

K-BID'ness

K-BID Online Auctions Affiliate Newsletter

October 2017

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

K-BID Auction Receives International Attention

Some say that records are made to be broken; which was certainly the case with a recent North Central Services auction (Allen Boecker in Sauk Rapids, MN) that ended on June 26th of this year. The classic car "graveyard" auction received international attention and generated huge traffic numbers on K-BID.com. The interest in this auction resulted in May 24th being our busiest day ever, with 36,084 unique visits -- a 70%+ increase in our average daily traffic of 21,000!

Many of you probably noticed the auction with rusty rows of classic cars and trucks. Models such as Camaro, Power Wagon and Mustang caught the attention of collectors from around the country and beyond. The seller, whose father was an Auctioneer, chose NCS and **K-BID** knowing a wide audience was needed for this auction to be successful.

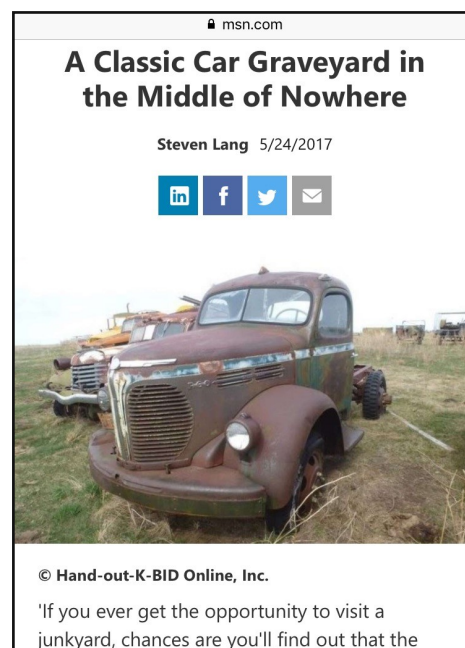
We were excited to be part of this auction as Allen and his seller had a commitment to marketing from the beginning. We knew that this story was unique and the auction had the possibility to take off far beyond our normal boundaries of the Upper Midwest. Our marketing plan consisted of Facebook advertising and national distribution of a press release to tell the story of the seller and his unique collection.



the box to make this auction a success for the seller, NCS and **K-BID**. We would like to congratulate Allen for exceeding seller expectations and executing a record-breaking auction on **K-BID**. I would encourage affiliates to think about the story behind an auction and its relevance locally, regionally, nationally and beyond. This auction taught us that a unique story and a well-placed press release can have a huge impact on the audience we reach; and we're just a phone call away to help you with the process for your next auction.

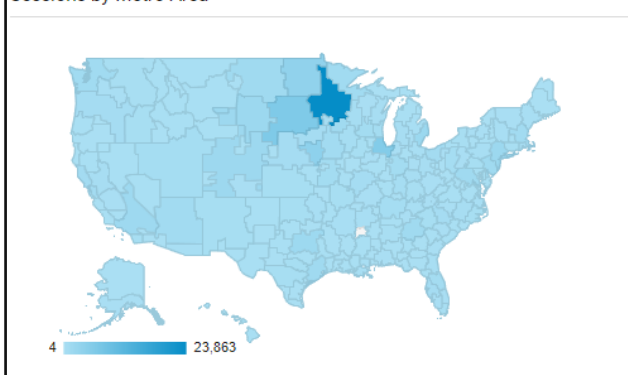
The campaigns were executed to perfection as our press release was picked up by local news outlets in South Dakota, as well as MSN.com and The Drive. Buyers were calling from California, New York and even Denmark to get more information on the vehicles. Our targeted Facebook ads resulted in 35,000 of the 120,000 unique visitors to the auction - which was another record.

By working together and pooling our knowledge and resources, we were able to think outside



This is a screenshot of the story, as featured on MSN.com.

Sessions by Metro Area



This map charts the 23,863 unique sessions of people who visited the auction, showing that we had people watching from all over the USA!

K-BID Affiliate Advisory Panel Highlights

The 3rd Quarter Affiliate Advisory Panel met on 9/28/17. Below are some of the topics discussed.

No-Show Bidders – the bane of our existence! Everyone feels the same way when a bidder doesn't show up – irritated! Unfortunately, it's impossible to eliminate the business risk associated with no-show bidders in online auctions. K-BID is committed to doing everything within reason to minimize the impact no-show bidders have on affiliate sales. Our efforts this past year to improve fraud detection were successful – the site-wide no-show invoice percentage has dropped from 4.1% to 3.7%! More efforts to come...

