

Palace Auctions London: Partnership Proposal for Joint Agents, Property Introducers, and Buyer Introducers



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1. Executive Summary

Palace Auctions London is pleased to present this comprehensive partnership proposal, designed for joint agents, property introducers, and buyer introducers seeking to collaborate in the dynamic UK property auction sector. Our model is built on two core principles: no sellers commission and a transparent, equal split of the net buyers premium (minimum £4,000) between Palace Auctions London and the introducer. This proposal outlines our requirements, terms and conditions, remuneration structure, and the unique advantages of partnering with us. It is fully adaptable to suit the needs of estate agents, property professionals, and individuals who wish to introduce properties or buyers to our auction platform.

2. About Palace Auctions London

Palace Auctions London has established itself as a leading force in the UK property auction market, particularly in the luxury and high-value segments. Our approach combines traditional auction expertise with digital innovation, offering a client-first philosophy and a partnership-driven remuneration model. We have a proven track record of delivering fast, certain sales for a wide range of property types, including residential, commercial, probate, mixed-use, and complex or distressed assets. Our global marketing reach, advanced technology, and commitment to transparency set us apart from traditional auction houses and estate agencies.

Key Achievements

- Over £41 million in partner commissions paid in 2024, with an average of £6,308 per agent across 6,500+ instructions.
- 71% average success rate in London auctions, with a 95% completion rate for the Modern Method of Auction.

- Properties regularly selling 8–12% above guide price and within 4–6 weeks, significantly faster than the 2–3 months typical for private treaty sales.
- Strong social impact, including over £4.9 million in properties marketed for nonprofits and 100+ hours of pro-bono consultation.

3. Partnership Model and Key Benefits

Our partnership model is designed to be flexible and rewarding, whether you are acting as a joint agent, property introducer, or buyer introducer. The following features define our approach:

No Sellers Commission Sellers incur no commission fees when listing their property with Palace Auctions London. This is a significant differentiator from traditional estate agency models, where seller commissions can range from 1% to 3% of the sale price. The only upfront cost is a modest entry fee (£400 + VAT) to cover catalogue listing and marketing. ¹

Net Buyers Premium Split Equally The net buyers premium, paid by the buyer upon exchange of contracts, is split equally (50/50) between Palace Auctions London and the introducer or joint agent. Our minimum buyers premium is £4,000, ensuring that even lower-value transactions yield meaningful returns for partners. This transparent structure aligns the interests of all parties and incentivizes proactive marketing and client engagement. ²

Fast, Certain Sales Auctions typically complete within 20–28 days, providing speed and certainty that is unmatched by private treaty sales. The legally binding nature of the auction process reduces the risk of fall-throughs and ensures prompt realization of proceeds for sellers and introducers alike. ³

Digital Innovation and Global Reach Our advanced digital platform features virtual reality property tours, AI-powered valuations, and mobile bidding, attracting a global audience of buyers and investors. In 2024, 63% of participants bid online, and 30–40% of buyers were overseas investors. This global reach maximizes exposure and sale potential for every property.⁴

Comprehensive Support We provide end-to-end support for our partners, including pre-auction property viewings, legal pack review assistance, finance options guidance, and post-auction completion support. Our 24/7 operation model and rapid-response teams ensure timely, expert assistance at every stage.⁵

Equal Partnership and No Hidden Deductions Our joint agency model guarantees a 50/50 fee split, with no hidden deductions or clawbacks. The “no sale, no fee” policy further minimizes risk for introducers, making it an attractive proposition for those seeking a reliable, performance-based partnership.⁶

4. Scope of Partnership

This proposal is adaptable for:

- **Joint Agents:** Estate agents or property professionals who wish to collaborate on marketing, viewings, and client liaison, sharing responsibility for the transaction.
- **Property Introducers:** Individuals or firms who refer properties or sellers to Palace Auctions London, without direct involvement in the sales process.
- **Buyer Introducers:** Those who introduce buyers to our auctions, earning a share of the buyers premium upon successful completion.

