



BROWN & CO

PROPERTY AUCTIONS

RESIDENTIAL | COMMERCIAL | AGRICULTURAL | DEVELOPMENT | INTERNATIONAL

BROWN & CO



INTRODUCTION

Brown&Co continues to expand its auction service across East Anglia and the East Midlands, having achieved strong results with over £25 million worth of property sold in 2024. The service goes from strength to strength as demand remains high.

Our auction department continues to thrive, with an increased number of lots sold across all areas of the market. This success is driven by our experienced and professional property agents, whose deep market knowledge, legal expertise and sharp negotiation skills help clients to make informed decisions and achieve outstanding results.

With a rich history in land, property, machinery auctions and an impressive track record of success, Brown&Co is passionate about every aspect of the auction process.

Peter Hornor
Partner, Chartered Surveyor & Auctioneer



WHY SELL AT AUCTION?

Auctions are an exciting way to buy or sell property, offering great opportunities for both buyers and sellers, achieving the best prices for all property types.

Tailored Auctions for Every Property

Auctions are suitable for a wide variety of property types, including cottages, farmhouses, city terraces, and unconverted barns, as well as agricultural land and commercial or investment opportunities. Liaison with professional advisors is very much part of our job, with strong business partnerships within the firm leading to smooth and successful sales.

Competitive Bidding

Competitive bidding creates a real-time environment where multiple buyers compete, often driving prices higher than the guide, which helps sellers maximise their returns.

Ideal for Renovation Buyers

Auctions attract investors and buyers seeking renovation projects, making it the perfect platform for properties with potential.

Fast, Secure Sales with Fixed Timelines

Contracts are exchanged immediately at the fall of the hammer, with completion in just 28 working days—ensuring a swift, seamless process with guaranteed speed and certainty.

Transparent & Trustworthy Process

A clear, open sale method ensures fair value, ideal for charities, institutions and executors managing estates.

YOUR AUCTION, OUR EXPERTISE

Local Knowledge and Reputation

Brown&Co has an unrivalled local knowledge and many years of professional auction expertise. We are committed to providing sound advice and are proud of our reputation for excellence.



WHY BROWN&CO?

Our property auctions create exceptional outcomes, connecting sellers with the right buyers through expert strategy and a track record of delivering results.

Regional Reach, Unmatched Expertise

With a growing network across the East of England, East Midlands and Oxfordshire, we combine technical expertise and local knowledge to deliver outstanding results.

Local Insight, Wide Reach

With auction centres in Norfolk, Lincolnshire, and Nottinghamshire, we leverage decades of market knowledge across the East of England and beyond to connect buyers and sellers, delivering exceptional auction results.

Cutting-Edge Auction Solutions

Our skilled auction teams combine extensive industry knowledge with the latest technology, ensuring a smooth and efficient process that focuses on delivering the best for our clients.

Client-Focused Auction Experience

We guarantee transparent, honest communication at every stage of the auction process. From the initial consultation to the hammer falling, we keep you informed and provide expert advice to achieve the best outcome for your property.

Your Auction Journey, Our Expertise

Whether it's your first auction or you're a seasoned seller, our team supports you throughout the process, ensuring a smooth and successful experience from start to finish.

