

Marketing the Benefits of Online Auctions



iSeries



Russ Hilke CAI, GPPA, AMM

Fram Fram



Erik Rasmus CAI, GPPA, AMM

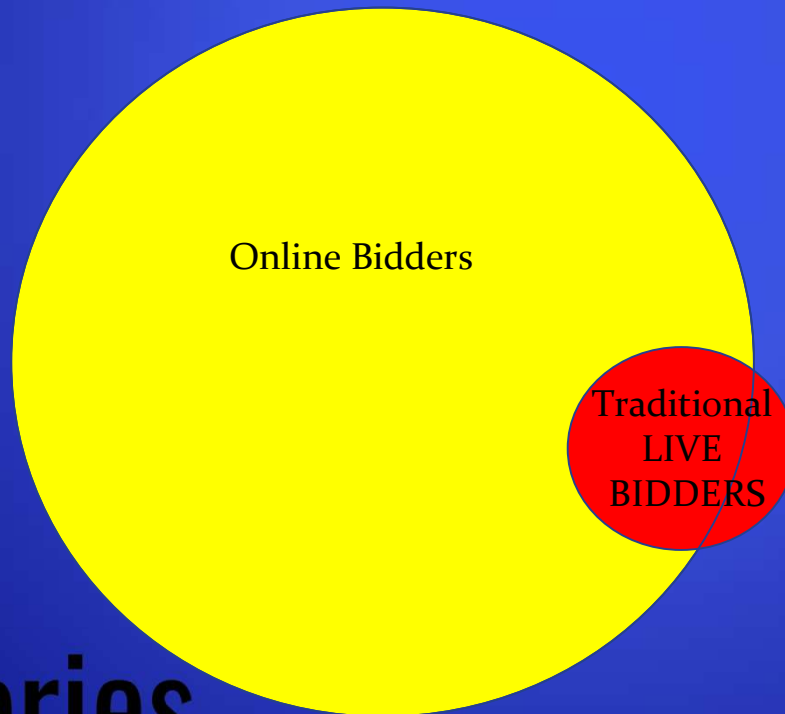
Rasmus Auctions



iSeries

Larger Audience

“Most live buyers will bid in an online auction but many online bidders will not participate in a live auction.”



Different Buyer Base

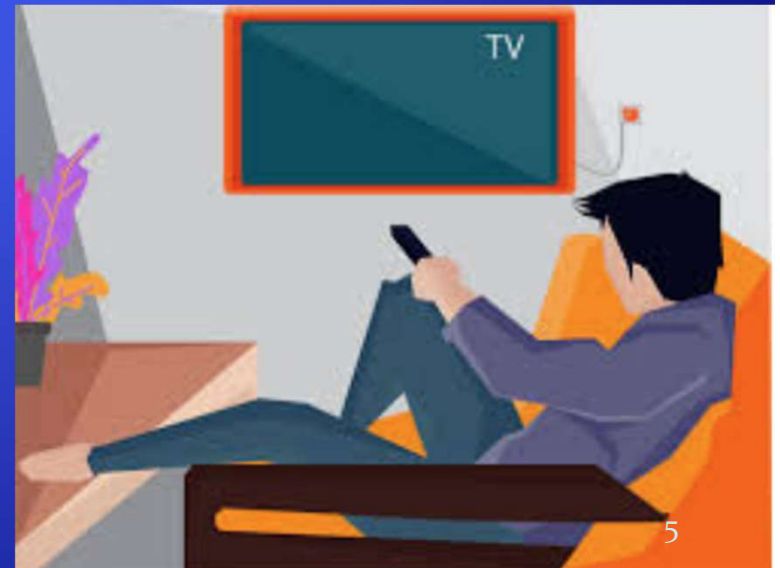
“Our diehard auction buyers are joined online by huge numbers of people who otherwise wouldn’t or can’t attend a live auction.”

- Single item buyers
- Younger buyer base
- Stay at home buyers
- 9-5pm workers



Convenient for Buyers

- Bid when and where they want.
- Bid on multiple auctions the same day
- Pick up items from multiple auctions the same day
- They can bid at auction while watching tv or making dinner.



More Exposure

“Since every item is cataloged with a description and multiple photos, your buyers can search or find the items that interest them. We get more web visits in a week than we get live bidders in a year.”

