auctionhouselondon.co.uk



We Are
Auction House London

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info@auctionhouselondon.co.uk

Auction House LONDON

Auction House London *Stats*

October 2026 Results

242
Lots **Offered** In October 2026

£29.5m
Total **Raised** In October 2026

65%
Sold In October 2026

157
Lots **Sold** In October 2026

2026 Results

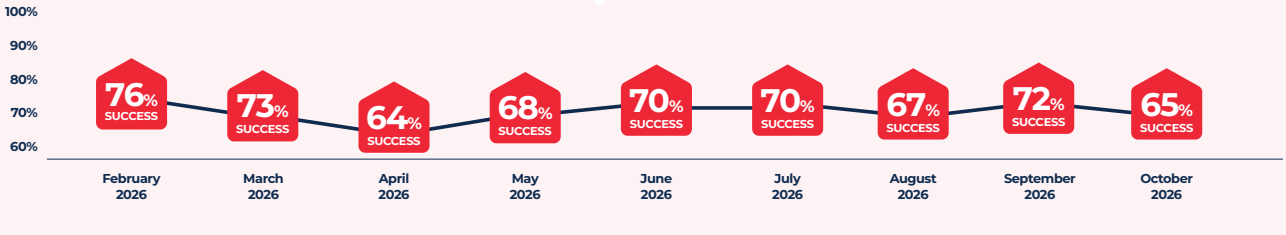
2010
Lots **Offered** In 2026

£300m
Total **Raised** In 2026

70%
Sold In 2026

1398
Lots **Sold** In 2026

A Year in Review - 2026



Industry Leading Residential & Commercial Property Auctioneers

Auction House London is one of the UK's leading property auction houses, delivering fast, transparent and highly effective auction results for sellers. We host ten live-streamed auctions each year, alongside a range of bespoke timed auctions, providing clients with the flexibility to sell at their convenience.

We were one of the first auction houses to pioneer live-streamed auctions during the COVID-19 pandemic, a move that reshaped the industry and made buying and selling at auction more accessible than ever. Since transitioning from in-room auctions to a fully live-streamed format in 2020, we have sold over £2.1 billion worth of property across the UK, offered more than 9,000 lots, and achieved an impressive average success rate of 79%.

Trusted by private sellers, banks, local authorities, housing associations, executors and administrators, we successfully act for sellers of all types, regardless of their circumstances, delivering market-leading results. With an active database of approximately 120,000 buyers and maximum exposure across major property portals, including Rightmove, Zoopla, and OnTheMarket, we generate strong competition, confidence, and results.

It is this performance-driven approach that makes Auction House London the number one choice for sellers and buyers across the UK.

Auction House London are solely Auctioneer's. We are the largest branch of the Auction House UK brand that offer properties from a central London location, supported by 40 regional auction rooms across the UK – all trading under the same banner.

Unlike most Auctioneers, we offer a completely unique service combining a national database alongside local expertise.



Traditional Auctions

For sellers who need to move ahead of the next main catalogue date, our Bespoke Auctions offer an alternative route. Held every four to five weeks with intentionally capped entries, they deliver the same brand, database, and auctioneers in a smaller, more focused setting. See page 11 for further detail.

Timed Auctions

As the leading destination for property auctions, Auction House London offers buyers and sellers the opportunity to take advantage of our timed property auctions. With convenient eBay-style bidding from anywhere in the world, our user-friendly platform simplifies the entire auction process. There is no need to wait for a Livestream event as properties are listed online at any time, with bidding typically lasting several days or weeks. If you're looking for a quick sale, our timed auction is an ideal solution. Contact our team today.