SUM OF ALL LAND & PROPERTY SOLD BY AUCTION*

14
Offices

4
Countries



£25,000,000+

Sum total of property
and land sold at auction

175+

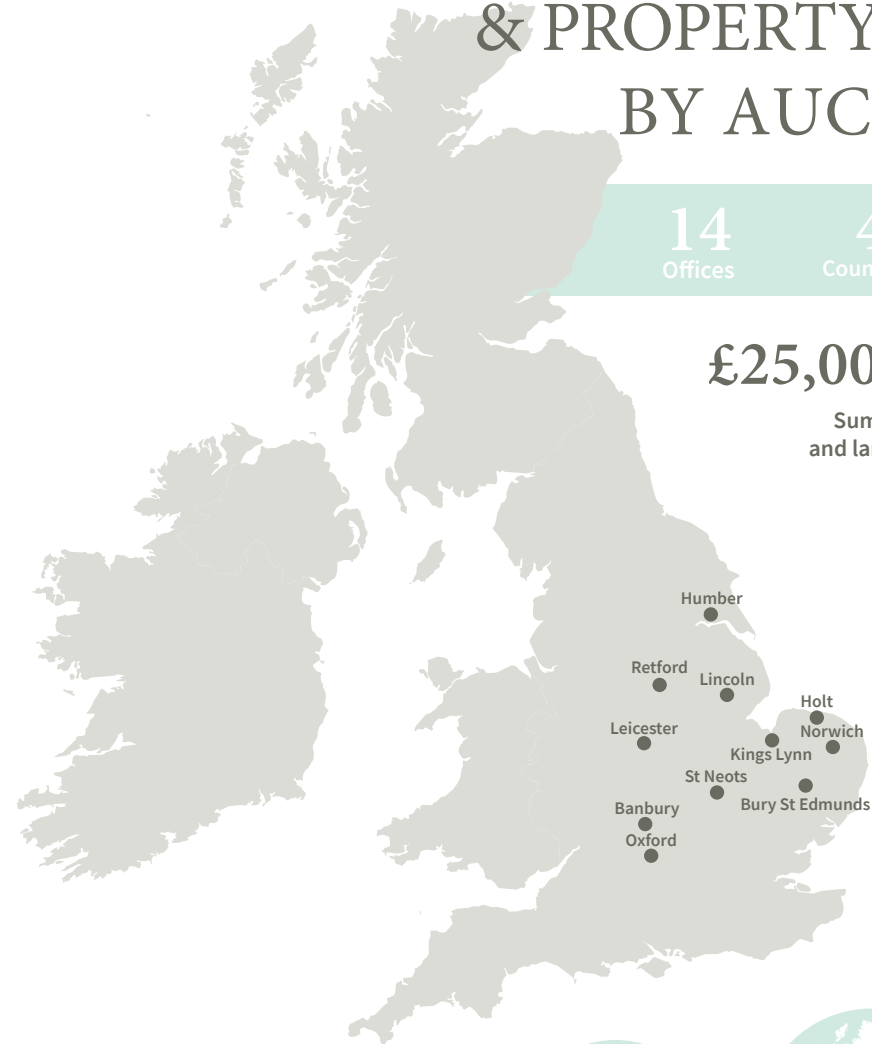
Properties sold
at auction

30+

Years business
experience

97%

Success rate at
auction



St. Lucia

Romania

Poland

UK

2024 period

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BEFORE A PROJECT WITH POTENTIAL

1 & 2 MILL COTTAGES

Mill Cottages, two charming flint and brick cottages in East Norfolk—one with two bedrooms and the other with three—were sold by our Norwich auction team in March 2023. Purchased as a renovation project, these properties exemplify the incredible potential of auction opportunities.

Renovate & Reimagine with Auctions

Auctions offer great-value properties with transformation potential, a fast and secure purchase process and no lengthy negotiations. Whether you're an investor or a homeowner with a vision, it's your chance to unlock hidden value.

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AFTER A NORFOLK DREAM

THE MILLERS HOUSE

Now transformed into The Millers House, a stunning four-bedroom residence, the property was sold with our Norwich Residential team in 2024. The journey from two cottages to a single, impressive home was even featured on BBC One's Homes Under the Hammer.

Create Value, Your Way

Auctions give buyers the freedom to shape a property to their vision, whether restoring period features or modernising for today's market. With no chain delays and the potential for great returns, they're the perfect route for ambitious renovators and investors alike.



MARKETING

Our team of trained marketing professionals is dedicated to showcasing your property in the best possible light.

We utilise the latest tools and strategies and craft tailored marketing campaigns designed to attract the right buyers.

From social media visibility to targeted advertising, our experts provide ongoing support, ensuring your property gets the attention it deserves.



Brochures



Floorplans



Drone



Professional
photography services



In house bespoke
graphic design



Professional
video services



Website



Social Media



Rightmove

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NORFOLK, SUFFOLK & CAMBRIDGESHIRE

The Online Service

Our Norwich office has developed an outstanding online auction in collaboration with the Essential Information Group (EIG), which powers our software and provides the service to buyers and sellers.

Free Inspection & No Obligation

We offer professional photography and detailed floor plans to showcase your property's full potential, along with expert market knowledge to set the right price and reserve. Accompanied viewings and close coordination with solicitors ensure a smooth, stress-free sale process.

Service and Heritage

We are proud of our heritage, which dates back to 1794 in Norwich. We work with our colleagues in Holt and King's Lynn to produce results. With over eight auctions a year, we are well-placed to help vendors sell within a given time frame.

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NOTTINGHAMSHIRE & SOUTH YORKSHIRE

Leading Auction Centre

For over 25 years, Brown&Co's Retford office has led our auction services across Nottinghamshire and South Yorkshire, providing expert solutions for a wide range of properties.

Trusted Property & Auction Experts

Established in 1999, the Brown&Co Retford office is situated in one of Nottinghamshire's prettiest market towns, known for its French-inspired town hall. We are proud to be a quality-assured estate agent, letting agent and commercial property expert in this area.

Comprehensive Auction Services

Our experienced team provides professional auction services for residential, commercial, land and development opportunities. We are committed to delivering results-driven solutions across all property sectors.

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Guide Price: £450,000 - 500,000
Sold for £460,000

Four Bedroom Property set in approx. 3.66 Acres



Guide Price: £400,000
Sold for £400,000

Pair of Cottages set in approx. 9.95 Acres



Guide Price: £75,000
Sold for £86,000

Approx. 3.35 Acres of Grassland

LINCOLNSHIRE

Expert Auction Services

Our Lincoln office hosts one of the East Midlands' top auction centres, delivering fast, transparent and certain sales. From renovations and buy-to-lets to commercial property, farmland and development sites, we maximise market exposure and competition.

Maximising Market Reach

Through a combination of targeted online and traditional marketing, aerial photography, digital mapping and a database of over 13,000 active buyers, we ensure your property gains the attention it deserves.

Why Choose Brown&Co Lincoln?

With a heritage dating back to 1790, our experienced team provides expert guidance, accurate market appraisals and strategic lotting to achieve the best results. Backed by RICS, NAVA, NAEA, and CAAV qualifications, we combine professional insight with extensive local knowledge.

TRUSTED AUCTIONS, PROVEN RESULTS

Nicky



"We just bought an auction property from Brown&Co and couldn't be happier with the service provided from the auction team!"

Sarah



"Excellent Estate Agents. Professional, courteous, and well informed about the property, local area and market."

David



"Understanding their client's objectives, coupled with great market knowledge and experience, meant realistic advice on market value. Highly Recommended!"

Maggie



"I would be happy to recommend Brown&Co to anyone considering buying or selling a house."

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