



**broll**

AUCTIONS AND SALES

# COMPANY PROFILE

SOUTH AFRICA'S PREMIER TRADING PLATFORM



**YOUR COMMERCIAL  
PROPERTY AND MOVABLES  
PARTNER**

**087 700 8289**  
**[www.brollauctions.com](http://www.brollauctions.com)**

# WHY CHOOSE US?

## OUR MISSION

Broll Auction and Sales has over 40 years' experience and, currently, takes 20-40 properties to auction every 4-6 weeks. For this reason, we are extremely adept at the immovable property auction process. Our segmented and targeted investor network is over 12 000+ strong and covers all areas of South Africa. Our Seller / Buyer / Fund / REIT / government / parastatal / banking / liquidator relationships extends across 17 countries in Africa, and we reach 1 million African viewers through our live auction channel and feed on Business Day TV.



**OppenheimerFunds**  
The Right Way  
to Invest



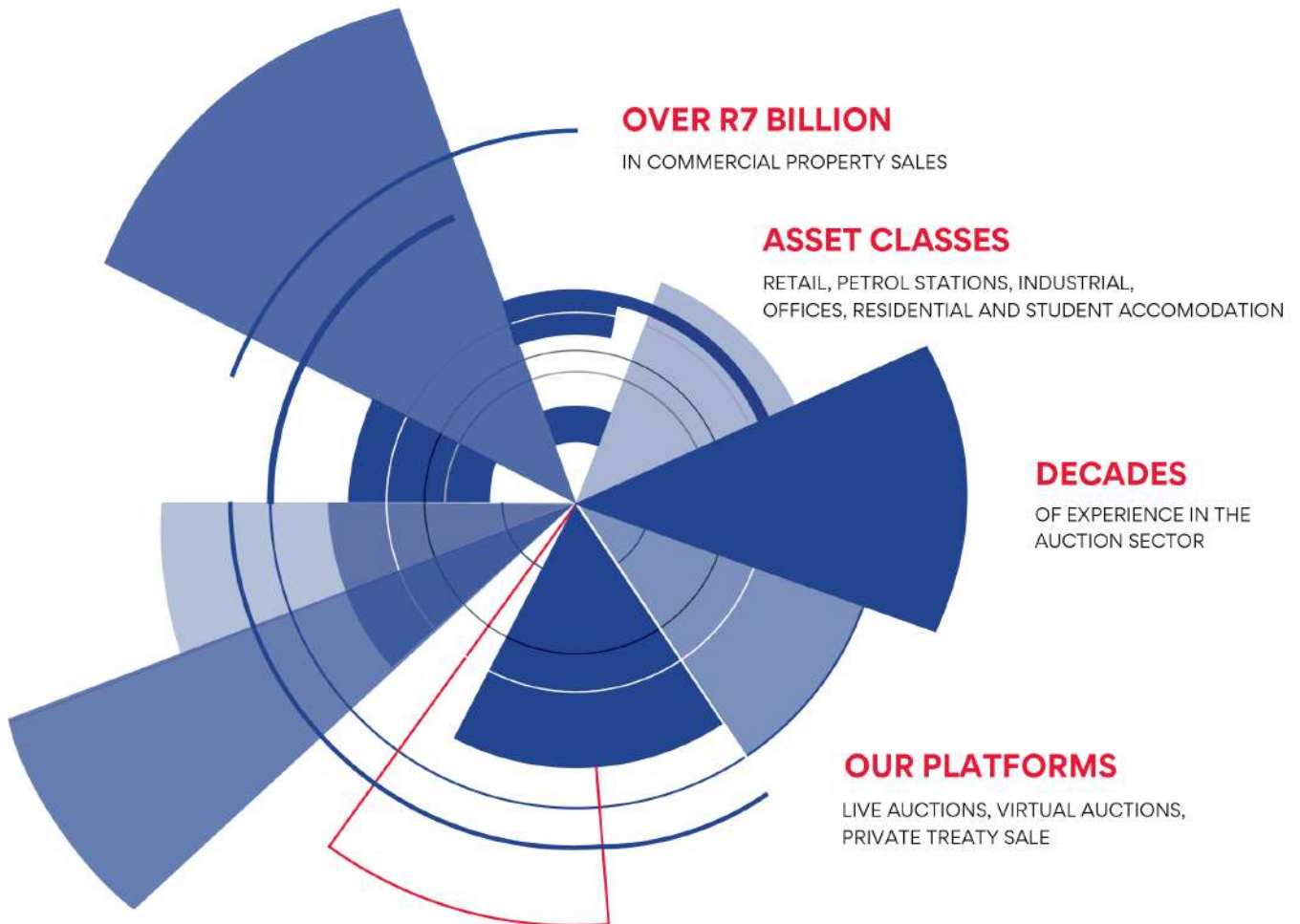
# WHAT SETS BROLL APART?

