



## Texas Auction Signals New Era of Real Estate

DALLAS, Nov 21, 2007 (BUSINESS WIRE) -- Williams & Williams Worldwide Real Estate Auction, the nation's leading real estate auction firm, took another step Saturday in its mission to bring greater liquidity to the real estate marketplace. While online and on-site home sales have been around for years, Saturday's public auction combined real-time online and onsite competitive bidding. This allowed the company to sell over 175 properties from across the State of Texas for more than \$20 million in less than seven hours.

A crowd estimated to exceed 1,000 attendees came to the Dallas Civic Center for the event, while over 600 registered bidders participated online. At the end of the day, more than one-third of all the high bids had come via real-time online bidding.

"What we saw in Dallas was a transformative event for real estate sales in the United States," said Williams & Williams CEO Dean Williams. "Our company made the investment in the technology necessary to carry out a sale like this, but even we were surprised by the level of online participation and massive onsite turnout. It became obvious there's still tremendous demand out there for competitively priced real estate if sellers are open to new ways of doing business."

Williams & Williams will hold its next sale of this type, officially known as theStudio Auction, on the West Coast during the first quarter of 2008.

### About Williams & Williams

Williams & Williams is the nation's leading real estate auction firm, averaging approximately 1,000 property sales per month in all 50 states. For more information on Williams & Williams, please visit [www.williamsauction.com](http://www.williamsauction.com).

SOURCE: Williams & Williams Worldwide Real Estate Auction