Let Google drive your traffic

Buyers look for you, not the other way
around



iSeries

Bidding Open for Longer

“Longer bidding means more chances for bidders to find what they want and engage. The longer they spend as a winning bidder, the more engaged they will become.”



Instant Engagement from Marketing

“Bidders can go from an email to bidding in 10 seconds. People will not forget about the auction. They can start bidding immediately instead of adding a date to their calendar.”



Don't Need to Move or Consolidate

“Online auctions can completely eliminate the need and COST to move your items. The items are pictured, sold, and picked up from the same location”



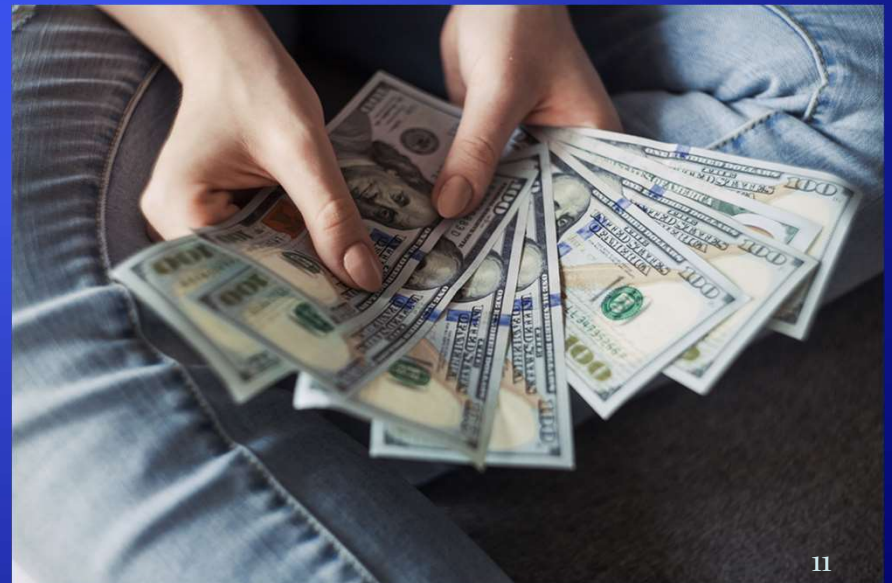
Multiple Locations

- Reach buyers from all around the nation/world.
- You can combine small auction items together.
- Multiple facilities, same auction, and on the same day.



Operate a Smaller Crew

“Day of sale expenses such as ringman, cashiers, clerks, security and bid callers are eliminated saving you money.*”



More Time for Bidders to Gather Information

“Buyers want to make an informed decision. Online auctions give them the opportunity to do their homework and ask questions before they commit to bidding at an auction.”

Provide More Details

“In a live auction the auctioneer only gets a few seconds to give key features. Online we can go into detail and you (the seller) can review everything and make changes in a case where we missed something.”

- Always go back and add more info
- Always in one place for reference
- Easier to do research on the item



Better Organized

“By selling online everything will be organized before the sale. This reduces confusion and makes for a better overall process. More people engage when they understand the process.”

- This gives you and your staff time to plan
- Keep control
- Develop a community, without even seeing your buyers.



Fewer Giveaways

“Standing at a live auction for 6 or 7 hours takes its toll, and that’s if your wife will let you be there that long. Online bidders can bid anywhere any time and that means fewer items are sold below their value. There is no standing around waiting for that last item you want.”



More Throughput

“You have a lot of stuff here. This would be a full day selling two rings or we can do it online and sell 2000 items in just 4 or 5 hours.”

- This is very powerful for people with a lot of stuff!
- You choose what time the auction will close.
- All items can be shown on one or two pages.



Less Onsite Activity

“Your neighbors are going to thank you since there will not be a major disruption for an entire day.”

“This location would be challenging to sell live. There isn’t enough space, places to park, etc.”



Seller Managed Auctions

- Replicate your model
- Creates long lasting super sellers
- Conduct auctions without ever being on site
- Set it up and forget about it





Questions?



NAA COVID-19 Online Resource

auctioneers.org/covid19



*i*Series

auctioneers.org/iserie
(913) 541-8084
support@auctioneers.org



iSeries