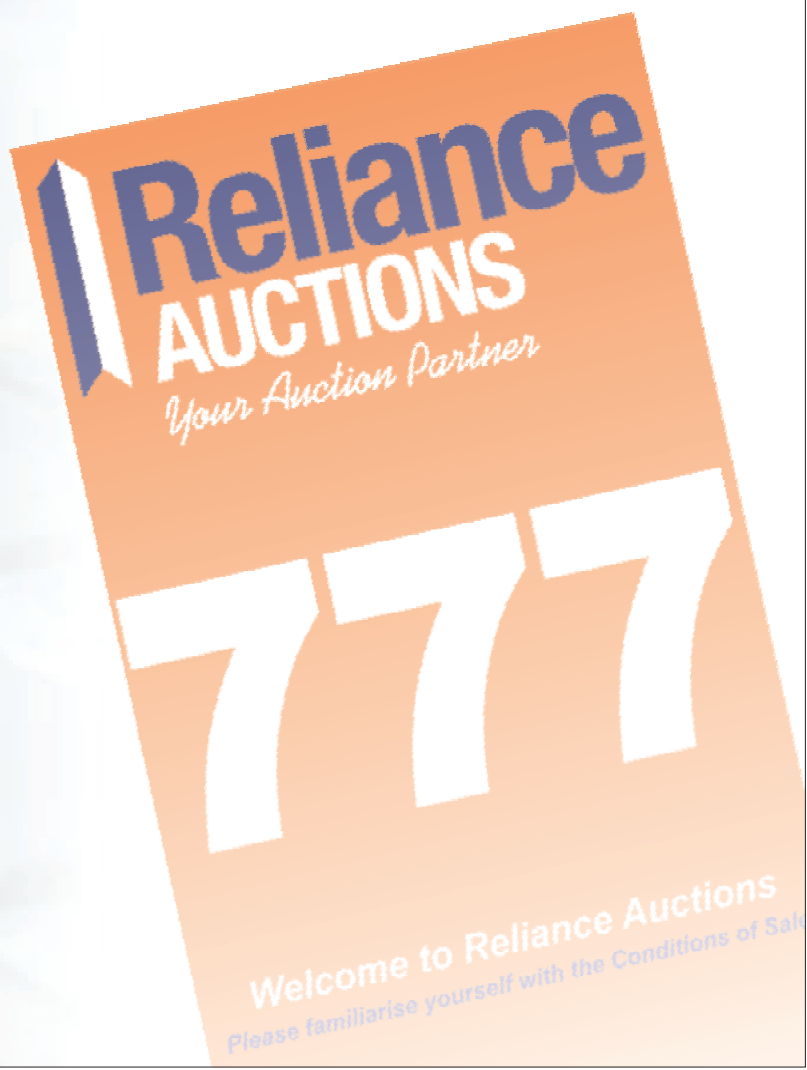
Reliance provides an unprecedented sales solution focused on maximising results at all times. With attention to detail and uncompromising determination to achieve excellence, Reliance brings a new understanding of success to the market.

Reliance aims to create wealth and value by providing a platform for the market to buy and sell real estate on auction.

Reliance prefers offering a personalised, results driven service, together with a hands-on approach that extends beyond the sale. With service guaranteed, Reliance remains committed to every transaction in its entirety to completion.

Reliance, although a new brand in the industry, has through its directors been involved in property auctions for many years.

Established in 2011, and grounded in the belief that the client comes first, Reliance stands by the adage, "our word is our honour". To this end, each project is carefully selected and executed to perfection, engaging the resources of the entire team to ensure optimum results. These sound principles form part of our DNA giving us the competitive edge, making Reliance a client's first choice.





MEET THE TEAM

DAVID SOUTTER - CEO

David embarked on a degree in Business Administration (BBA) from Andrews University. However, with his strengths in sales and marketing, joined the insurance industry consulting for Old Mutual before setting his sights in the highly competitive leisure industry, in which he dominated, winning many prized accolades and awards in Southern Africa.

In 2005 David joined the auction industry, initially through Aucor as an outsourced sales company, whose duties were to present properties to the auction platform.

In 2007, he became a founder member and partner of Bidline Auction (Pty) Ltd up until 2009. On selling his shareholding in Bidline, David was requested by Aucor to head their commercial property division, which he completed successfully before founding Reliance Auctions (Pty) Ltd.

Over the years, David has gained extensive experience not only in the auction arena but also as a property developer. This combination has given him a rounded understanding of the property market in South Africa, contributing largely to his success.

CHANTEL GEORGIADIS - Director

Chantel Georgiadis a property expert, began her career with Jordan Properties in 2000, she was assigned the role of financial manager in 2002. Her duties included tender sourcing, application, evaluation and management. Chantel coordinated development projects and ensured that all departments met their deadlines.

Initially having introduced industrial and commercial property to auction, Chantel began to facilitate auction sales on an ad hoc basis. Her unique ability in dealing with customers and concluding sales, caught the attention of Aucor and in 2006 she was contracted permanently by Aucor as a senior broker.