What sets Broll Auction and Sales apart from other property brokers / agents / auctioneers is that we have been in the industry for over 40 years, which means that our investor database is huge, segmented and many of them are long-standing clients, which means we are better positioned than most to actually get properties sold.

In addition, unlike agencies, we specialise in industrial and commercial property and we know how to value these accordingly. Unlike other auction houses, we make use of cutting edge online bidding and document management technology.

We also have two of South Africa's most talented and seasoned auctioneers working for us.

## OUR VALUE CIRCLE



# YOUR PARTNER OF CHOICE

## FOR MOVABLE AND IMMOVABLE ASSETS AUCTION

Through a passionate approach, commitment to unrivaled service, and a vision of becoming a leader in the sale of commercial property across South Africa, Broll Auctions and Sales is a logical choice when partnering with a successful auction and commerce company.



## OUR BESPOKE SERVICES

**AUCTIONS**

**TENDERS**

**ONLINE**

# INTRODUCING THE BROLL X FACTOR



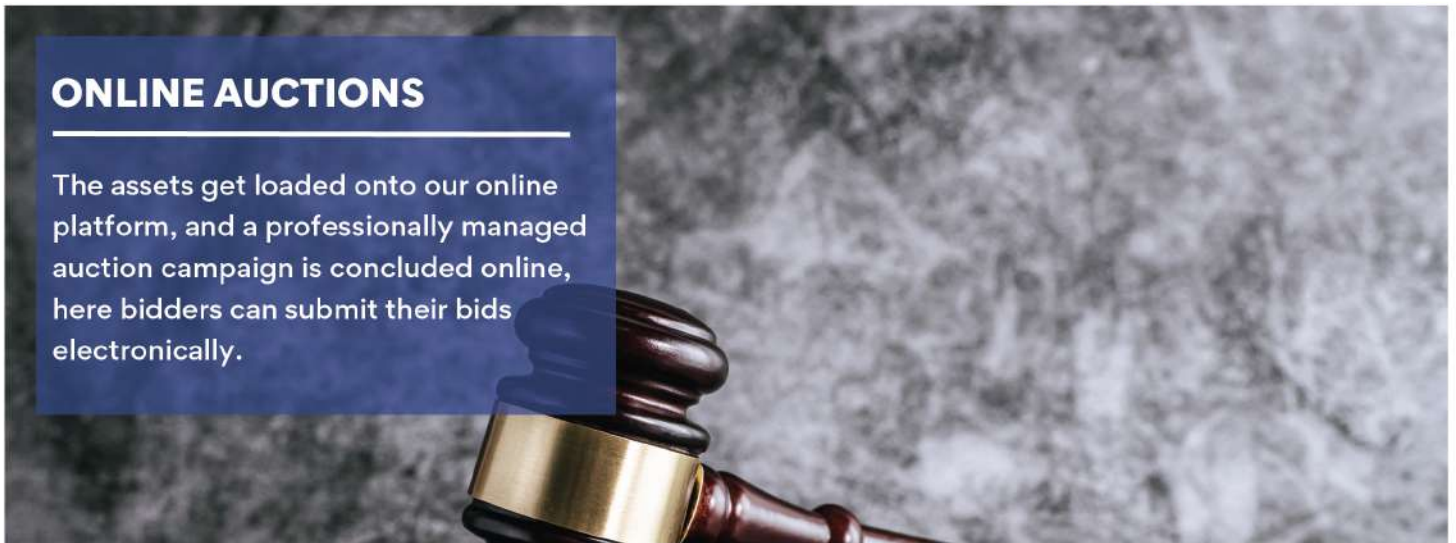
## LIVE AUCTIONS

Auctions conducted live in front of an audience.



