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BTG Eddisons Property Auctions

Hortons teams up with BTG Eddisons Property Auctions



BTG Eddisons Property Auctions has partnered with estate agency Hortons to develop a dedicated auctions service for Hortons' growing UK network of self-employed property agents.

The partnership will give Hortons' agents access to BTG Eddisons Property Auctions' expertise and national infrastructure, providing another route to market for properties where auction is a suitable method of sale.

Hortons, founded by Adam Horton in 2016, has grown into a tech-led network of more than 50 self-employed agents, known as 'partners', with plans for further expansion over the next 12 months. A new team, Hortons Auctions, will help agents assess when auction could be the right option for clients and will draw on BTG Eddisons' specialist support to bring suitable properties to market.

The new team will be led by Chester-based agent Sam Johnson, who is experienced in both estate agency and property auctions. He has worked with BTG Eddisons Property Auctions' national director of property auctions, Andy Thompson, for more than a decade.

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BTG Eddisons Property Auctions takes more than 400 properties across the UK to auction each month, covering a wide range of residential and commercial assets.

Andy Thompson said: “We’re really pleased to be partnering with Hortons. Combining our established auction expertise with its growing national network creates a good opportunity to reach more agents and property owners.

“Sam and I have worked together for many years, and we’re looking forward to building on that relationship to deliver real benefits for Hortons’ partners and their clients.”

Sam Johnson said: “Having worked in the sector for many years, I’ve seen first-hand how effective the right auction strategy can be.

“This isn’t about encouraging every seller to go to auction. It’s about giving our partners the knowledge, confidence and specialist support to recommend the right method of sale for each client. I’ve worked with Andy for years and I’m looking forward to building on that relationship and developing something that offers genuine value to partners and their clients.”

Hortons founder Adam Horton added: “We’ve always believed in giving experienced agents the freedom to build their own businesses, backed by the technology, marketing and infrastructure of a national brand.

“As our network continues to grow, it’s important that we keep investing in services that strengthen our partners’ offering. Hortons Auctions is a natural extension of that approach and an exciting next step for the business.”

Part of real estate consultancy BTG Eddisons, BTG Eddisons Property Auctions was formed by the unification earlier this year of auction businesses Pugh, Mark Jenkinson, SDL Property Auctions and Network Auctions. The combined business is the UK’s second-largest property auctioneer by volume.