

K-BID'ness

K-BID Online Auctions Affiliate Newsletter

July 2017

Letters to the Editor: Carrie.Caruso@K-BIDMail.com

Inaugural “Ride Into Summer” Campaign Success

We would like to thank everyone who participated in the first annual “Ride into Summer” event that took place from May 14th – 18th, 2017 on K-BID.com. Our goal was to promote the sale of Summer Toys and create a fun event that buyers, sellers and affiliates can look forward to each year.



“Ride Into Summer” Week!

Upgrade your outdoor toys May 14-18



We are pleased to announce that the event was a success, with 13 affiliates closing auctions the week of May 14th-18th with assets that fit the theme. True to our word, **K-BID** invested an additional \$5,000 in marketing funds to promote the event in the Upper Midwest. Our efforts reached an additional 175,000 people, and drove nearly 9,000 new users to learn about the buying and selling process on K-BID.com. As these promotions pick up momentum in the future, **K-BID** is committed to increase and diversify our marketing efforts to broaden our reach and brand recognition.

We always appreciate feedback on how we can make these promotions even better and more inclusive in the future. Understandably, most of the comments we received this time were about allowing affiliates more time to coordinate the promotion with their schedules, and to line up potential sellers.

Please MARK YOUR CALENDARS for October 15th - 29th, 2017. This will be the first Fall/Winter Sportsman's Event. The official name is still TBD, and it will be similar to our Spring event, but with an emphasis on hunting items and Winter Toys. Keep an eye on your inbox for more information, and please send any feedback or ideas to chris.schwartz@k-bidmail.com.



Congratulations to Resold Auction Services of Lake Park, MN, who had the highest grossing auction of the event with bid prices exceeding \$17,000!



Earn an extra \$100

K-BID is offering gift card incentives for submissions, if used in upcoming newsletters:

- ◆ Ideas
- ◆ Quotes
- ◆ Tips
- ◆ Interesting items sold
- ◆ Pictures

To: Carrie.Caruso@K-BIDMail.com



The 2nd Quarter **K-BID** Affiliate Advisory Panel meeting was held on June 29, 2017.



Where Is Amanda??

That is a very common question around here lately. Fear not; Amanda Scherer is still with **K-BID**, but at the moment, she is tending to far more important affairs than titles.

Amanda and her husband Andy are expecting their first child in September. But for the time being, she is on bedrest. We look forward to her return—when her doctor gives her the OK, but not a moment before. No matter how stir crazy, RIGHT AMANDA?? We all miss her and are wishing her the best.



Continuing Education

K-BID is committed to providing our affiliate network with the tools and training required to reach the highest level of success possible. One of the ways we do this is through continuing education provided by the National Auctioneer's Association.

We are pleased to share that Chris Schwartz and Becky Farniok have just finished their second year of the three-year CAI designation program. The Certified Auctioneer's Institute (CAI) is the auction industry's most respected professional designation. The CAI is an intensive, executive development program offering professional auctioneers instruction and coursework in business management, ethics, communication, finance, strategic planning and marketing.



Ray Caruso doesn't always shop online, but when he does, he shops at **K-BID**!! He recently stopped in to visit with the affiliates at Halstengard Auction Services, while picking up a Bobcat for the warehouse.

K-BID Community Involvement

K-BID has made an internal commitment to be involved with our community by participating in charitable events quarterly, at the minimum.

On May 11th, **K-BID** volunteered at Second Harvest Heartland with an open invitation for the affiliate network to join. There was a lot of response from affiliates that they wished to help, but could not attend the couple of hours in Golden Valley due to auction schedules or distance from their locations. Heather set up a virtual Food and Fund Drive that corresponds with the activities our business does with Second Harvest. For our first EVER Food and Fund Drive, we are happy to report that we collected \$650!!! This will provide 1,950 meals for our neighbors in need! THANK YOU to those who took the time to volunteer or donate to this amazing organization!



For our second visit to Second Harvest Heartland, we all worked on the same shipment. The whole group packaged "Chocolate Crisped Rice" cereal. As always, before we started packing, we were given a quick tutorial on the packaging process. None of the crisped rice was wasted if it was dropped on the floor. They partner with a local pig farmer, who uses all the "waste" as extra feed for his pigs.

There were several different stations to choose from when packaging the cereal. The first station was the measuring station—inside of a "germ-free" room. Amanda, Fiona, and Carrie measured 4-5 large scoops of cereal into bags. These bags were then weighed to 2.5 lbs., within a tenth of an ounce. Becky and Heather weighed them and then sealed them shut. Once a cart was full of sealed bags, another volunteer would roll them away. They were taken outside of the "germ-free" environment to Ray, Chris, Tom, and other volunteers. They were responsible for double checking the weight of the bags, and that they were all properly sealed. Once they passed that second round of inspection, they were placed into a

large box for shipment to our neighbors. With all the volunteers, together we packaged 3,274 pounds of cereal.



Tom Godar, our Software Programmer.

The next volunteer activity for affiliates to join us is on 11/14/17 from 12pm to 2pm. We will be at Feed My Starving Children—Chanhassen. If you would like to participate, please email heather.jessen@k-bidmail.com. RSVPs need to be received by 10/30/17 at 4pm.



Amanda Scherer in Titles, and Fiona Payne in our Training Department.

Get Involved!

Next Volunteer Opportunity:

Feed My Starving Children
November 14, 2017
12:00pm - 2:00pm
Free **K-BID** volunteer T-Shirt



Are You #givingback?

If you're doing something out in the community, or posting a charity auction, please let us know, so we can feature YOU in the newsletter, too!



Chris Schwartz, in our Marketing Department.



K-BID Online Auctions

5030 Highway 12

Maple Plain, MN 55359

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Happy K-BID Anniversary!

April

Friederichs Auctions	9 years
A2C	6 years
JSM Valuation Services	3 years
RAM	3 years
Minnewaska	3 years
KAS	2 years
Last Chance	2 years
MNAutoAuctions.com	2 years
Southern MN Auctions	1 year
Bear Lake Auctions	1 year
Alchemy Cottage, LLC	1 year
Mid-Minnesota Auctions	1 year
Surplus Center & Auctions	1 year

Most years this Quarter!

May

JAX of Benson	6 years
S.A.S. Auctions	5 years
Lakes Area Auctions	4 years
Kan-Do Auctions	4 years
Cass Enterprises	2 years
APlusSellers	1 year
Inspired Auctions	1 year

June

Great River Assets	3 years
Triple B Auctions	2 years
A and A Enterprise	1 year
Estate Clear	1 year
Fergus Falls Online Auctions	1 year
Minnesconsin Acres	1 year
Resold Auction Services	1 year
SS Motors, LLC	1 year
Wilstone Distribution	1 year
Young Buck Auctions	1 year
Man Cave Dealer	1 year

2nd Quarter K-BID Statistics

- ♦ Busiest day for bids:
Wed April 26, 2017
13,115 bids placed
- ♦ Most lots closed
in one day:
Sun May 21, 2017
2,758 lots