## ONLINE AUCTIONS

The assets get loaded onto our online platform, and a professionally managed auction campaign is concluded online, here bidders can submit their bids electronically.



## PRIVATE TREATY

How conventional real estate transactions are concluded.



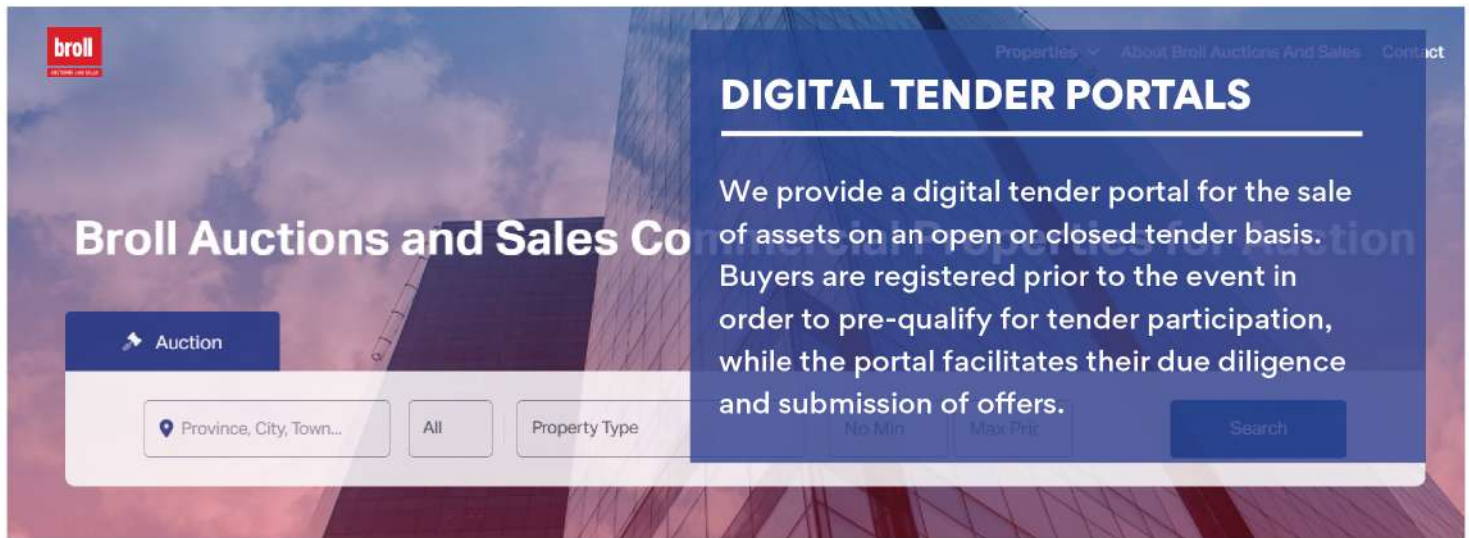


# SALES SOLUTIONS



## VIRTUAL STUDIO

Watch the virtual auction from anywhere and participate live. The auctioneer will take bids both online and by telephone.



## DIGITAL TENDER PORTALS

We provide a digital tender portal for the sale of assets on an open or closed tender basis. Buyers are registered prior to the event in order to pre-qualify for tender participation, while the portal facilitates their due diligence and submission of offers.



## VIRTUAL DATA ROOMS

A secure and private Virtual Data Room for sales transactions, where pre-defined workflow processes guide buyers through their due diligence process. The data room is driven by artificial intelligence, advanced reporting analytics, sophisticated data and document management.

# WHAT WE OFFER

Broll Auctions and Sales bring to the market a fresh outlook coupled with an inherent understanding of how the sector works.

Our Broll Auctions and Sales executive team has several decades of commercial property experience.