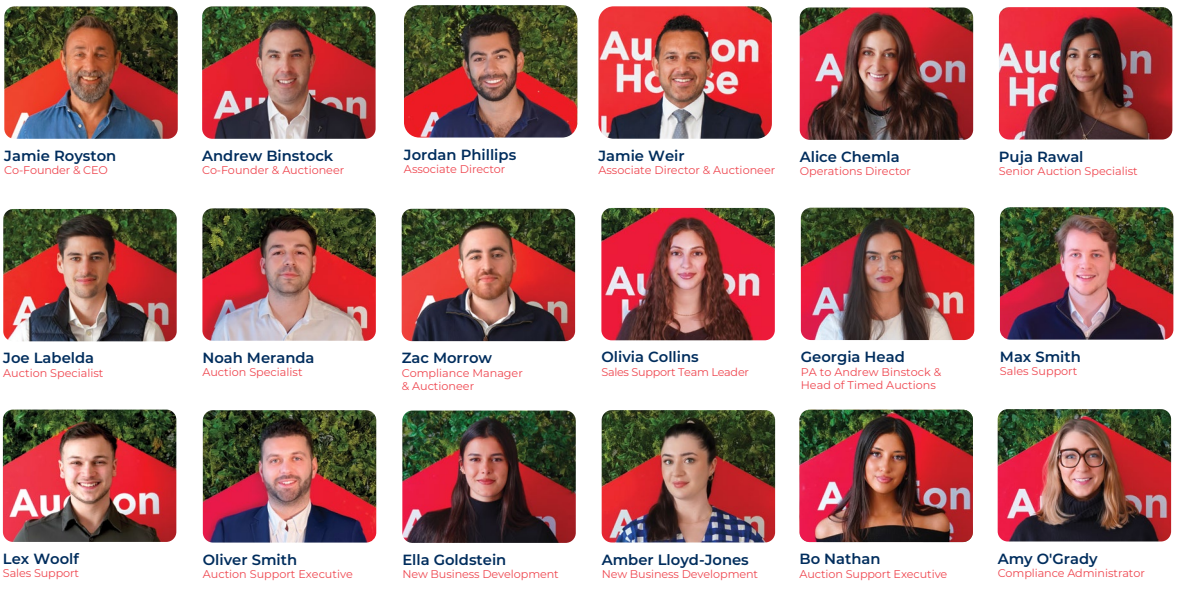
Andrew Binstock & Jamie Royston

Co-Founder & Auctioneer

Co-Founder & CEO

Meet the *Team*

A dedicated team of veterans and new blood, providing many years of property experience and auction expertise.



Jamie Royston
Co-Founder & CEO

Andrew Binstock
Co-Founder & Auctioneer

Jordan Phillips
Associate Director

Jamie Weir
Associate Director & Auctioneer

Alice Chemla
Operations Director

Puja Rawal
Senior Auction Specialist

Joe Labelda
Auction Specialist

Noah Meranda
Auction Specialist

Zac Morrow
Compliance Manager & Auctioneer

Olivia Collins
Sales Support Team Leader

Georgia Head
PA to Andrew Binstock & Head of Timed Auctions

Max Smith
Sales Support

Lex Woolf
Sales Support

Oliver Smith
Auction Support Executive

Ella Goldstein
New Business Development

Amber Lloyd-Jones
New Business Development

Bo Nathan
Auction Support Executive

Amy O'Grady
Compliance Administrator

Google Reviews

★★★★★

"Jordan and the team did a fantastic job in selling my property in East London. Trust worthy and reliable. Communication was amazing! Will sell with them again."

Mr F

"Auction House London have been supportive, honest, and quick to respond throughout the process of selling my property."

Mr N

"Extremely impressed with the professionalism and support I received from Puja and Olivia Collins throughout the auction process and I would not hesitate to recommend Auction House London to others selling a property."

Mrs K

"I have been really impressed with the service here...especially since this is my first time dealing with an auction house for the first time in my life I needed extra reassurance. I found Noah and Joe really helpful and patient. Would highly recommend to family and friends!"

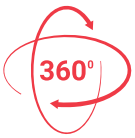
Mrs S

Livestream

Join us for an unparalleled auction experience, combining cutting-edge technology, personalised guidance, and a seamless bidding process. Don't miss this opportunity to bid, and secure your desired land or property.

