

Accelerated Marketing

One of the most compelling aspects of the Sperry Van Ness platform is the effective use of the accelerated marketing process to spotlight an asset or portfolio for sale.

Through the process, it is the seller who determines the terms of the transaction. The marketing process momentarily removes the paradigm of pricing by utilizing vast market penetration encouraging prospects to engage in the pre-sale buyer momentum process.

This creates maximum competition and maximum value under the terms of the offering and creates the best forum to understand a property's true market value.

Nationwide, Highly Experienced Professionals

The Sperry Van Ness Asset Recovery Team consists of real estate professionals that specialize in asset disposition solutions for distressed assets and portfolios across the United States. The team designs and implements custom marketing initiatives for the disposition of assets that insure maximum return to our clients. We are able to provide our clients with national reach and local expertise through our network of nearly 1,000 Sperry Van Ness advisors located in 160 markets throughout the nation.

The Sperry Van Ness Asset Recovery Team members have planned, orchestrated and conducted successful auctions, sealed bid initiatives and asset dispositions throughout the United States, Mexico, Puerto Rico and the Virgin Islands.

Our team has hundreds of years of combined experience working for major corporate clients, financial institutions, government agencies, bankruptcy courts, receivers, trustees, developers and investors. We understand that each portfolio or individual property demands creative thinking, strategic actions, and comprehensive analysis to achieve the best results available in the market.

Our goal is to create maximum competition, which equals maximum value for our clients. The Sperry Van Ness Asset Recovery Team is built for better results. ***Be advised – there is a difference!***

Formats: Auction, Sealed Bids, Accelerated Listings

Open Out-Cry Auction: This is by far the most traditional and recognized method of the auction process. The seller defines the terms. Pre-sale marketing and due diligence are conducted beforehand and the auction event takes place during a predetermined date, time and location. Bidders are pre-qualified with certified funds to bid and the event is open and conducted live in a competitive environment. Live Online-Internet Bidding is often a value added component.

Sealed Bid: While this is similar to the Open Out-Cry Auction, offers are submitted in a Sealed Bid format to a certain location on a predetermined day, date and time. Offers are then opened in a closed-door environment and reviewed by the seller and our team as to the price and conformity with the terms of the offering predefined by the seller. This format insures more control over the transaction and is usually best suited for hard to value assets. In this case, the seller has the flexibility to request "best and final" offers from qualified buyers in the competitive range of pricing.

Sealed Bid + Auction: In this hybrid method of Open Out-Cry and Sealed Bid, terms are established that allow for the sealed-bid process to precede the Open Out-Cry event with up to the five highest bidders invited to participate in the Open Out-Cry auction. The highest sealed bid offer received determines the minimum opening bid for the Open Out-Cry auction. This format provides control and flexibility over the transaction and forces interested prospects to make a strong initial offer in order to be eligible to participate in the second phase.

Accelerated Listing: In this method, assets are aggressively priced and exposed to the market for a limited period of time. If necessary, this phase is followed by an accelerated marketing program customized for the asset.

Online Auction: Assets are marketed using a customized accelerated marketing program however all bidding takes place on the internet for the convenience of all bidders.