

Bibliographic Information

Stephen J. Martin and Thomas E. Battle, III

SOLD! The Professionals Guide to Real Estate Auctions

Whether you are a homeowner wondering about your home, a farmer with estate issues in mind, a financial institution officer with REO to sell, or a major title holder needing to liquidate land, residential investment property or income property this book is for you.

SOLD! discusses all the aspects of the auction process. When it should be used and when it should not, how to select an auction marketing firm and how to monitor the results.

The primary author, Stephen Martin, has provided consulting services to some of the largest fortune 500 companies, as well as investors, and land-holders wishing to liquidate their holdings. In this book he has shared much of what he has learned over his 35 years of providing such services.

About the Authors

Steve Martin and Tom Battle have spent more than 75 combined years helping real estate and auction professional improve their businesses. Their knowledge and expertise has been widely recognized by both industries. Their consulting company, The GWENT Group, Inc. has had as clients the National Association of Realtors®, The National Auctioneers Association, the Resolution Trust Corporation, numerous financial institutions and corporate and private owners of real estate assist them in the transitioning of real estate assets.

Recognized experts on real estate and the auction method of marketing, they have brought to this second edition of SOLD! new insights into the auction method by inviting some of the leading professionals in the USA to add their insights to the book as well.

For a more complete description of Martin's work see other links on this page.