Experience the excitement of our auctions with our exceptional auctioneers whilst the rest of the team works tirelessly behind the scenes on auction day, our auctioneers, Andrew, Jamie, and Zac conduct the auction through livestream, creating an immersive atmosphere that replicates the energy of the auction room.

Our livestream auctions offer a unique advantage. Andrew, Jamie and Zac actively regulate bids, guides bidders, and maintain an energetic pace throughout the auction, ensuring a dynamic and interactive experience for buyers and sellers.



To enhance accessibility, we provide video walkthroughs of the properties. These walkthroughs are showcased on our website and shared with potential buyers before the auction, offering a comprehensive view of the properties without needing physical open-house viewings. Most of our properties also have open house viewings if you prefer.



Our convenient remote bidding options allow you to bid confidently from your home, office or indeed anywhere in the world. Choose from three secure methods - telephone, proxy, or internet - to participate safely and actively in the auction.

Zac Morrow
Compliance Manager
& Auctioneer

Jamie Weir
Associate Director
& Auctioneer

Andrew Binstock
Co-Founder & Auctioneer

The Auction Process



The Benefits of *Selling At Auction*

Selling property by auction provides certainty, transparency and allows for the disposal of assets within a defined and measurable timeframe.

Speed

As opposed to a private treaty sale where completion can take upwards of 16-20 weeks with a chain, auctions provide a speedy and certain sale with completion typically taking place within 4 weeks.

Certainty

A legally binding contract is formed on the fall of the gavel at the final bid price and the buyer is committed to pay a 10% deposit on auction day.

No Price Ceiling

In an auction room the true value of a property is achieved through competitive bidding and in some instances, the realised value is higher than the local agent's valuation.

Transparency

Property auctions are inherently transparent because they offer a public and open bidding process, allowing all participants to witness each bid in real-time. This ensures fairness, as everyone has equal access to the same information, eliminating behind-the-scenes negotiations or hidden offers. The auctioneer publicly announces each bid, and the highest bid at the fall of the gavel secures the property, making the outcome clear and indisputable for all parties involved.

Extensive Marketing

Our property auctions benefit from one of the most comprehensive marketing strategies in the industry. With an exclusive email database of over 150,000 engaged contacts, we ensure your property reaches a vast and relevant audience. We advertise your listing across all major property portals, ensuring maximum visibility. When a property garners particular interest, we leverage our strong media presence, including features on TV and radio, to capture national attention. Our dynamic social media campaigns further amplify reach, while our continued commitment to producing a digital auction catalogue sets us apart as one of the few auctioneers still offering this valuable tool to buyers and sellers alike.



Our Marketing Process



Property Portals

Following instruction, properties are immediately listed on all major property portals, including Rightmove, Zoopla, Primelocation, Property Link, and Essential Information Group.

Catalogues

Once the majority of lots are secured, we create a dynamic digital catalogue that is immediately shared with our exclusive database of over 150,000 subscribers. This catalogue serves as a central showcase, continuously updated in the lead-up to the auction as new lots are added, ensuring potential buyers stay informed and engaged throughout the campaign.

Auction Boards

Our distinctive auction boards are place outside of every property, they to generate telephone and email enquiries, which are dealt with by our dedicated sales and admin teams.

Social Media

With a strong following across all the major social platforms we promote and market our properties and auction events on Facebook, Instagram & LinkedIn.

Client Reports

We understand the importance of feedback and provide regular seller reports throughout the marketing period.

Extensive Database

We have a national and international database of 150,000 sellers and buyers.

National Press

We actively feature in leading press publications, ensuring maximum industry visibility. Our properties are showcased in respected property and non-specific press articles, reaching targeted audiences of seasoned investors, developers, and industry professionals. This not only enhances credibility but also drives serious interest from qualified buyers who closely follow market trends and opportunities through trusted media sources.