## Property Sectors include:

- Shopping Centres
- Township Retail
- Petrol Stations
- Industrial
- Residential
- Apartment blocks
- Student Accommodation
- Development Opportunities
- Hospitality
- Medical
- Education
- Development land

## Movables Sectors include:

- Capital Equipment
- Vehicles and Trucks
- Heavy Machinery
- Specialised Equipment
- Planes
- Furniture and Appliances

We operate in 17 countries across Africa with over 2 300 team members. Our branch network gives us an unmatched reach to an extensive database of both Sellers and Buyers.

Over the years, our deal by deal approach has added up to a formidable sales track record including South Africa's most iconic retail, office, industrial and development properties.

Our knowledge and expertise makes us the partner of choice for auctions and sales.

The Broll Property Group is certified as a Level 1, Broad-Based Black Economic Empowerment company in South Africa.

MOVABLE AND  
IMMOVABLE AUCTIONS

TENDERS

VALUATIONS

PRIVATE TREATY  
SALES

MARKETING

40 YEARS OF  
EXPERIENCE

PAN AFRICAN  
REACH

INDUSTRY & SECTOR  
NETWORK

ALL-ROUND  
PROPERTY EXPERTS

INTERNATIONALLY  
AFFILIATED



# THE BUILD UP PROCESS

## OUR VALUE CHAIN



- Brokers
- Legal
- Acquiring the mandate
- Administration
- Travel
- Mobile

- Admin Costs
- Board Preparation
- Digital Marketing
- Valuations
- Property 24
- Facebook
- LinkedIn
- Website
- Emailer

- Board Installation
- Street Pole Ads
- Investor Packs
- Pamphlet Drops
- Catalogues
- Data Base
- Digital Packs

- Re-Marketing Digital
- Auction Preparation
- Client Interaction
- Sms Campaign
- Business Day Ads

- Web Auction Set Up
- Register Buyers
- Business Day TV
- Auction Event



**LIVE AUCTION EVENT**

# POWERED BY A **MARKETING**

## NERVE CENTRE



## EXPERTISE & EXCELLENCE



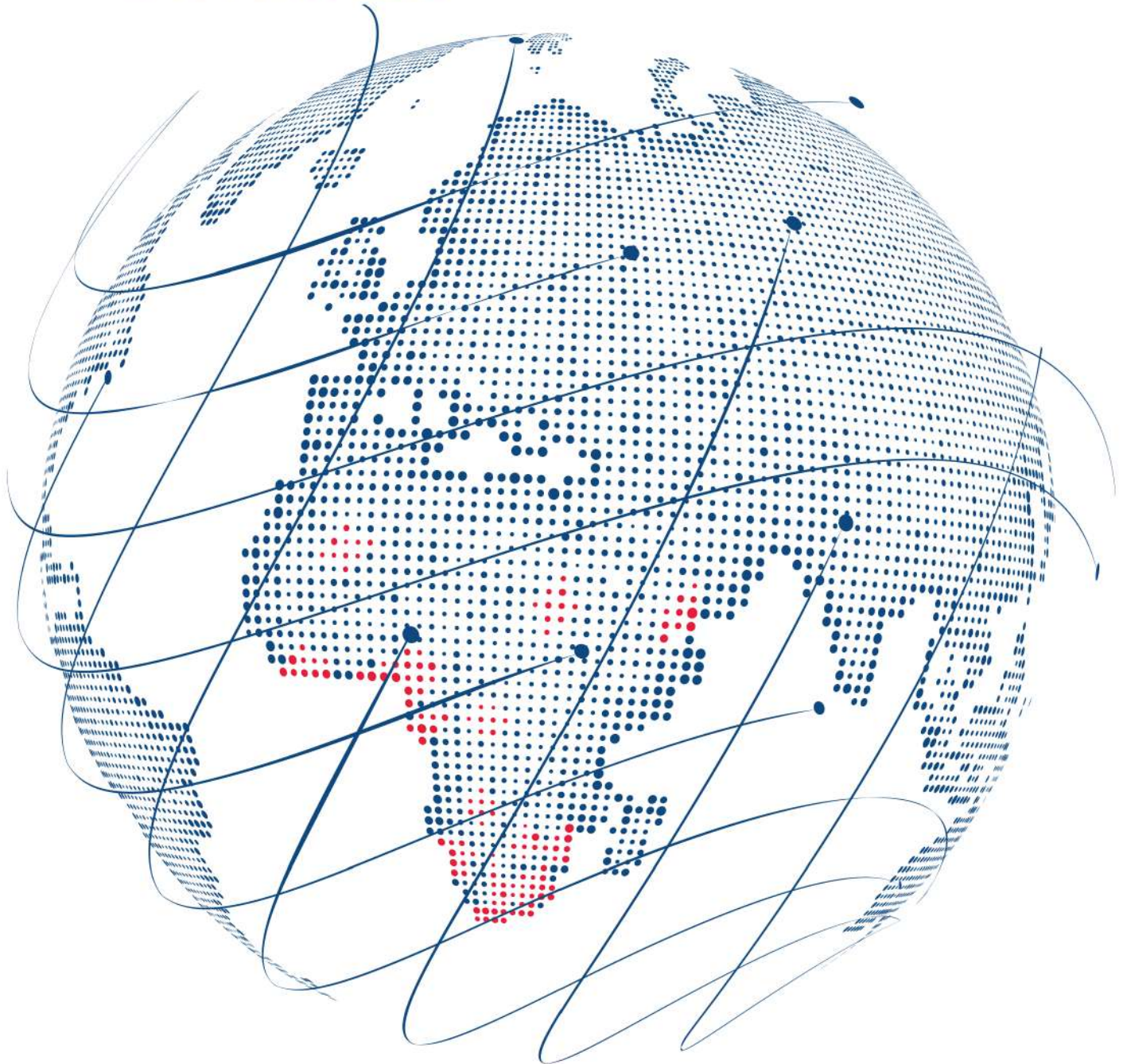
Our executive team collectively has several decades of sales having served in a variety of senior roles and capacities prior to the formation Broll Auctions and Sales.

