[COMPANY LOGO]

**Contact**: [Name]  
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**FOR IMMEDIATE RELEASE**

[INSERT ARTICLE HEADING]

[INSERT PICTURE OF PROPERTY]

With [INSERT NUMBER] registered bidders jostling for the property and another [INSERT NUMBER OF OBSERVERS] in the audience watching the auction online, the property at [INSERT ADDRESS] sold for $[INSERT PRICE], a result that exceeded the vendor’s expectations.

[INSERT KEY SELLING POINTS OF PROPERTY], this property captured the eye of the online real estate investing community.

Listing agent, [INSERT AGENT NAME] of [INSERT AGENCY] believed this result proves that online under the hammer sales will turn the auction process on its head in [INSERT LOCATION].

“Bidders have to download the “Openn Negotiation” app, pre-register and execute documents in terms suitable to the owner and then place a bid at any time before the final bidding stage,” [AGENT] said.

Then buyers anywhere in the world with internet access can start bidding, [AGENT] noted.

“There’s no more having to attend a stress-filled auction room, no more having the eyes of the audience upon you, no more whispering as secret negotiations take place,” [HE/SHE] said.

“Openn Negotiation provides an entirely transparent process with the sellers and buyers in total control and fully aware of what everyone else is bidding.”

Online auctions are the most exciting change to occur in real estate since the mobile phone and internet marketing, according to the [AGENCY] director.

“Online property auctions take real estate sales into the 21st Century by embracing the technologies that everyone has become accustomed to using.”

[AGENCY] has [INSERT NUMBER] auctions set for [INSERT MONTH], with [INSERT NUMBER] to be sold via Openn Negotiation.

“Openn Negotiation gives owners and buyers another choice,” [INSERT AGENT] added.