



Sellers Guide

A guide to listing and selling property on the Re-Am digital auction platform

For Re-Am Agent / Seller accounts



Scan to
and sell your property



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How the seller platform works

Re-Am uses Agent accounts for sellers and estate agencies. Once an account is approved, the Agent dashboard can be used to create an auction property, add the listing information, configure the starting price, bid increment, reserve price and auction dates, submit the listing for review, and monitor bidding activity.

Important: Re-Am may customise the Dokan forms, approval process and visible dashboard menus. Always follow the fields and instructions shown in your own Agent account, together with the signed mandate, conditions of sale and directions from Re-Am.

Platform workflow based on the current Re-Am Agent access and Dokan Auctions frontend vendor workflow. Interface labels may change as the platform is updated.



Register as an Agent

Open www.re-am.co.za, open the account Login/Register panel and choose Agent. Use the Agent account whenever you need to list or manage a property auction.

AGENT

BUYER

Agent Registration
USERNAME OR E-MAIL *

PASSWORD *

REGISTER AGENT ACCOUNT

Account setup

- 1 Enter a monitored agency email address and create a secure password.
- 2 Complete the Agent/store profile and contact details if prompted.
- 3 Re-Am may review and approve your account before selling or auction access is enabled.
- 4 After approval, open the Agent/Vendor Dashboard and confirm that Auctions appears in the menu.

Before you start

Confirm who is authorised to act for the seller, who will approve the reserve and conditions, and which team member will monitor enquiries and the auction. Keep login details private and do not share one account between unrelated agencies.

Prepare the property listing

Gather complete, accurate information before creating the listing. The exact documents will depend on the property, seller, mandate and Re-Am requirements.

1 Authority to sell

Signed mandate or written authority, seller contact details, and approval process for price and auction decisions.

2 Seller verification

Identity/FICA documents, proof of address and entity documents where requested.

3 Property particulars

Address, property type, erf or unit details, sizes, bedrooms, bathrooms, parking, features and occupation status.

4 Photos & media

A strong featured image, clear gallery images, captions, plans or video where available. Images must reflect the property accurately.

5 Legal & supporting documents

Conditions of sale, disclosure information, title/municipal/levy information, viewing instructions and other documents requested by Re-Am or the attorney.

6 Auction decisions

Approved starting bid, bid increment, confidential reserve, start and end dates, viewing schedule, enquiry contact and any special conditions.

Listing quality checklist

Use one clear property title, select the most relevant category, avoid unsupported claims, check all measurements, and make sure buyers can understand the condition, location, viewing process and auction rules without relying on a phone call.



Add a new auction property

From the Agent dashboard, open Auctions and select Add New Auction Product. Depending on the dashboard version, you may also use Products Add New Product and choose the Auction product type.

RE-AM AGENT

Dashboard

Products

Auctions

Enquiries

Reports

Settings

Auctions

+ ADD NEW AUCTION PRODUCT

All Published Draft Pending Review

PROPERTY	STATUS	CURRENT BID
3-Bedroom Family Home	Published	R 1 500 000
Vacant Land - 600 sqm	Pending Review	-
Coastal Apartment	Draft	-

Complete the listing fields

- Title: property type and location.
- Category: select the closest Re-Am property category.
- Featured image & gallery: upload clear, correctly oriented images.
- Short description: key facts buyers need at a glance.

Add the full details

- Description: accurate overview, features, condition and viewing details.
- Attributes: select the available property features and values.
- Documents: upload only to the designated secure fields.
- Status: save as Draft until the content and auction settings are complete.



Configure pricing & auction dates

Open the Auction Options section and enter the rules approved for the property. Re-check every amount and date before submitting the listing.

Auction options

Configure the bidding rules for this property.

AUCTION TYPE	START PRICE
Normal	R 1 500 000
BID INCREMENT	RESERVE PRICE
R 25 000	Private / not shown
AUCTION START DATE	AUCTION END DATE
20 July 2026, 09:00	31 July 2026, 12:00

 Confirm the displayed timezone and any anti-sniping extension before publishing.

What each field controls

Start price

The minimum opening amount shown when bidding starts.

Bid increment

The minimum amount by which the next bid increases.

Reserve price

The lowest approved selling price. The amount is not displayed, but buyers may see whether it has been met.

Start & end date

The period during which the listing accepts bids. Check the displayed timezone.

Buy it now

Optional. Use only when specifically approved for the property.

Normal auction

Use the standard increasing-bid auction unless Re-Am instructs otherwise.



Publish & manage the live auction

Preview the listing before it goes live. Re-Am may place a new listing into Pending Review and publish it only after the content, documents and auction settings have been checked.



HOMES

3-Bedroom Family Home

3 bedrooms | 2 bathrooms | 2 garages

Current bid: R 1 500 000

AUCTION DETAILS

Auction ends
31 July 2026, 12:00

Current bid
R 1 500 000

RESERVE PRICE NOT YET MET

VIEW LIVE LISTING

Auction activity

BIDDER	BID	DATE / TIME
Bidder 104	R 1 500 000	30 Jul, 11:57
Bidder 207	R 1 525 000	30 Jul, 11:59
Bidder 104	R 1 550 000	30 Jul, 12:03

Before publishing

- Check title, address, category, photographs, descriptions and visible documents.
- Confirm start price, increment, reserve, start/end time, timezone and special conditions.
- Open the public listing after publication and test every link and contact method.

During the auction

- Use Auctions Activity to review bid amounts, bidder details and timestamps available to your account.
- Respond promptly to verified enquiries and arrange approved viewings.
- Do not change material terms, reserve or timing after launch without Re-Am approval and appropriate notice.

Closing extensions: If anti-sniping is enabled, a bid placed near the end may automatically extend the auction. Treat the live listing and activity screen as the source of truth for the final closing time.

After the auction

Once bidding closes, follow the signed conditions of sale, the seller mandate and Re-Am's confirmation process. The next steps depend on whether the reserve was met and the highest bid is accepted.

1

Check the result

Review the final bid, bidding activity, reserve status and any automatic time extension.

2

Confirm the outcome

Re-Am or the appointed agent confirms the auction outcome and contacts the successful bidder or advises the seller on the next step.

3

Complete the contract

Arrange signing of the sale agreement and any outstanding seller or purchaser documents within the stated deadlines.

4

Payments & compliance

Follow only verified instructions for deposits, fees, commission, VAT and FICA requirements stated in the mandate and conditions of sale.

5

Transfer & handover

The appointed conveyancer manages transfer. Continue providing municipal, levy, access, occupation and other information requested.

6

Keep records

Retain the approved listing, seller instructions, activity report, signed documents and important communications.

Reserve not met or sale not confirmed

A reserve price protects the seller from being obliged to sell below the approved amount. Any negotiation, acceptance or re-listing after the auction must be handled in accordance with the property-specific conditions and Re-Am's instructions.



Questions? Contact info@re-am.co.za or visit www.re-am.co.za