



TWO MARKET LEADING INDEPENDENTS JOIN FORCES ACROSS NORWICH

It is a big day when the leading players in two different sectors of the local property market link hands. Last week's announcement that Gilson Bailey & Partners are to work hand-in-hand with Auction House is of major significance and a sign of the times as the property industry restructures itself.

Gilson Bailey & Partners are to be a Primary Introducer Agent to Auction House for the Norwich area, and also provide residential agency services to buyers that purchase local lots at auction.

Commenting on the news Simon Nisbet of Gilson Bailey & Partners said "The announcement that we will be working as the residential sales partner to Auction House is very exciting for us and will add further diversity to our service offering at a time when the property scene is becoming ever more challenging. We have been the leading independent residential agent in the Norwich area for a number of years and see a proactive involvement in the auctions sector to be absolutely right for our future."

Auctioneer Bryan Baxter was equally enthused by the news and the opportunities that the link up will generate. Talking to the press at the time of the announcement he said "In the current financial climate it is important that businesses play to their strengths. Auction House is the region's most successful auctioneer and Gilson Bailey is Norwich's best independent estate agent. Working together we will be able to offer the very best combination of auction sale and private treaty sale services. We will be referring properties between the two businesses, and offering alternative methods of sale in an effort to provide speed and success to all of our seller clients. It is an exciting proposition and also enables us to market auction lots through the Gilson Bailey city centre office in Prince of Wales Road."

The auctions market seems set for further growth in 2011 with more private vendors likely to choose the auction sale route, with increased numbers of repossessions and institutional stock being added into catalogues as austerity measures are implemented across the country. Auction House is picking up a growing share of auction lots and opening new auction rooms in Leicester, Sussex and Northampton. The Norwich based franchise operator is now the UK's 4th largest auctioneer and will sell around 1,000 lots this calendar year.

Gilson Bailey & Partners have consistently been the highest performing independent estate agent in the Norwich area over recent years. They see the addition of auctions to their service mix as a valuable diversification, and an association with Auction House as the best way of entering this expanding market.

