

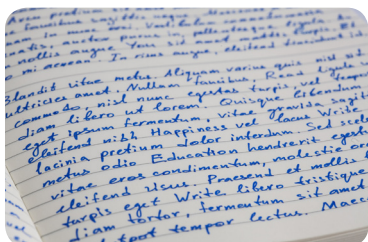
Help Us, Help you!

Five things YOU can do to help your auction succeed:



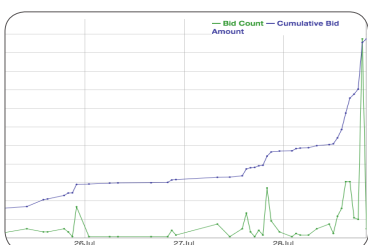
Tidy up. Clean items present better online and will affect your final bid prices. If the auction is at your location, clean up the area where the items will be staged for photos. Bidders will recognize and reward a previous owner who kept their assets maintained.

Get the word out! Make sure to notify friends and followers on social media about your auction. Local buyers are often willing to bid higher due to lower travel and removal expenses - so leave word around town to reach as many potential buyers as possible. This free promotion can really help increase your bottom line.



Help with descriptions. Your help is crucial on the assets that you know more about than we do. Full disclosure is a requirement and extremely important: disclosing the defects or issues with one item will build trust with bidders and encourage further bidding on the rest of the auction.

Trust in the auction process. Reserve prices have a negative impact on bidding and can reduce the number of potential buyers by 50% or more! Use reserves as sparingly as possible and focus on creating excitement and competitive bidding.



Patience is key! It's not uncommon for bidding to increase by 100% - 300% during the last 24 hours of an auction. Ask us for a watchers list to see how many bidders are plotting their end-of-auction bidding frenzy.