The partnership can be structured on a lot-by-lot basis or as an ongoing arrangement, with

flexibility to suit the needs of each party.

5. Types of Properties Sought

Palace Auctions London specializes in a diverse range of property types, with particular demand for:

- **Distressed Assets:** Properties sold under financial or legal duress, including repossessions, properties in need of refurbishment, and assets with legal or structural issues.⁷
- **Probate Properties:** Homes sold as part of estate administration, often requiring modernization or offering development potential.⁸
- **Mixed-Use Properties:** Buildings combining residential and commercial elements, such as retail with flats above or office/residential combinations.⁹
- **Complex and Unusual Properties:** Former churches, schools, heritage buildings, land with planning issues, and other unique assets.¹⁰

Our platform is also suitable for standard residential and commercial properties, development sites, and investment opportunities.

6. Terms and Conditions

A clear, robust agreement underpins every partnership with Palace Auctions London. The following terms and conditions are standard, with adaptability for specific arrangements:

Definitions and Scope

- **Joint Agent:** Collaborates on marketing, viewings, and negotiations.
- **Introducer:** Refers properties or buyers but does not negotiate or bind Palace Auctions London.
- **Buyer Introducer:** Refers buyers to the auction, earning a share of the buyers premium upon successful sale.

- **Consumer Protection:** Accurate information must be provided, avoiding misleading statements. ¹³
- **Redress Schemes:** Membership in an approved redress scheme (e.g., The Property Ombudsman) is required. ¹⁴
- **AML and KYC:** Compliance with anti-money laundering and know-your-customer regulations is mandatory. ¹⁵
- **Data Protection:** All data sharing must comply with UK GDPR and the Data Protection Act 2018. ¹⁶

Confidentiality and Non-Circumvention

- The agreement includes confidentiality clauses and non-circumvention provisions to protect all parties’ interests. ¹⁷

Dispute Resolution

- Disputes are to be resolved through negotiation, mediation, or arbitration, with English law as the governing jurisdiction. ¹⁸

Termination

- The agreement may be terminated by notice, for breach, or by mutual agreement. Provisions for ongoing introductions and confidentiality post-termination are included. ¹⁹

Limitation of Liability

- Liability is limited except in cases of fraud or willful misconduct. ²⁰

7. Remuneration and Example Scenarios

To ensure transparency, the following table illustrates typical remuneration scenarios:

(Refer to Table 1)

Note: The above figures are indicative. Actual buyer’s premium may vary depending on property and auction terms.

8. Process Overview and Timeline

The typical process from property introduction to completion is as follows:

1. **Property Introduction/Joint Instruction:** Introducer submits property details via secure online form or email.
2. **Valuation and Appraisal:** Palace Auctions London conducts a market appraisal and agrees a reserve price with the seller.
3. **Marketing:** Property is listed on major portals and circulated to our buyer database.
4. **Viewings and Enquiries:** Managed by Palace Auctions London, with introducer kept informed.
5. **Auction Day:** Bidding takes place online or in-room; contracts exchanged on the fall of the hammer.
6. **Completion:** Typically within 20–28 days; commission paid to introducer upon completion.

This streamlined process ensures speed, certainty, and transparency for all parties.

9. Roles and Responsibilities

- **Introducer/Joint Agent:** Identify and refer suitable properties or buyers; maintain client relationship as agreed; ensure compliance with all relevant regulations.
- **Palace Auctions London:** Handle all marketing, legal, and auction processes; provide regular updates; ensure prompt commission payment; support introducers with marketing materials and legal guidance.