In 2007 Chantel was head hunted by Bidline Auction where she managed the sales team and contributed to the extraordinary success that Bidline enjoyed.

Chantel, established in the industry, was excited at the opportunity of becoming part of a new auction company and was appointed a director of Reliance Auctions in 2011.

QUEZET DE VILLIERS - Director

Quezet De Villiers has extensive management and sales experience and was a key contributor to the Software and Telecoms industry. Quezet managed National accounts for companies like MTN and European Telecom Africa and concluded high level negotiations at Exco level contributing to the growth of the sector.

With a passion for real estate, Quezet was introduced to Lew Geffen Sotheby's in 2002, where she excelled in "off-selling" projects like Dianfern Golf Estate and Dainfern Valley.

Intrigued by the dynamics of the auction industry, she decided to direct her career in this exciting field and joined Bidline Auction in 2008. Once firmly rooted in the industry and utilising the skills acquired from her previous sales experience, she soon concluded numerous successful property transactions for her clientele.

In 2010, she joined Aucor commercial before her appointment as a director of Reliance Auctions. Her current portfolio spans South and Central Johannesburg where her team consistently provide sales solutions for sellers.

MEET THE TEAM

GUY DOWDING - Director

Guy Dowding, a St John's College Old Boy, spent a few years in the event management industry both in the United Kingdom and South Africa before finding his forte in property.

Guy joined Bidline Auction in 2008 as a senior commercial broker, dealing with banks, institutions and property funds, such as, Absa, Vukile Property Fund, Lancet Laboratories, Subaru/Suzuki, Fleet Steel and the Currie Group.

Guy was successful in negotiating and concluding property transactions for these organisations achieving sales that far surpassed expectation. This catapulted him into being highly sought after in the industry, with continuous requests from sellers to attend to the sale of their portfolios.

Prior to his appointment as a director of Reliance Auctions, Guy assisted Aucor as an independent broker, outsourcing commercial, industrial and retail property on their behalf.

MANAGEMENT & STAFF

Reliance provides an ongoing training programme that ensures our staff are kept abreast with current market trends at all times. Our well trained personnel understand the importance of a quick response to customer requests, alleviating down time.

This ethos makes interacting with Reliance pleasurable and ensures the company is continuously represented in a professional manner. The back office or administration department provides the necessary support structure needed to conduct our business fluently.



BENEFITS • WHY RELIANCE • WHY AUCTION

WHY AUCTION?

Auction, for many years has been associated with a last resort or "fire sale." This perception has by and large shifted and auction is fast gaining momentum, whereby both seller and purchaser are making an informed decision to dispose and acquire property on auction.

An auction encourages a purchaser to act. According to the Oxford dictionary, "auction" is defined as a call to action, a "public event where things are sold to the person who offers the most money for them."

WHY RELIANCE?

The relationship with our client begins long before the sale. Our brokers inspect, analyse and assess each property and provide sound recommendations ensuring that the market has an appetite for that specific property at that time. Reliance treats each property as an individual project and irrespective of the size, each project is handled professionally and with equal enthusiasm.

Reliance completes the sale cycle by:

- Presenting a property to the market ready for sale
- Running an intensive advertising campaign which targets the right audience
- Ensuring maximum exposure in the shortest time period
- Conducting professional well attended auctions
- Realising maximum value for our clients

Sellers entrust their assets to Reliance Auctions with the knowledge that they will achieve maximum results and the sale will be managed professionally through to the very end.

PURCHASERS' BENEFITS

Purchasers have a strong preference for acquiring property on auction as auction sales are overtly transparent, fair and open. The seller cannot be accused of covert dealing or selling at an inflated price.

A purchaser understands that an auction provides an immediate result and alleviates lengthy, time consuming negotiations with sellers and brokers. An auction publically demonstrates to the market that the seller is serious, confirming to the purchaser that the sale is genuine, enabling him to implement his plan for the property timeously.

SELLERS' BENEFITS

Sellers have come to realise that selling on auction provides them with a quick turnaround time, alleviating unnecessary holding costs (interest, insurances, rates and taxes, etc.). Reliance finds that most properties are marketed, auctioned and sold within twenty one days whilst still providing the seller the opportunity to obtain fair market value for their property.

The auction process provides a sense of urgency to the sale primarily because it offers a cut-off date where the property will be sold to the highest bidder. This specified time frame creates a fear of loss and ensures that all interested parties attend the sale which in turn creates fierce competition.

An offer made on auction is non-suspensive, placing the seller in full control of the sale with the added benefit of the purchaser being responsible for the auctioneer's commission.

On the fall of the hammer the successful purchaser secures his bid with a firm deposit, furnishing guarantees for the balance within a set period on acceptance of the sale. These bona fide purchasers are stimulated by the auction process and Reliance often sells property well above the expected value.

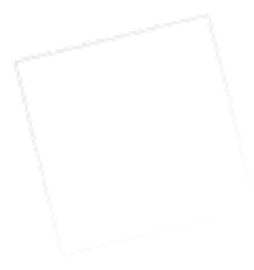


CUSTOMER SERVICE

Excellent



Good



Your Auction Partner