



Public Auction Management Course: Real Estate, Vehicle and Seized Asset Auctions

5 – 9 April 2027

Amsterdam - Zuidas business district hotel



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Ref: 2070_30226 **Date:** 5 – 9 April 2027 **Location:** Amsterdam - Zuidas business district hotel **Fees:** 23500 SAR

Introduction:

Public auction management for real estate, vehicle and seized asset auctions is a 1-week course for auction house, asset disposal, bank recovery and enforcement units that ends with a Public Auction Plan for a case seller organisation. Sellers lose recoverable value and face challenges from owners, creditors and bidders when lots are poorly described, reserve prices lack support, deposits are mishandled or bidder rings go unnoticed. Nominees already prepare, run or oversee asset sales at work, and learning is by case study on catalogues, bid logs and settlement records. CoreConcept Training Center delivers this public auction management course.

Course Objectives:

- Select the auction format, reserve policy and sale channel that suit each mandate for property, vehicles and seized or surplus assets
- Draft conditions of sale, fee schedules, opening bids and bid increment ladders that bidders, owners and creditors can rely on
- Prepare lotting plans, catalogue entries and inspection schedules that describe each lot accurately before bidding opens
- Run bidder registration, deposit collection and rostrum conduct for live, online and hybrid sales
- Settle sales from hammer to title transfer and handle defaulting buyers through deposit forfeiture and resale
- Detect shill bids, bidder rings and bid rotation in bid logs and apply integrity controls to each sale

Target Audience:

- Auction house units responsible for consignments, catalogues and sale-day operations
 - Government asset-disposal units responsible for selling surplus, confiscated and end-of-life assets
 - Bank recovery and collateral units responsible for selling foreclosed property and repossessed vehicles
 - Enforcement departments responsible for court-ordered sales of attached assets
 - Online auction platform operations units responsible for bidder accounts, bidding rules and sale closing
 - Internal audit and integrity units responsible for reviewing auction proceeds and bidder conduct
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Course Outline:

Day 1: Auction Formats, Sale Mandates and Seller Context

- English Ascending and Dutch Descending Auction Formats Compared
- Absolute Versus Reserve Auction Selection for Each Asset Class
- Sale Mandate Sources From Foreclosure, Enforcement and Surplus
- Auction House, Consignor and Bidder Roles and Responsibilities
- Current-State Review of a Seller's Recent Auction Results

Day 2: Conditions of Sale, Reserve Pricing and Fee Structures

- Conditions of Sale Document Clauses and Bidder Acceptance
- Reserve Price Setting From Valuation Evidence and Forced-Sale Discounts
- Opening Bid and Bid Increment Ladder Design
- Buyer's Premium and Seller Commission Fee Schedules
- Disclosed and Undisclosed Reserve Policy With Vendor Bid Rules

Day 3: Lotting, Catalogue, Inspection and Live Sale Conduct

- Lotting Plan for Real Estate, Vehicle and Equipment Assets
- Auction Catalogue Entries With Condition Notes and Photographs
- Viewing Day and Inspection Access Schedule for Bidders
- Bidder Registration, Identity Checks and Deposit Collection
- Auctioneer Rostrum Conduct, Bid Calling and Hammer Fall

Day 4: Online Bidding Platforms, Settlement and Integrity Controls

- Online Bidding Platform Rules, Soft Close and Proxy Bids
- Hybrid Sale Room Combining Floor, Telephone and Internet Bids
- Settlement Timeline From Hammer to Balance Payment and Title Transfer
- Defaulting Buyer Procedure With Deposit Forfeiture and Resale
- Shill Bid, Bidder Ring and Bid Rotation Red Flag Analysis

Day 5: Case Study Build of a Public Auction Plan

- Case Seller Asset Schedule With Mixed Property and Vehicle Lots
 - Reserve and Increment Worksheet for the Case Lots
 - Bid Log Review for Collusion Signals in a Past Sale
 - Sale Day Run Sheet and Post-Sale Settlement Tracker
 - Public Auction Plan Completion and Peer Challenge
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Skills You Will Gain:

- Auction Format Selection
- Reserve Price Setting
- Conditions of Sale Drafting
- Auction Lotting and Cataloguing
- Bidder Deposit Administration
- Online Bidding Rule Design
- Auction Settlement Control
- Bidder Collusion Detection

Why Attend This Course:

- Deliver a Public Auction Plan for a case seller organisation to the head of the disposal unit or the auction house director for approval
- Decide whether a lot should go to an absolute, reserve, online or hybrid sale and at what opening bid
- Avoid withdrawn lots, failed settlements and owner or creditor challenges caused by weak catalogues, unsupported reserves and unnoticed bidder rings
- Share conditions of sale templates, increment ladders and bid log checklists with sale-day and integrity colleagues

Conclusion:

Back at work, the participant gives the head of the disposal unit, the auction house director or the enforcement manager a Public Auction Plan that sets formats, reserves, increments, deposit rules, sale-day roles and settlement steps for the next sale. Approvers use it to authorise the sale and its conditions, and the integrity function uses its red flag checklist to watch the bidding. After the first sale under the plan, the unit should compare hammer prices with reserves, count defaulting buyers and review bid logs, then adjust where results diverged.

Frequently Asked Questions FAQ:

What should participants know before a public auction management course?

Participants should already prepare, run or oversee sales of property, vehicles or seized assets. Bringing an anonymised catalogue, conditions of sale or a past bid log helps them apply the case study to their own sales.

How does public auction management differ from a procurement e-auction or asset valuation course?

It covers the seller side of an open sale: formats, conditions, lotting, bidder deposits, rostrum conduct, settlement and collusion checks. Procurement e-auctions drive supplier prices down, and valuation courses estimate worth rather than run the sale.

Why does public auction management rely on a reserve price and bidder deposits?

A reserve protects owners and creditors from a sale far below supported value, while a deposit shows bidder commitment and funds the remedy if the winning bidder fails to settle, allowing resale without loss.

What do participants take back from the public auction management course?

Participants take back a Public Auction Plan for a case seller organisation, with a reserve and increment worksheet, a sale-day run sheet, a settlement tracker and a bid log red flag checklist.
