



PRACTICAL GUIDE

Pre-Auction Offers, When to Strike

How to construct a pre-auction offer the vendor can't ignore, including terms, deposit and settlement levers.

When to make one

- Strong personal fit; you'd be devastated to miss it at auction.
- Limited time, can't attend auction or finalise finance by auction day.
- Vendor is showing signs of wanting certainty (relocation, settlement deadline).
- Comparable sales suggest auction would clear well above your ceiling.

When NOT to make one

- Low buyer interest in the campaign; auction will be soft.
- Vendor has rejected similar offers in writing.
- You're not in a position to be unconditional and the vendor needs certainty.

Structuring the offer

- Pitch 5% to 10% above your auction ceiling to be taken seriously.
- Unconditional or close to it (10% deposit, 30 to 60 day settlement).
- Short expiry: 24 to 48 hours so it can't be shopped.
- In writing, with finance evidence and conveyancer's contact.

If rejected

- Withdraw at the auction; don't bid against the price you already offered.
- Or stay in and bid up to your auction ceiling, knowing your pre-auction position.

This guide is published by BuyerHQ for educational purposes only and is not legal, financial, or tax advice. Always engage a Victorian-licensed conveyancer, mortgage broker, or accountant for advice on your specific situation.