

Thank you for thinking of us for your auction liquidation needs. As promised, you will find additional information to help you decide which way you want to go including the process and our marketing. Feel free to surf the inter-webs to learn more about us and what we do....

### **THE PROCESS:**

- **Step #1**, Seller(s) need to remove any remaining items they want to keep. If that is not possible, those items either need to be segregated or plainly marked as “NO SALE”.
- **Step #2**, Hand over the keys and we do the rest. We will start with boxing, sorting and staging the sale then jump to the cataloging and photographing of the online auction. Once that is complete, the online auction will go LIVE on our platform. We like these auctions to run 10 to 15 days sometimes more. The more time online equals more eyeballs on the sale and more money for the merchandise.
- **Step #3**, Upon the auction “closing out” online, the invoices are emailed out to the winning bidder with their loadout dates. This is typically the only time during the process there is any additional labor charges if no pre-auction cleanup is required. You will find the labor charges spelled out in the Auction Listing Agreement.
- **Step #4**, If cleanup is required per the listing agreement, we get to work disposing of any unsold items. Keep in mind, we are not Merry Maids but simply offer a de-trash service with a quick wipe down and sweep. This is typically good enough for the home to be market ready. Please see the auction listing agreement to see if this applies. It can always be address following the sale if it’s some you decide you want to proceed with or not.
- **Step #5**, You receive a full final settlement in the mail usually within 2 weeks of completion that will include a breakdown of all expenses as well as a line-item description of every lot sold and the final hammer price. You can always go back to our past auctions pages to review the auction since it is archived in perpetuity or until an EMP knocks out the internet as we know it, LoL....

**OUR MARKETING PLAN:** Each and every auction is a little different due to the type of merchandise that is being sold and the target audience we are trying to reach. Regardless of the situation at hand, our marketing is second to none. A few things you need to know. **1)** We seldom run print ads but will based on the situation. **2)** Whatever is quoted in the auction listing agreement is the amount that will be charged at the end of the sale. Odds are we will blow past the quoted amount because we are addicted to marketing and the exposure, but any additional amounts will always be paid out of our pocket. **3)** We never charge anything upfront. Everything is deducted from the proceeds following the sale.

You will find a general summary of the sites we advertise on below. These are our main sites that receive the most traffic but in no means is this all-inclusive. We utilize several IDX systems that broadcast our auctions all over the web. The number of websites in the IDX is always changing BUT you can count on being found on 100+/- websites when we go live. More Bidders = More Money for our Sellers.

Another advantage we have is as an Auction Collective, each and every member affiliate operates their own websites, social media presence along with Google and Bing Business Pages. We all share and post on each other's auctions reaching a larger audience than any one Company can reach on their own.

[\*\*GoToAuction.com\*\*](#)

[\*\*AuctionZip/Invaluable\*\*](#)

[\*\*Auction Guy\*\*](#)

[\*\*Global Auction Guide\*\*](#)

[\*\*Farm Auction Guide\*\*](#)

[\*\*Kansas Auctions Network\*\*](#)

[\*\*www.littlebullauction.com\*\*](#)

[\*\*http://www.estatesales.org\*\*](http://www.estatesales.org)

[\*\*http://www.estatesales.net\*\*](http://www.estatesales.net)

[\*\*https://www.nextechclassifieds.com/thebull/\*\*](https://www.nextechclassifieds.com/thebull/)

[\*\*https://www.pinterest.com/littlebullauction\*\*](https://www.pinterest.com/littlebullauction)

[\*\*http://www.twitter.com\*\*](http://www.twitter.com)

[\*\*https://www.instagram.com/littlebullauction/\*\*](https://www.instagram.com/littlebullauction/)

[\*\*https://www.facebook.com/LittleBullAuction\*\*](https://www.facebook.com/LittleBullAuction)

\*\* Multiple Facebook Business and Marketplace Pages

[\*\*http://www.auctionbill.com\*\*](http://www.auctionbill.com)

[Google Business +](#)

[Little Bull Auction on YouTube](#)

Auction Platform at: **[The Midwest Auction Collective Bidding Platform](#)**  
at: <http://www.bid2buy.auction> / <http://www.midwest.auction>

\*\* [Past Auctions - The Midwest Auction Collective](#)

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YOUR NAME

YOUR COMPANY NAME

YOUR PHONE NUMBER

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