

## JAMES BELL



James Bell joins The Auction Group with a distinguished real estate career. Almost two decades as a leading sales person in Brisbane, James brings a wealth of front line tactical experience in the agent craft of selling with the auction method in any market.

With the auction call being the chief of James' passions, he has been supporting the development of auction craft in agents through coaching and agency leadership for the past 5 years.

As an auctioneer with over 15 years experience in Queensland and NSW calls, James is skilled at strategy and execution with an understanding of how to leverage the nuance of light and shade whether that is cast from the market conditions or the sentiments of unique buyer cohort.

James believes that the auction arena is the best opportunity that an agent has to present the market to a potential vendor and to extract interest and offers using auction as the most fair, transparent and accountable method of sale.

A family man, James is a third generation real estate agent. With property in his veins, James is driven to deliver the best possible outcome through intelligent negotiations that support agents, vendors and bidders in the property transaction.