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Go-it-alone property expert launches new auction firm

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Company founder unfazed by 'difficult market'

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A NEW player is entering Merseyside's property auction market.

Former Sutton Kersh executive Kate Hughes is setting up her own independent auction company - Merseyside Property Auctions (MPA) - in direct competition to her former employer and to other established players, including Venmore and Smith & Sons.

Despite the plunging fortunes of the property market, Ms Hughes's venture is the second of its kind to set up in recent months. Estate agency chain Whitegates has also entered the arena.

The 27-year-old was last year nominated for a Woman in Property award after helping Kersh to achieve record annual auction sales of £37m.

She spent nine years with the firm, rising to become a senior valuer and achieving a 357% growth rate in just five years, and taking it from being the second-placed auction house in Liverpool to one of the biggest nationally.

The former Archbishop Blanch High School pupil is unfazed by the idea of launching her business into a difficult market.

She said: "I believe I can build on my experience and record of achievement in the auction business to provide a really first-class auction service here at MPA and grow a great new property business on Merseyside."

"When times are hard, people are on the look-out for a bargain



From left, Kate Hughes, managing director of Merseyside Property Auctions, with colleagues Eleni Tsanikidis and Justine O'Meara, who say they are proud of their 'fresh, modern, approach'

and Merseysiders know a good bargain when they see one.

"I think auctions can do well in any market, even a downturn, as long as they stay customer-focused."

"We are using new technology and the internet as much as possible to help provide a better deal. We have a fresh, modern approach, as well as keeping some of the great traditions that people always associate with auctions."

MPA's first Merseyside auction

will take place in September at the Marriott Hotel in Speke, offering a mixture of residential and commercial property. Ms Hughes claims she will be offering the most competitive fees in Merseyside.

She added: "It adds up to a very good deal financially for our customers. We are also offering viewings six days a week, free auction appraisals and regular email updates and feedback for customers."

Auctions can do well in any market

"And we focus entirely on property auctions - there are no other business distractions, so we can offer really impartial and independent advice. There is no potential conflict of interest."

■ VENMORE is holding its next auction on July 17 at the Marriott Hotel, Queen Square, Liverpool. The auction begins at midday and contains a variety of 41 residential and commercial properties from across Merseyside.

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