



Auction Simplified

Digital Marketing For Wholesale



Why Dealer Auction?

"Dealers running their own private auctions consistently earn Higher Wholesale Profits." -NCM Associates

What's in it for dealers?

- Higher Profits
- No transportation fees
- No travel time
- Less theft at off site auctions
- No Seller fees.
- Marketing online day 1

What's in it for wholesalers/indy's

- Less expensive cars
- Lower buy fees
- Access online day 1
- Lower Prices
- Access to Trades
- Visit more auctions in a day

Wholesale auctions around the USA



Private auctions report higher sale rates

Team Wholesale Bid

BID RESULTS FOR TUESDAY 11-4-2014

98% SOLD!!!

NO SALE- G12 2012 KIA SORENTO

THANK YOU SO MUCH FOR YOUR BUSINESS!

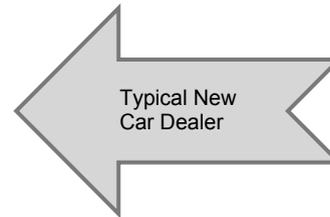
IMPORTANT NOTICE:

WE WILL BE BLOCKING THE BID LOT AT 8:30 PM M-F. THE LOT WILL BE OPEN
EACH MORNING AT 9:00 AM.

THE BID LOT WILL REMAINED BLOCKED FROM 9:00 PM FRIDAY THRU 9:00 AM MONDAY MORNING.

Auction Expense Calculator

Average Auction Seller Fee	\$ 150.00	per car	
Average Cost to Ship Car to Auction	\$ 100.00	per car	
Average Cost to Send a Manager	\$ 200.00	per day food, gas and salary	
	Week	Month	Year
# of wholesales sent to auction	15	65	780
	Week	Month	Year
Total Seller's fees	\$ 2,250.00	\$ 9,675.00	\$ 117,000.00
Total Transportation	\$ 1,500.00	\$ 6,450.00	\$ 78,000.00
Total Manager Expense	\$ 200.00	\$ 860.00	\$ 10,400.00
Grand Total	\$ 3,950.00	\$ 16,985.00	\$ 205,400.00
Other Factors			
Idle time while car is sitting at auction, floorplan, depreciation			
Theft at auction. Auctions "Gassing" Fee			
Liability, lot kids on dealer plates			



Auction Simplified Expense Calc

	Week	Month	Year
Software Costs	none	none	none
Total Seller's Fees	none	none	none
Total Shipping	none	none	none
Manager Total	\$ 200.00	\$ 860.00	\$ 10,400.00
Extra Staff for viewing day	\$ 100.00	\$ 430.00	\$ 5,200.00
Marketing	\$ 100.00	\$ 430.00	\$ 5,200.00
Grand Total	\$ 400.00	\$ 1,720.00	\$ 20,800.00
Net Potential Savings	\$ 3,550.00	\$ 15,265.00	\$ 184,600.00

Auction Expense Calculator

Average Auction Seller Fee	\$ 150.00	per car	
Average Cost to Ship Car to Auction	\$ -	per car	
Average Cost to Send a Manager	\$ 200.00	per day food, gas and salary	
	Week	Month	Year
# of wholesales sent to auction	30	129	1560
	Week	Month	Year
Total Seller's fees	\$ 4,500.00	\$ 19,350.00	\$ 234,000.00
Total Transportation	\$ -	\$ -	\$ -
Total Manager Expense	\$ 200.00	\$ 860.00	\$ 10,400.00
Grand Total	\$ 4,700.00	\$ 20,210.00	\$ 244,400.00



Dealer with Special from Auction

Other Factors

Idle time while car is sitting at auction, floorplan, depreciation
 Thief at auction. Auctions "Gassing" Fee
 Liability, lot kids on dealer plates

Auction Simplified Expense Calc

	Week	Month	Year
Software Costs	none	none	none
Total Seller's Fees	none	none	none
Total Shipping	none	none	none
Manager Total	\$ 200.00	\$ 860.00	\$ 10,400.00
Extra Staff for viewing day	\$ 100.00	\$ 430.00	\$ 5,200.00
Marketing	\$ 100.00	\$ 430.00	\$ 5,200.00
Grand Total	\$ 400.00	\$ 1,720.00	\$ 20,800.00
Net Potential Savings	\$ 4,300.00	\$ 18,490.00	\$ 223,600.00

Why Bother? What I'm doing today works fine

If your dealership survived the recession of 2007-08 you understand the value of Digital Marketing for Retail. You have all the latest and greatest tools for selling cars to the retail public. The best pricing tools, beautiful SEO efficient websites and the latest apps. You ensure that your managers are paying attention to the quality of the 27 photos and require perfectly accurate vehicle descriptions. All of this is normal for a successful dealership in this day and age.

