

Question Report					
iSeries: Marketing the Benefits of Online Auctions					
Question	Asker Name	Answer(s)			
The biggest problem we have with online auctions is pickup. Many times we have only a few days to be off the premise. If a buyer is from the other side of the country how do we get them with sometype of assurance to work with us within our time frame	RONALD CASPERT	live answered			
Can I get a copy of this powerpoint to adapt and use?	Cammy McComb	live answered			
What brings more money?live,online or live and online	Dawn Pridham	live answered			
Russ- On your industrial equipment auction what payment methods do you use? Have you have success with echeck payments?	JK Kinsey	live answered			
I joined late so ignore this if already addressed. Do you have any tips for Virtual Gala Auctions, now in their infancy?	Connie Johnson	live answered			

In a seller managed auction, how do you handle catalog creation deficiencies? (for example, not full disclosure, not consistent description writing, et cetera)	John Schultz	live answered			
In a seller managed auction, how do you handle removal if items need to be shipped/trucked? I find sellers are not prepared for the removal process.	John Schultz	live answered			
how do you handle buyers that bid then don't pay?	Chester Straley	live answered			
What softwares do you use to manage your auctions?	Calvin Sams	live answered			
how do I find out more info about seller managed auctions?	Carelle Carter	live answered			
are either of you doing simulcast auctions? If so, have you compared the results with internet bidding only auctions	Harry Stampler	live answered	Hi Harry - We did both for 1 auction. Started with a timed auction with reserves then what didnt sell we ran an webcast auction with no minimums	We are heading in a direction that our predecessors would not want to go.	How true

<p>Is any Auctioneering Professional group advocating for safely managed online auctions to be allowed to continue with scheduled contactless pickup (even more distance than a store or restaurant drive through would offer)?</p>	<p>Rebecca Kindergan</p>	<p>Not typically but with scheduled pick ups you are able to strain your buyers out over however long you want allowing less people in the space at once. Either that or you could have your employees or hire movers to bring the items out curb side and then let the buyers pick the items up from there.</p>			
<p>Do you use the same marketing techniques to bring more traditional buyers to the online market place - ie; newspapers, fliers, etc... or is most marketing done on-line?</p>	<p>Ben Schafer</p>	<p>live answered</p>			
<p>Speak to Google a little more please. We have done live and on-line using other platforms i.e. Live Auctioneers, Invaluable. We find we are in a situation to move to on-line only due to Hurricane Michael.</p>	<p>Richard Adams</p>	<p>live answered</p>			

<p>watching alot of online auctions, Ive seen most of the action happen at the very end of the sale " the last 5 minutes". how long would you run a typical estate sale? keep on mind, I said run the sale " bidding begins, bidding ends". I have been using a 10 day window. is that too long, too short, or is that a good time?</p>	<p>Mike Witten</p>	<p>We usually do two to three weeks for our collectibles. Our stamps and coins run about a month. And yes, many of our regulars do wait for the last minutes</p>	<p>I wouldn't be the one to answer this question as we do not typically deal with estates.</p>		
<p>How does your insurance work in a seller-managed auction vs. an auction being fully controlled by you?</p>	<p>Andy Conser</p>	<p>live answered</p>			
<p>What are good apps?</p>	<p>Dawn Pridham</p>	<p>Schedule Genius, Podio, Podium, EZ Text, etc.</p>			
<p>are you putting out any pandemic disclosures to your sellers about expectations of value?</p>	<p>KC Daniel</p>	<p>live answered</p>			
<p>What service are you using for check out by appointment that tells you who hasn't scheduled?</p>	<p>Dayton Roller</p>	<p>Schedule Genius</p>			

<p>How are pickups/previews being handled now in light of the pandemic?? Are you even doing previews?</p>	<p>Marjorie Hartman</p>	<p>We are not doing previews. We use SignUpGenius for buyers to schedule their pickup in a 15-minute time slot.... are thinking of doing curbside pickup only for the next ones.</p>	<p>Scheduled pick ups. Scheduled inspections or virtual inspections either live via facebook, youtube, instagram. Have an employee onsite there for an hour or so and wait for comments to come and or just walk around the space highlighting certain items if no-one watches live, then post on your site.</p>		
<p>For Russ, if you resell and the item brings less than original selling price, would you make up the difference? Or how do you address this?</p>	<p>Toney Thornhill</p>				
<p>How do you manage chargebacks and try to limit losses from them?</p>	<p>Andy O'Hanlon</p>	<p>Depends on the chargeback. Are they not picking up their items? Are they picking up their items and then not satisfied with the item? Have the buyer sign in when they arrive/leave so that you can show that to the credit card company should they charge the item back.</p>			

<p>Are you using any Pandemic language in your buyer terms? For example, not being liable if exposed , etc.</p>	<p>Cammy McComb</p>	<p>Yes check out our language at rasmus.com We also have banners we put up at check in with what were doing to limit contact. Scheduled pick ups, 6 ft, sanitation of staff and doors. Check out the video chris and I did on our facebook page about COVID.</p>			
<p>Have you ever had a buyer switch gem stones on a ring and claim that you sold them a fake stone/</p>	<p>Alan Frenkel</p>	<p>I haven't dealt with that market.</p>			