Our reputation, track record, knowledge and understanding of our industry makes us the partner of choice for movable and non-movable auctions and sales.

- 40 years of experience
- Pan African Reach
- Industry and sector network
- All-round sales experts
- Internationally affiliated

# MARKETING MACHINE

PAN AFRICAN REACH - 17 COUNTRIES



## 5 POWERFUL STEPS TO SUCCESS

1

OUR NETWORK

2

OUR RELATIONSHIPS

3

OUR MARKETING

4

OUR EXPERTISE

5

OUR KNOWLEDGE

# OUR MARKETING INNOVATION

## OBJECTIVES

### DIGITAL PLATFORMS

We provide a fully integrated digital sales platform that connects sellers and buyers of commercial and residential property. We converge real and digital worlds, where deals are concluded in real time across live public auctions, virtual online streamed auctions, online bidding portals and digital tender gateways.



- Property 24
- LinkedIn
- YouTube



- Online Auctions
- Facebook
- Website



- Instagram
- Business Day TV
- Immo Africa

#### DIGITAL MARKETPLACE

- Gumtree
- Commercial People
- Cap x2



### DIGITAL PLATFORMS

#### INTERNATIONAL REACH

Our reach and footprint extends across the African continent

#### NETWORK

We have strong relationships with leading listed property funds

#### PROPERTY KNOWLEDGE

Our decades of hands-on experience will work in your favor

#### AFFILIATIONS

We're affiliated to a variety of governing bodies locally and globally

#### DIVERSE OFFERING

We offer diverse expertise to ensure the right outcome

#### SERVICE DELIVERY

Our team has been carefully selected to ensure world-class service

#### EXECUTIVE LEADERSHIP

Our leadership team are both credible and recognized

#### MARKET KNOWLEDGE

We conduct regular and extensive research across all property categories

#### EMPOWERMENT POLICY

we're a level 1 contributor B-BBEE

# BROLL AUCTIONS MOVABLES DIVISION

## **Broll Auctions Movable Auctioneering Division**

### ***Who we are.***

Broll Auctions is a B-BBEE Level One company offering a combined expertise of over of 40 years. We are a customer centric services provider who not only understands the value of your prized possessions, but also the quality and turnaround time of the sale.