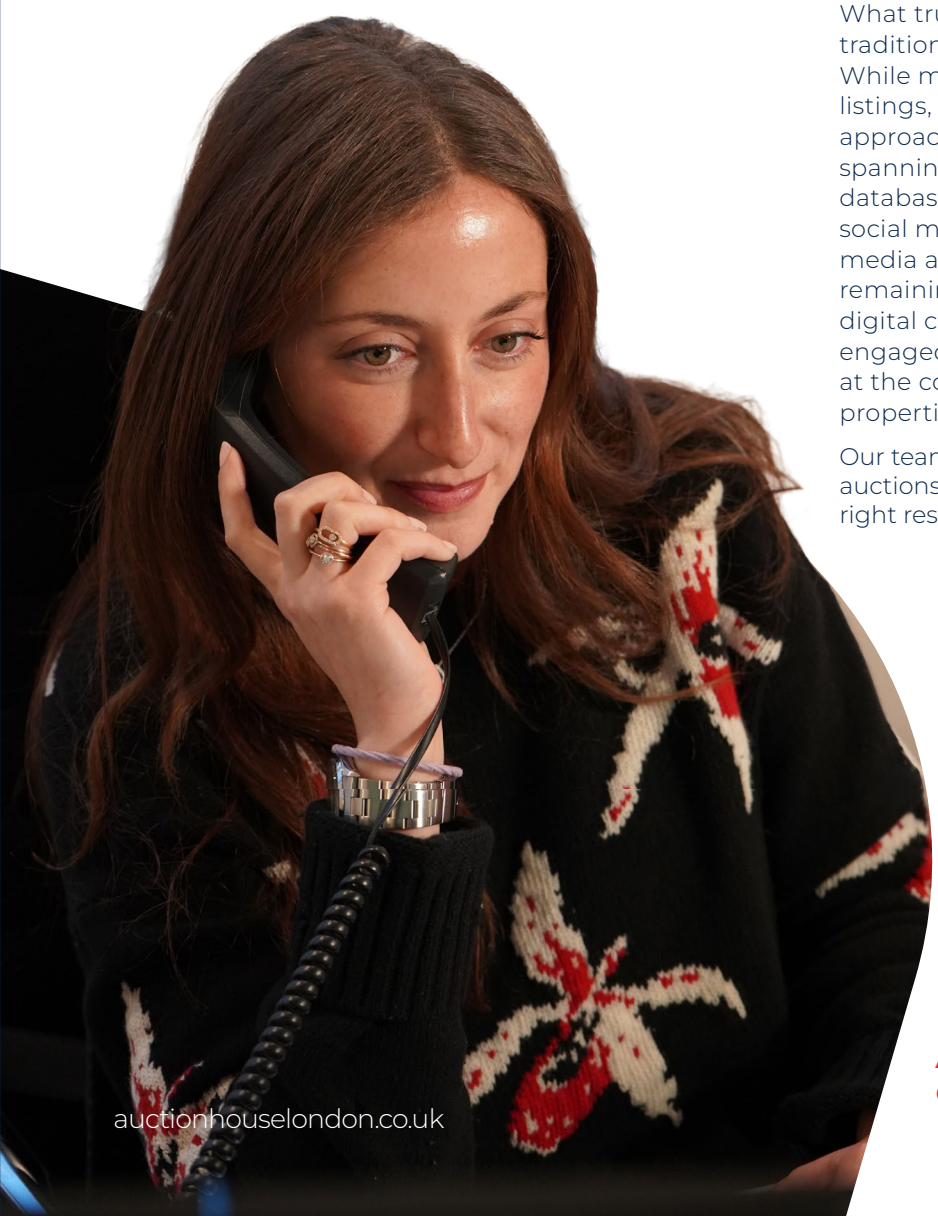
Our Promise

We are committed to achieving the highest possible price for your property by combining our far-reaching marketing strategy with a proactive, results-driven sales approach.

Our Client Relationships

Our team pride themselves on the relationships that they have with clients; relationships forged on trust and professional levels of service.