This leads me to the following questions:

- Isn't time to do the same for wholesale?
- Why is it ok to wait a week or two before selling our trades at auction but we require our managers to have our retails online in three days?
- Why do we not digitally market our wholesale inventory to our wholesalers?
- Why did we kick the wholesalers and independent buyers out of our stores? (Don't jump to conclusions on this one, really think about it, because it is the root cause of wholesale loss)
- Why are we doing the same things our competition is doing?
- Why do we trudge our prime wholesale money makers to off site actions?
- Why do we pay those sellers fees, even negotiated fees still add up?
- Why is it ok to pay for shipping and if it is free, who is actually paying?
- Why do we tie up our managers sitting in a lane, sniffing fumes all day then expect him/her to come back to the office full of energy and take TO's?
- Why don't we run our own wholesale auction?

This book hopes to answer those questions and more.

Getting started

Decisions

1. Pick your location
2. Pick your auction style
3. Pick your viewing date
4. Pick your end date
5. Photos and descriptions
6. Schedule biller/lot staff
7. Set your rules

Setup items

1. vAuto or inventory tool info
2. Carfax/Autocheck info
3. Setup users info
4. Setup landing page info
5. merchandise wholesalers

Auction Location Best Practices



- Space where all wholesales can be stored and viewed safely.
- Fenced in if possible but not required.
- Near a building or other structure (food and storage)
- Zip ties for keys on viewing day
- Wholesalers only welcome on viewing day.

Pick an Auction Style

1. Silent Online Bidding
2. Open Online Bidding
3. Open Online Bidding with Buy Me Now



Is a Silent Auto Auction the Way to Go?

What is a Bid Sale?

Bid sales, also known as a Silent Auto Auction, are an incredible powerful type of auction because they are a win-win for wholesalers and dealers alike.

Silent Bid Sale: This is a closed auction. All bidders submit their (secret) bids online. When the bidding period is over, the high bidder wins and pays what he/she bid. (Tie bids will go to the first bidder)

- **Sellers like it** because they sometimes get high bids they would never have achieved with a traditional auction.
- **Buyers like it** because they sometimes can snipe a bargain.

How Bid Sales Work:

Dealers post their cars on **Auction Simplified™** without showing any price. They list an end date and time and set a viewing day for buyers to look at the cars. If the buyers have a relationship with the seller and trust their description they can bid on-line. Buyers can also visit the dealership on the viewing day and inspect the cars for themselves then bid. Buyers/Wholesalers can place their bid at any time up until the bid sale ends. Once the bid sale ends, the computer tabulates the winners and a notice is emailed and/or texted to the buyer and seller.



Silent Sale features:

- No one sees the bidder until the end
- Bidders are notified if reserve is not met
- Bidders are notified if they win at auction end

Is Online Open Bidding the Way to Go?



Open Sale features:

- No one sees the bidder until the end
- Bidders are notified if reserve is not met
- Bidders are notified if they win at auction end
- Buy Me Now available
- Proxy Bidding Available.

What is a Online Open Bid Auction?

Running an auction is really easy with **Auction Simplified™** because our software allows for bidders to view cars online in advance of the sale and in many cases "Buy Me Now" if they really want the car.

Open Bid Sale: This auction is called open because every bidder knows all of the other bids and ascending because each bid must be higher than the one before.

- **Sellers like it** because bidders get into a bidding battle onsite and online which sometimes can drive the price through the roof
- **Buyers like it** because they can find bargains and bid lower than a silent auction and still get the car.

How does an Online Open Bid Auction Work?