### **Auctioneering:**

In addition to our core business of movable assets, we are also renowned for our expertise in auctioning both residential property and commercial property with the option to host auctions on an ad hoc basis. Over and above our live and online auctions, we at Broll Auctions pride ourselves in being able to assist with confidential sales when privacy factors are of paramount importance to our clients. We have the capacity and professionalism to expertly facilitate private sales to best meet your needs.

### **The Broll Auctions Difference:**

- Our clients rely on us to work hard and professionally to ensure we reach the maximum bid price while engaging the customer to ensure that when the gavel goes down, no detail has been missed.
- Our buyers rely on us and trust us to ensure there is no risk of overpaying as what the asset goes for is the market value.
- We take the time to understand our clients, their needs and offer support and advise where necessary to ensure any concerns are addressed and set at ease long before the day of auction.

Our team comprises of people with extensive industry knowledge, which means our service starts long before auction day. We walk our clients through from the very first steps of their campaign which includes marketing, support and advice which will in turn earn the trust of the buyers in the build up to the auction.

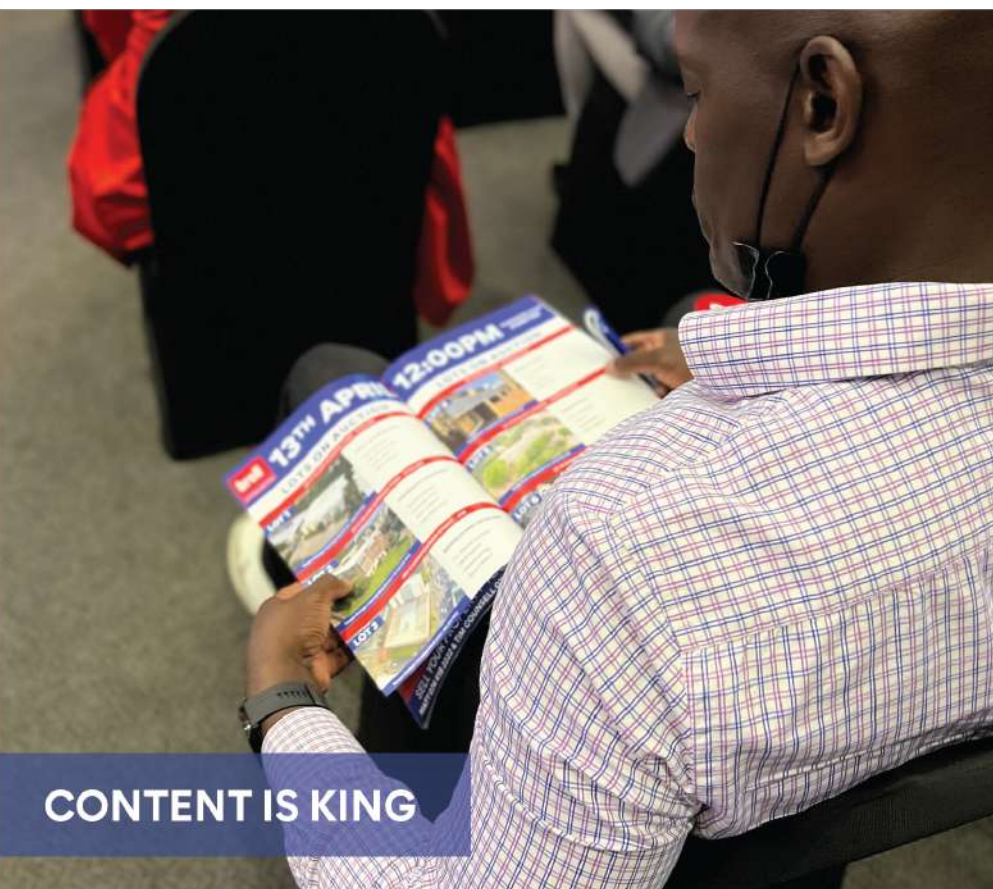
Above everything else, we at Broll Auctions and Sales, are the epitome of professional, inclusive, and successful auctions. There is no auction too big or too small for us to handle.



# OUR STORY



**THE AUCTION EVENT**  
The live experience.



**CONTENT IS KING**



**DRIVE AND EXCELLENCE**

# IN PICTURES





## Contact Us

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