

AUCTION IN ACTION

ISSUE 01

FROM UNSOLD TO £502,000

 18 Park Lane, Hazlemere, HP15 7HY

How auction delivered a fast, unconditional sale when a traditional sale couldn't.

 **First for
Auctions**

THE CHALLENGE

A well-positioned family home with plenty of potential, but a sale that needed more speed and certainty than the traditional market could offer.

When the owners of 18 Park Lane inherited their family home, they faced a difficult situation. The property had already been placed on the open market with another estate agent at an asking price of £500,000, but it failed to attract meaningful interest.

The property itself was not the issue. The 1930s semi-detached home offered three double bedrooms, a double-storey rear extension, a large garden with adjoining woodland, a private driveway and a double garage with workshop - giving buyers clear scope to modernise and add value.

The real challenge was timing. With an inheritance tax deadline approaching from August 2026, the sellers needed a buyer who could proceed quickly and with certainty. A more dependable route to sale was needed.



KEY CHALLENGES



Inherited family home



Previously marketed at £500,000



Failed to attract meaningful interest



Inheritance tax deadline approaching



Needed a fast, certain sale

THE PROPERTY

A 1930s semi-detached family home with space, potential and clear appeal for buyers looking to modernise.



3 Double Bedrooms

A spacious family layout with generous accomodation.



Double-Storey Rear Extension

Additional living space with scope to improve.



Large Garden

A strong lifestyle feature for family buyers.



Adjoining Woodland

A rare setting that added character and appeal.



Private Driveway

Off-street parking for added convinence.



Double Garage & Workshop

Flexible space with practical use and future potential.

THE AUCTION STRATEGY

A carefully positioned guide price and a focused auction campaign helped generate competitive interest from serious buyers.



Referral from Tim Russ & Co

After the traditional route failed to deliver meaningful interest. Tim Russ & Co referred the sellers to First for Auctions .



Auction Recommended

Auction was identified as a more suitable route because the sellers needed speed, certainty and committed buyers.



Guide Price Set at £365,000

A competitive guide price was recommended to encourage interest and create bidding momentum.



Confidential Reserve within 10% of Guide

The reserve protected the seller while allowing the campaign to generate strong buyer competition.



Four Week Marketing Campaign

The property was entered into auction on 30th June 2026, with marketing commencing four weeks prior.

THE RESULTS

The auction campaign generated strong buyer competition and delivered a fast, unconditional sale.

£502,000

Final Sale Price

Sold unconditionally, with exchange of contracts taking place immediately on the fall of the hammer.



155

Bids Placed



8

Active Bidders



£365,000

Guide Price



**Within 10% of
Guide**

Confidential
Reserve



Immediate

Exchange of
Contracts



£2,000

Above previous
asking price

CLIENT TESTIMONIAL



“We cannot praise Simon and his team enough.

Right at the very beginning, when we were very nervous to put the house to auction, he put our minds at ease and explained everything very clearly and in plain English. He kept us informed every step of the way too.

The property sold and it went above market value.

We would definitely recommend.”

READY TO TALK AUCTION?

If your client needs speed, certainty and competitive bidding, our team is here to help!



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