Dealers post their cars online for buyers to view. They list an end date and time and set a viewing day for buyers to look at the cars. If the buyers have a relationship with the seller and trust their description they can bid online. Buyers can also visit the dealership on the viewing day and inspect the cars for themselves then bid.

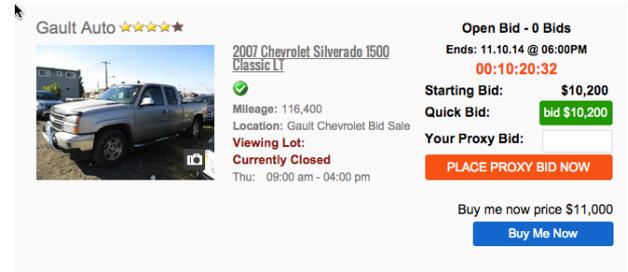
Buyers/Wholesalers can place their bids online any time a sale is running. Once the sale ends, the computer tabulates the winners and a notice is emailed and /or texted to the buyer and seller.

Viewing day best practices

1. Cars keyed up (zip tied around the steering wheel).
2. Donuts and coffee. Maybe pizza.
3. Lot person helping w/keys etc.
4. Manager schmoozing buyers.
5. Restrict viewing to that day.
6. No reserve disclosures.



Photos & Descriptions Best Practices



- Your Auction is “as-is” with disclosure, so disclose what you know.
- Take 5 main photos then focus on flaws
- Describe in detail the flaws, damage and stains
- Upload and RO’s that add value
- Disclose title condition and run condition.

Open Bid Pricing Best Practices

- Reserve should be set.
- Starting Bid should be substantially lower than reserve to encourage opening bids.
- Buy me now, if set should be higher than reserve (typically \$500-1000)

Examples of Auction Rules

GAULT AUTO

Welcome to The Gault Auto Group Bi-Weekly Auction
THIS IS A WHOLESALE ONLY CLOSED BID AUCTION

YOU MUST BE REGISTERED TO BID. Go to AuctionSimplified.com/register - If you need help or rush approval call [877-877-4511](tel:877-877-4511) and an Auction Simplified rep will walk you through the process. Have your Dealer License ID and expiration date ready.

HOW TO BID? Log in to auctionsimplified.com choose our sale to see a full list or simply use the search at the top of the page - type in the stock number or last 8 of the vin.

WHAT ARE THE FEES? Our fees are the lowest in the area.

- \$500 or less the buyers fee is \$25
- \$501 to \$2,000 the buyers fee is \$70
- \$2,001 to \$5,000 the buyers fee is \$95
- \$5,001 and above the buyers fee is \$120
- THERE ARE NO SELLER FEES

HOW WILL I KNOW IF I WON THE BID? Since this is a silent sale both buyers and sellers cannot see your bids until the end of the sale. You will be sent an email no later than 3pm (one hour after the auction ends.) notifying you of your winning bids. You can also go online to AuctionSimplified.com and see which cars you won. You can even print out an invoice from the site, see which cars you need to pick up etc.

HOW DO I PAY? We accept Certified Check, most floor plan or Cash. Business Checks are only accepted after a long term relationship. All payments are to be brought to the Gault Chevrolet Cashier. They will have the billing paperwork and the keys once payment is received.

HOW SOON CAN I PICK UP MY CAR? Usually the auction vehicles will be billed and ready for pickup by end of business on Wednesday. If you need a rush, let the manager know. CARS MUST BE PAID FOR AND PICKED UP NO LATER THAN FRIDAY AT 5pm

This is an "AS IS Auction" and we do everything in our power to list the cars condition accurately and highlight the major flaws in advance on the site. **It is your responsibility to review the car and assess its condition before bidding.**

Who Do I Contact if I have a Question?