We believe in giving our clients the highest levels of personal service, which is why every client Is assigned a dedicated team member whom, throughout the marketing campaign will provide direct feedback.



What sets us apart from our competitors

What truly sets us apart is our unique blend of traditional expertise and modern innovation. While many auctioneers rely solely on passive listings, we deliver a hands-on, proactive selling approach backed by a strategic marketing engine, spanning an exclusive 150,000-strong email database, top-tier portal exposure, high-impact social media, and coverage in both mainstream media and trade press. We're also one of the few remaining auctioneers offering a comprehensive digital catalogue, keeping buyers consistently engaged. With transparency, reach, and results at the core of everything we do, we don't just list properties we actively sell them.

Our team offers a fresh and energetic approach to auctions, providing a quality service that achieves the right results for our clients.

Alice Chemla
Operations Director

Types of *Property*

We have had lots of success selling every property type including:



Auction Formats

Choosing the right route to market.

No two sellers are the same.
Neither are our auctions.

We offer three distinct ways to sell at auction. Each one is built around a different set of priorities. Whether you need maximum exposure from a full catalogue, a more selective field with greater individual focus, or the flexibility to go to market on your own terms, there is an option suited to your situation.

Main Livestream Auction

Maximum Reach | High Competition | 150K Buyer Database

Our flagship events. Up to 300 lots per auction, marketed across Rightmove, Zoopla, and our database of 150,000 active buyers. Scale creates competition. Cross-searching, heightened buyer activity and the energy of a full catalogue work in a seller's favour.

Ten live-streamed events each year, held across two days. A legally binding contract is formed on the fall of the gavel.

Bespoke Livestream Auction

Individual Focus | Capped Entries | Every 4-5 Weeks

Held every four to five weeks, positioned strategically between our main catalogue dates. Entries are intentionally capped. Each property receives more individual attention, and the field is smaller and more selective.

Ideal for sellers who cannot wait for the next main event, or those who prefer their lot to stand out in a compact catalogue rather than sit alongside 300 others.

Same brand. Same database. Same auctioneers.

Timed Online Auction

Any Day, Year-round | Bid from Anywhere | Maximum Flexibililty

eBay-style bidding, open for several days or weeks. Available on virtually any day of the year. Bid from anywhere in the world - no need to attend or wait for a livestream date.

The most flexible option for sellers where timing is critical. Properties can be listed immediately and reach our active buyer base from day one.

How the formats sit across the year



Clients We Have Worked With Include



HAMPTONS INTERNATIONAL

CLARION HOUSING GROUP

chl mortgages

BM

Countrywide

move with US

LSL Property Services plc

WATERFOLD ASSET MANAGEMENT

FRASER FRASER
GENEALOGISTS AND INTERNATIONAL PROBATE RESEARCHERS

OPUS BUSINESS ADVISORY GROUP

AMG

Brent

spicerhaart CORPORATE SALES

ES GROUP

MHA MacIntyre Hudson

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Auction House LONDON



Partners

We Work With



Common-sense auction finance delivered fast.

When you're buying at auction, you need a lender to provide the finance you need – fast.

Our specialist team takes a common-sense approach to lending, making quick decisions on a wide range of commercial and residential property types.

We can often help when other lenders can't or won't.

If you're retired, self-employed or have complex income, speak to us.

Bid with confidence.

Talk to our friendly experts on

03308 222 539

Any property used as a security, including your home, may be repossessed if you do not keep up repayments on your mortgage or any other debt secured on it.

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Trusted legal advisers providing expert advice to the global business and private wealth community

Welcome to Spencer West our preferred Solicitors for all your legal requirements.

We are a leading full-service international law firm advising businesses and individuals across the UK and globally, with core values of collaboration, entrepreneurship, and excellence.

Our experienced lawyers are recognised experts in their fields from leading City, national and international law firms and senior in-house positions.

Working in a modern and dynamic way with autonomy over where, when and how we work, our lawyers view issues from your perspective to deliver the best results.