Online Payments - As of 1/1/18, bidders will have the option to pay their winning bidder invoices with just the push of a button from their dashboard. Further details on online credit card payments are forthcoming.

Policy Change - Re-listing Reserve Not Met (RNM) Lots: Affiliates may list a RNM lot a second time without reducing the reserve. However, if a lot fails to meet reserve the second time, the lot cannot appear on another auction unless the lot is published without reserve.

13% Buyers Premium - As of 1/1/18, the buyer's premium on K-BID.com will be 13% regardless of payment type. The additional 3% BP will be kept by the affiliate. The additional revenue generated when bidders do pay by cash or check should easily offset the slightly higher fees incurred for online payments. **K-BID** will begin notifying bidders about the BP rate change several weeks before it goes into effect.

2018 Affiliate Advisory Council - The goal of the affiliate council is to give affiliates a voice in issues affecting their auction businesses. To encourage more involvement, the first council meeting in 2018 (at 9:00 am on 3/29/18) will be open to every affiliate interested in attending. The council will continue refining the meeting format to ensure that affiliates who have something to say are heard!



K-BID Affiliates attend a training class held on July 19, 2017.

Baby Carson Arrives

We are pleased to announce that Amanda and Andy Scherer now have a healthy baby boy!

Carson Lawrence Scherer was born on 8/27/17, weighing 5lbs 9oz, and 17.5 inches long.

Congratulations to the proud parents!



New Software Tool

- Are you finding it time consuming to assign like categories to multiple lots?
- Focused Edit Mode
 - Enables you to change the category on multiple lots all at one time.

Welcome New K-BID Affiliates!

As of 10/15/17, the following affiliates have posted their first auction in 2017:

ADJ Auctions
BSI Auctions
Cargo Van Go
End of the Trail Auctions
Fastenal Clearance Outlet
Highway 35 Liquidators
J&M Country Consignments
Mastell Brothers Trailer Service
Mid-Valley Auctions
Red River Valley Auctions
ShopJimmy/MN Home Outlet
Town Country Sales
Twin Cities Auction

K-BID Community Involvement

This quarter, **K-BID** has been involved with several charitable events:

- Due to Hurricane Harvey, Online Auction Solutions waived fees for TX customers who lease the OAS software.
- **K-BID** made a charitable donation to support the Sunshine Hospitality Home, providing an affordable place to stay while receiving medical treatment in Grand Forks, ND.
- **K-BID** made a corporate donation to the MOCA Teal Strides walk to support ovarian cancer research.
- Employees from the **K-BID** office volunteered their time for the 10th Annual Freedom Farm Polo Fundraiser in Watertown, MN. We also sponsored the scoreboard for the event.

Get Involved!

Next Volunteer Opportunity:

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



K-BID sponsored the scoreboard for the Freedom Farm Polo Event held on 9/9/17.

Freedom Farm Therapeutic Riding Center

K-BID is proud to be a long-time supporter of Freedom Farm, a therapeutic riding center in Waverly, MN.

Freedom Farm is dedicated to using horses as therapeutic tools to improve the lives of children and adults with various physical, mental and emotional challenges.

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!



A new **K-BID** marketing campaign "Another Happy **K-BID** Buyer" features our happy customers with their favorite auction finds.



K-BID Online Auctions

5030 Highway 12

Maple Plain, MN 55359

PRINT
INDICIA
HERE

Happy K-BID Anniversary!

July

North Central Services	8 years
Christenson Auction Service	7 years
K&E Auction Liquidators	6 years
Metro Liquidators	6 years
SNS Auction Services	6 years
Kiefer Auctions	4 years
TWC Auctions	3 years
Carter Liquidations	2 years
S&S Auction, LLC	2 years

Most years this Quarter!

Aug

FF Overstock	6 years
NorthStar Brainerd Lakes	6 years
NorthStar Kimball	6 years
Practical Product Sales, LLC	2 years
MMO Sales Elbow Lake, MN	2 years
Jireh Trading Company	2 years
AP Premier Contracting, LLC	1 year
Pickett Enterprises	1 year

Sept

Custom Sales & Consignments	7 years
GRC Online Auctions	7 years
SoDak Auctions	5 years
Nelson Marketing, LLC	3 years
U BUYnSELL Local, Inc	2 years
Cashtown Auction Services	1 year
Cloud Consignment	1 year
Curt D. Johnson Auction Company	1 year
Pawnworks	1 year

Did You Know?

The auction software has full-featured settlement capability?

- Seller info can be entered and re-used
- Commission rates can be established and used for future auctions
- Line item auction fees such as marketing or lot fees can be entered

Search "Settlement" in the AKB for details.