Vehicle details, billing and general auction questions please contact:

Allan Eagles - [607-725-5553](tel:607-725-5553) - Allan.Eagles@gaultauto.com

Software Questions, how to bid, general use of the auctionsimplified.com platform

Contact Auction Simplified Support at [877-877-2911](tel:877-877-2911) or support@auctionsimplified.com

Example of Auction Invite

Hand Out



Wholesale Auction Invitation

**GAULT
AUTO**

Gault Auto Group Endicott, NY (BETA)

View & Bid online Starting Now

Test Drive & View person 11/13 9-4

Endicott NY behind Gault BMW

FINAL ONLINE BIDS Thursday 11/13 4pm

KIPO
AUTOMOTIVE GROUP

KIPO Auto Group Lockport, NY

View & Bid online weekly Tuesday-Monday

Viewing in person Monday 9-4

5967 Robinson Road Lockport, NY 14094

FINAL ONLINE BIDS MONDAYS by 6PM

Lia



of Williamsville

LIA Honda Williamsville, NY

View & Bid online

Test Drive & View in person every second Monday

LIA Honda Transit Road

FINAL ONLINE BIDS every second MONDAY 3rd BY 6PM

Postcard

Gault Automotive Group

Invites you to their First

Wholesale Auto Auction

Wednesday 9/24/14

View and Bid Online

Monday 9/22/14 to Wednesday 9/24/14

Or

View In Person

Gates Open Wednesday 9/24/14 8am to 2pm
2207 North St Endicott NY 13760 (Behind Gault BMW)

You Must Register To Bid

<http://auctionsimplified.com/>

Final Bid's by 2pm 9/24/14

All Purchased Vehicles

Must Be Picked Up By

5pm Friday 9/26/14

Marketing Examples



716.800.2910

Toll free 877.877.4511

Login Register

UPCOMING AUCTIONS

Buyer or Seller?

Wholesale Event Types

Blog

Learn More

Support

Bidding Ends in

04 09 04 19
DAYS HOURS MINUTES SECONDS

Log-in to bid

GAULT AUTO



Gault Auto Auction. Endicott, NY

Upcoming Auction Dates:

Thursday November 13th & 20th & December 4th & 18th

Watch this Video

November 2014							December 2014						
SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT
26	27	28	29	30	31	1	30	1	2	3	4	5	6
2	3	4	5	6	7	8	7	8	9	10	11	12	13
9	10	11	12	13	14	15	14	15	16	17	18	19	20
16	17	18	19	20	21	22	21	22	23	24	25	26	27
23	24	25	26	27	28	29	28	29	30	31	1	2	3
30	1	2	3	4	5	6	4	5	6	7	8	9	10

About the Gault Auto Group

Gault Automotive is a third generation family owned dealership started in 1934 in Hannibal, New York. (North of Syracuse, NY)

In 1956 Chevrolet asked Bob Gault's Dad to move to Endicott NY by Chevrolet because he was selling 2 cars to every 1 person living in Hannibal NY. IBM was booming on North Street in Endicott and that is where The Chevrolet dealership was built. The Gault name is well known in the triple cities in the automobile industry. Robert Gault owns Gault Chevrolet, Gault Toyota- Scion, Gault VW and Gault Auto Sport BMW. Gault Toyota is a 17 time winner of the Prestigious President's Award and the 2014 Toyota Certified Dealer of the Central New York. Gault Chevrolet has been a



Auctions Running Now

City:

- KIPO (45) ★★★★★ [View](#)
- Gault Auto (37) ★★★★★ [View](#)
- Lia Honda (17) ★★★★★ [View](#)



Example of bidders page

Quick Search

Won **Bidding** **Losing**

Network Dealer:

My Status:

Auction Status:

VIN:
Stock#:

Min Year:
Max Year:

Make:
Model:

[Show Advanced Search](#)

Open Bid Auctions - 113 Vehicles Found

[REFRESH](#) [PRINT](#)

Sort By

Demo1 Motors ★★★★★



2014 Toyota Camry SE
✓
Mileage: 31,659
Location: Demo1 Motors
Viewing Lot:
Currently Closed

Open Bid - 1 Bids
Ends: 11.10.14 @ 06:00PM
00:09:58:00
Current Bid: **\$15,800**
Quick Bid: **bid \$15,900**
Your Proxy Bid:
[PLACE PROXY BID NOW](#)

Buy me now price \$16,200
[Buy Me Now](#)

Demo1 Motors ★★★★★



2013 Kia Soul plus
✓
Mileage: 31,144

Open Bid - 1 Bids
Ends: 11.10.14 @ 06:00PM
00:09:58:00
Current Bid: **\$10,200**