Our international presence and global outlook enables us to advise on corporate, commercial, disputes, and private wealth matters across multiple jurisdictions.

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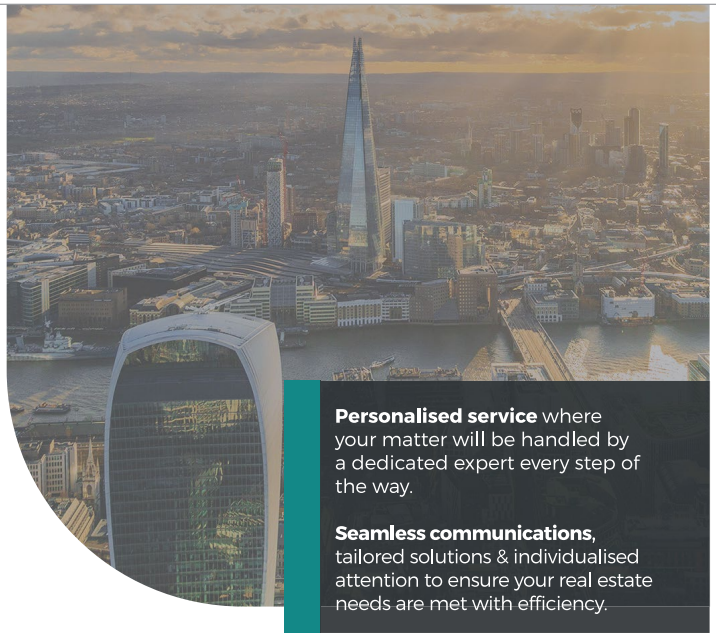
Contact Bobby Myers
0203 668 9560
londonauctionhouse@elliotleigh.com

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The UK Market Leader in Auction Property Law

Working with some of the most prestigious Auction houses across the country, Devall Law offers a personalised service and unparalleled legal expertise.



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We are a top 60 law firm with over 1,700 experts across 30 offices nationwide.

Unlike any other law firm, we operate dynamically, constantly looking for smart ways to succeed.

William Michael - Partner

T: 0203 551 8168 **E: william.michael@taylor-rose.co.uk**

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New Charity Partnership

North London's Smartest Investment?

It's Not Property. It's Young People.

Unitas
An OnSide Youth Zone

Each week, over 1,100 young people walk into Unitas Youth Zone, a safe, vibrant space in North London to grow, learn and belong. Is this the kind of foundation you believe in? Support Unitas Youth Zone. Donate today to help build brighter futures.

SCAN ME

Invest in futures that offer more than just square meters.



SCAN THE CODE

DONATE

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2026 Auction Schedule

Wednesday 11th February & Thursday 12th February

Wednesday 4th March

Wednesday 18th March & Thursday 19th March

Wednesday 22nd April & Thursday 23rd April

Wednesday 27th May & Thursday 28th May

Wednesday 24th June & Thursday 25th June

Wednesday 29th July & Thursday 30th July

Wednesday 2nd September & Thursday 3rd September

Thursday 7th October & Friday 8th October

Wednesday 11th November & Thursday 12th November

Wednesday 9th December & Thursday 10th December

Timed Online Auctions

Our Timed Online Auctions are hosted weekly, giving buyers and sellers a convenient way to participate in auctions without the need for a traditional auction house or scheduled livestream event. The eBay-style bidding is accessible from anywhere, properties can be listed at any time, and bidding typically runs over several days or weeks - making it an ideal solution for those seeking a quick sale.

Setting the Standard in Property Auctions. At Auction House London, we deliver efficient, transparent, and hassle-free property transactions. In 2025, we achieved

- **1652 properties sold** – over five daily.
- **£311,595,000 raised** – helping clients achieve exceptional outcomes.
- **£2.1 billion raised** – since our inception.

For buyers, our transparent bidding process and guaranteed completion dates ensure a seamless investment experience. For sellers, our expertise, extensive buyer database, and competitive auctions maximise your property's potential.

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