10. Case Studies and Success Stories

Fast, Reliable Sales A seller working with Windsor Auctions and Network Auctions reported that after 16 months of failed private treaty attempts, their property was sold at

Table 1:

Sale Price	Buyer's Premium (Net)	Split to Palace Auctions	Split to Introducer
£100,000	£4,000	£2,000	£2,000
£250,000	£6,000	£3,000	£3,000
£500,000	£10,000	£5,000	£5,000

auction within eight weeks for a price exceeding previous offers. This outcome was made possible by the collaborative efforts of the auction house and the introducer, who ensured the property was marketed to the right audience and that all legal and logistical preparations were in place.²¹

Maximising Sale Prices A semi-detached home in Ruislip, guided at £420,000–£440,000, attracted competitive bidding and ultimately sold for £573,000 at auction. In another case, a property with a guide price of £110,000 sold for £138,000, significantly exceeding the seller's expectations. These results are frequently attributed to the combined marketing reach of the auction house and its introducers.^{22 23}

Professional Support Introducers and joint agents often cite the professionalism and efficiency of auction house teams as a key factor in their decision to partner. One introducer stated, "The entire engagement with Auction House UK was seamless and fuss free. Four weeks after the auction, I had cash in the bank and was amazed at the customer service".²⁴

Flexible Remuneration The financial incentives for introducers are a major draw, with many auction houses offering a 50/50 split of the net buyer's premium or a fixed referral fee upon successful sale. Palace Auctions Lon-

don's model of no seller's commission and an equal split of the net buyer's premium (with a minimum of £4,000) is highly competitive and aligns the interests of both the auction house and the introducer.²⁵

11. Frequently Asked Questions

What types of properties are suitable for auction?

Distressed assets, probates, mixed-use, development opportunities, and properties requiring a fast, certain sale are particularly well-suited. We also handle standard residential and commercial properties.

How is the buyer's premium collected and distributed?

The buyer's premium is paid by the buyer upon exchange of contracts and is split equally between Palace Auctions London and the introducer/joint agent.

What marketing support is provided?

We offer full online and offline marketing, including major portals, targeted buyer outreach, and co-branded campaigns for joint agents.

What happens if a sale does not complete?

No commission is payable unless the sale completes and funds are received.

Are there any hidden fees or deductions from my share?

No. The 50/50 split is guaranteed, with no hidden deductions or clawbacks. All terms are clearly outlined in the joint agency agreement.

How quickly is commission paid?

Payment is processed immediately upon completion of the sale, with funds typically remitted within 7–14 days of contract exchange and completion.

12. Visual Presentation and Branding

Our proposal documents are designed to be visually engaging and easy to understand, incorporating:

- **Remuneration Tables:** Clear breakdowns of commission structures and potential earnings.
- **Process Flowcharts:** Visual representation of the journey from introduction to completion.
- **Timeline Graphics:** Illustrating the typical auction timeline.
- **Market Comparison Charts:** Positioning Palace Auctions London against competitors.
- **Infographics:** Summarizing key benefits such as “No Seller’s Commission” and “Fast Completion.”
- **Testimonial Callouts:** Highlighting positive experiences from previous partners.

All visuals are branded with Palace Auctions London’s logo, color scheme, and professional design to reinforce credibility and trust.

13. Legal and Compliance Considerations

A robust legal agreement underpins every partnership, addressing:

- **Definitions and scope of the relationship**

- **Remuneration triggers and calculation**
- **Duration and termination provisions**
- **Confidentiality and data protection**
- **Non-circumvention and exclusivity (if applicable)**
- **Dispute resolution and governing law**

All agreements are reviewed by qualified solicitors to ensure compliance with UK law and industry best practices.

14. Next Steps and Contact Information

We invite you to discuss this proposal further and explore how we can work together to achieve outstanding results for your clients and business. To formalize our partnership or for any questions, please contact:

Edward Swindells
Director, Palace Auctions London
[Phone]
[Email]
[Website]

We look forward to building a successful, mutually beneficial relationship.

15. Conclusion

Palace Auctions London offers a compelling, adaptable partnership model for joint agents, property introducers, and buyer introducers. Our no sellers commission policy and transparent, generous remuneration structure—anchored by a minimum £4,000 buyers premium split equally—set us apart in the UK property auction sector. Backed by digital innovation, global reach, and a proven track record of success, we provide our partners with the tools, support, and incentives needed to thrive in a competitive market. By fostering trust, transparency, and collaboration, we aim to build long-term relationships that deliver value for all parties. We welcome the opportunity to work with you and invite you to

join our growing network of successful partners.



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