WILLIAMS & WILLIAMS LAUNCHES NEW SELL YOUR HOME SOLUTION FOR HOMEOWNERS NATIONWIDE

“Sell Your Home” Web Portal Demystifies Real Estate Auction and Helps Homeowners Determine if Auction is Right for Them

Tulsa, Okla., March 26, 2012 – Williams & Williams, the premier brand in real estate auction, today introduced its new Sell Your Home Solution for owners of homes located throughout the United States in all value ranges. A respected leader in distinctive residential, farms and ranches, commercial and institutional-owned real estate auctions, the company introduces a new sales solution and robust web portal (www.williamsauction.com/SellYourHome) that lets homeowners take control, find out if auction is right for them and sell their home in 30 days.

“Selling a home at auction isn’t new,” said Pam McKissick, Williams & Williams CEO. “We’ve been selling on behalf of individual sellers and families for more than a century. Most Americans, however, remain mystified by auction and how it works. Recognizing that sellers appreciate efficiency and information, we’ve made the ability to learn, list or leave amazingly easy with the announcement of our Sell Your Home Web portal.” McKissick adds, “Sellers answer a series of questions about their home through our online survey and connect with one of our sales representatives to determine a value range for their home, the best type of auction to achieve that goal, details of the deal structure, and if auction is right for them. What used to take sellers dozens of phone calls and days of information-gathering now takes only minutes.”

Every second, in every corner of the world, consumers are going direct and taking control. Consider trends like self-publishing, entertainment download, booking travel and online trading. Real estate is arguably the largest remaining sector that hasn’t yet been transformed. Williams & Williams’ new Sell Your Home Solution is positioned to lead the charge in this transformation.

The company’s new “Sell Your Home” Web portal is a center of information for potential sellers. Homeowners interested in learning more can explore the following:

- How Auction Works – a timeline of the auction process from start to finish
- Auction versus Traditional Home Sales – a side-by-side comparison of the features and benefits
- Auction Types and Fees – an explanation of auction options and applicable fees
- How Williams & Williams Brings the Market to Your Sale – an explanation of how your home sale will be promoted and what to expect on auction day
- How to Get Started – a step-by-step guide to what you need to do to auction your home
- “Is Auction Right For Me” Survey – facilitates your convenient contact with a sales representative

There are also useful tools and resources to further self-discovery. A calculator lets homeowners estimate how much it is costing them to hold onto their homes. Sellers can view and download sample reports and documents they can expect to receive during the auction sales process. A search feature makes it possible to view past and upcoming Williams & Williams auction listings in your area.
In addition to the “Sell Your Home” Web portal, another resource for homeowners interested in the auction process is CEO Pam McKissick’s new book, “Auction Your Home? Absolutely” available at amazon.com or pammckissick.com. The book focuses on “the number in your head” and asks you to re-think everything you’ve been taught about valuing, listing and selling your home.

Williams & Williams has auctioned more than 65,000 properties valued at over $7 Billion across all 50 states, DC and Puerto Rico. It’s the only auction company to combine the proven effectiveness of live, at-the-property auctions with the global reach and convenience of real time, interactive bidding through its sister company Auction Network (auctionnetwork.com). Williams & Williams clients include thousands of individual sellers, the world’s foremost financial institutions, Fortune 500 corporations, as well as local, state and Federal government entities.

About Williams & Williams:

Williams & Williams' 30 auction teams sell real estate across all 50 states, the District of Columbia and Puerto Rico. We have a proven performance record for all types of real estate sales including residential, commercial, farms and ranches, and distinctive properties. We work with all of our clients as strategic partners, creating winning solutions which address our clients' most pressing real estate equity preservation, liquidity and investment needs.

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