

# case study

## Auction House Cumbria

**Auction House Cumbria and Auction House North East are leading property auctioneers in the region. They originally operated under the Auction House Tiffen & Co name but as the success of the auctions grew it was decided to adopt the new branding to support its credentials as the premier auction solution for the region.**

This has proved very successful, both taking lots from individual owners and developing introducer relationships with other property professionals such as estate agents and solicitors. Sale numbers have grown with success rates averaging out at over 80% and for 2016 fourteen auctions have already been scheduled to cope with the increased demand.



Auction House Cumbria and Auction House North East sell a wide variety of property types covering the residential, land, commercial, investment and agricultural segments.

## The rationale

Auction co-ordinator Tracey Pagin explains the rationale behind the adoption of ETSOS's auction packs: "One of ETSOS's key selling points is that it makes users' lives easier and that is exactly the way I'd summarise our experience. Prior to ETSOS, we were having to coordinate the preparation of auction packs – with title documents, local searches, property questionnaire etc – for each lot. With contracts being exchanged on the hammer, that pack has to be in place prior to the auction. But with auctions every eight weeks or so, and upwards of 80 lots being entered each

time, that meant an endless cycle of chasing solicitors, liaising with vendors, rushing around internally to make it all happen and ensure the packs got completed in time. Without a full pack, there was a risk of having to revert to solicitors to have special conditions added, or worse, the lot having to be pulled. As it was, the lateness of pack delivery was impacting the amount of promotion we could do beforehand, which in turn depressed interest with obvious consequences for bidding on the day. We did manage to get packs sorted in time, just, in most instances but it meant that

a colleague and myself had little time for anything else. It was stressful, exhausting and we were keen to focus on more added value activity."



**Auction House Cumbria,  
Auction Co-ordinator**  
Tracey Pagin

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### The experience

“ETSOS’s auction pack solution basically put us back in control. By using their search ordering platform, we now take the burden away from the solicitors to sort out pack contents. It takes a few minutes to order what we need, we have complete visibility over costs and turnaround, and because we’re offering the pack service to clients on a ‘no sale, no fee’ basis, we’re not waiting for clients to put monies on account with their solicitor any longer. That massively accelerates

the whole process, allowing us to get lots entered and promoted at the earliest possible opportunity, which is key to stimulating buyers. So we’ve gone from chasing our tails and worrying about losing lots and the resulting commission, to

calmly sitting at a screen and getting everything lined up in a matter of days. Solicitors have welcomed us doing the heavy lifting too, as this wasn’t a remunerative job for them and they’ve gladly handed over the responsibility.”



### The difference

“ETSOS has opened up a whole new way of doing things, we’ve never had this opportunity before. We can now get the pack underway as soon as a client has put their house up for sale, and there’s no risk for them because of the ‘no sale, no fee’ arrangement – that’s a real USP for us and it’s hard to overemphasise just what a difference that has made. It’s not

only that it’s incredibly efficient and backed by great service, with search professionals at the end of the phone who are invaluable when you do hit the occasional problem. But it’s also helped elevate our brand, with vendors, buyers and intermediaries all impressed by how streamlined and economical the process is now. And it’s even given us a small revenue

opportunity as buyers now pay for the pack as part of the disbursements. So ETSOS hasn’t just helped to make things easier and more efficient but more profitable too. Above all, it’s given us back the control and confidence to drive our auction business forward.”