

# Real Estate Journal

THE LARGEST WEEKLY COMMERCIAL/INVESTMENT NEWSPAPER IN THE WORLD

## Property auction tools on [www.PropertyAuction.com](http://www.PropertyAuction.com)



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Well summer is coming to a close and with no light at the end of the real estate tunnel, brokers, sellers and investors are increasingly looking for alternative methods to market properties as well as new sources for buying opportunities. These choppy waters lead to note defaults at alarming rates which result in foreclosures the likes we haven't seen in over 20 years. One tool which has become a savior for many is PropertyAuction.com which has been around since 1997 and continues to gain in popularity. It has become the premier on-line destination and auction platform for the real estate industry.

This unique website which covers every state is a national service which allows auctioneers and all other commercial real estate professionals to list properties that may be sold in the form of an auction. PropertyAuction reaches its target audience via email alerts which can be customized according to state and property type and are sent daily or up to 3 times per week. PropertyAuctionAlert! is a cost effective tool and personalized brochure that showcases a property owner's auction to the website's database of subscribers as well as the client's own personal email list which can be submitted and incorporated into the blast.

Constant listing updates are provided and search tools allow users to select their search criteria and narrow the type of property which they are looking for state by state. Sellers can also fill out an on-line application and receive a free analysis of the property and evaluation of the auction potential by a qualified real estate professional.

The market is experiencing challenges it has not faced in many years and these times call for unique marketing measures. PropertyAuction's leading platform takes that challenge head on and succeeds.

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