

Thank You for Choosing Our Auction Services!

Thanks for letting us help you with your auction. We understand that each auction is unique, and we are dedicated to tailoring our services to meet your specific needs. Rest assured, our team will handle your items with the utmost care and professionalism. We will keep you up-to-date throughout the process. This email we would like you to know what comes next.

Now that we are getting started, first and foremost everything sells where it sits the way it is going to be photographed. Nothing can be moved or removed without first talking with your Auctioneer.

Our team is committed to providing you with an efficient and hassle-free experience. Here's a brief overview of the next steps in our process:

- 1: We will fully assess the inventory of what is being offered up for sale. This will include going through the entirety of the property room by room boxing, sorting and "creating" the lots with like items or assessing if the item should be sold separately.
- 2: We start the catalog process which includes giving each lot it's designated lot number, photographing and describing the items utilizing our auction software technology.
- 3: We will then go through lot by lot to photograph and describe the items being sold. This process includes creating a brief title for each lot, a more detailed description of what is in the lot, condition and measurements if needed as well as multiple pictures of each lot. In the end, we will have a catalog with 1000's of pictures detailing what is being sold.
- 4: Upon completion of the catalog, we will create the auction highlights, which is what we call "The Storytelling" of the event. The "what, where, when, why and who" we are selling out with the online auction. At this point we will create the event and coordinate with the office to request a publish and go live with the auction and start accepting bids from the public. This will be your opportunity to look the auction over, request edits, add on's or deletions of any content or lots. Any deletions of lots in the catalog may be accessed a commission.
- 5: Now that the auction is up and running, feel free to watch it and share it on social media to friends, family, group pages, etc... The more eyeballs on the auction the better. Our auction marketing has a broad reach but since we don't always utilize print

ads or auction signs in the yard, help us share the word so that friends, family and neighbors know what is going on.

6: During the duration of the online auction, we will be working hard behind the scenes working our way through our marketing process which will include marketing on all of our standard auction trade sites, social media, email marketing blasts and more. Feel free to scour the web during this process, I'll bet you will find your auction. We will also be monitoring the bidding, answering any questions the bidders may have and even providing previews if needed.

7: DON'T PANIC... As you watch the auction and the clock ticking down, keep in mind that the bids will trickle in during the duration. We have a very strong and loyal following of bidders, and they all have their own unique bidding strategy. Some will come on strong in the beginning, some will trickle in during the sale, but a substantial amount of the bids will occur in the last 24 hours of the sale. It is quite normal for a sale to add 30% or more to the tally while the auction closes out lot by lot. Some auctions will even double in those last couple hours as the auction closes out.

Should you have any questions or require further information, please do not hesitate to contact us. We look forward to making your auction a success!

Best Wishes,

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YOUR NAME
YOUR COMPANY NAME
YOUR PHONE NUMBER
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