HOW TO BID IN AN ONLINE REAL ESTATE AUCTION

Follow the steps below to ensure you are qualified to bid in the current Online Real Estate Auction with Heritage Auctions

OVERVIEW

Register to become a Heritage Auctions Member:

If you are not already a Heritage Member, complete registration to become a member.

1. Go to https://www.ha.com/c/register.zx to complete your registration.
2. Once you are registered, you should receive a confirmation email providing your login information.

Qualify to Bid in Current Auction

Complete the following for each online Real Estate Auction you wish to bid in.

1. Go to https://realestate.ha.com/information/luxury-real-estate-under-2-million.s, and select the property you would like to qualify to bid on.
2. From the property page, click on the Qualify to Bid button.
3. Complete the Terms & Conditions for the Auction.
4. Once Terms & Conditions are completed, a Heritage Real Estate Team member will contact you to verify your financial information.
5. When both Terms & Conditions are completed and financials are verified, the Heritage Real Estate team member will notify you that you are qualified to bid, and the bid box will be available on the property page.

How to Bid

In order to place an online bid with Heritage, follow these steps:

1. Sign into the website, go to https://realestate.ha.com/information/luxury-real-estate-under-2-million.s, and select the property you wish to bid on.
2. In the middle of this page, you will see a box, which allows you to place a bid. You will need to enter your secret maximum bid, your user name, and your password (the latter two will appear once you have clicked the "Place Absentee Bid" button). The secret maximum bid is the maximum amount you are willing to pay for the property you are interested in. However, your current bid at any time will be the lesser of your maximum bid or one bid increment above what any other bidder has bid on your item. Click on the button marked "Place Absentee Bid" again to continue.
3. You will be taken to a page entitled “Please Confirm Your Bid”. This page will show you the name of the property you are bidding on, the current bid, and the maximum bid. When you are satisfied with your bid, click on the button marked “Confirm Bid”.
4. If your bid is the current high bid, you will be notified, and given some information on what might happen with your bid over the remainder of the auction. You will also receive a Bid Confirmation notice via e-mail.
If your bid is not the current high bid, you will be taken to a page that will notify you of that fact and allow you to place another bid.

How to Track Lots

If you wish to keep track of lots in a Heritage auction for later bids, use the Tracking feature. This gives you one location to find everything you are interested in. There are three ways to track lots. In grid or list view on the search results page there is a "Track this Item" button:

Likewise, on each individual lot page, there is a button under the Place Bid box that reads, "Track Item":

Waterfront home, Venice, FL...
Open for bidding 10/09/2018
Auction 12201

Track Item
Click on the Track Item button, and Heritage will track the lot for you:

To see a complete list of the items you are tracking, go to My Tracked Lots. This is available from the drop-down menus under My Heritage on any page on the website, directly from the My Heritage page, or from the My Bids page via the link "Show Items I'm Tracking." The tracking list looks quite similar to My Bids:
From My Tracked Lots page, you can watch the progress of the bids on these items, remove the items from tracking, or even place a batch bid.

Note that My Tracked Lots only show items on which you have not placed a bid. Once you place a bid on any tracked item, it will be appear in the section called My Bids.

How to Bid in HeritageLive! Auction

We will conclude the bidding on the Property with a HeritageLive Auction that will be held on the last day of the auction at 3pm.

To participate, please go to www.HA.com/Live during the live portion of the auction. Enter your Heritage user name and password, and you can begin bidding on HeritageLive! We strongly suggest you leave proxy bids at www.HA.com before the live session in the event either side experiences internet problems during the live auction.

To bid live, just click on the red Bid Button. Your live bid will be communicated to the auction floor.

If you have questions about Heritage Live, please view Heritage Live! Frequently Asked Questions page on HA.com.

How to Enter a Live Proxy bid through HeritageLive!

Heritage Live! is an outstanding way to place a bid during the live portion of an auction. However, you may not be available to live bid at the time of the auction. Heritage Live! also offers LiveProxy bidding, where you can enter a bid to be placed on your behalf once the lot comes up for auction.

To enter a Live Proxy bid, please go to https://www.ha.com/c/halive/ before the HeritageLive! portion of the auction, and select Live Proxy Bid Now.

From here, there are two ways to place bids. You can enter the dollar amount you want to bid in the box next to the appropriate item(s), and then click on the “Bid Live/Proxy” button to place your bids.
Alternatively, click on the image or description of the item. This will bring up a small window dedicated to the specific lot. From here, just enter your bid into the “Live/Proxy Bid” box, and click the “Bid Now” button.

For more detailed information on bidding in our auctions, please visit https://www.ha.com/c/ref/web-tips_xz#biddingTutorial on the HA.com website.