



Guidelines from Learning the Hard Way:

## Online Auction Seller Best Practices

### Prep Work for 422 Online Auctions

There are 3 ways for us to receive the tried-and-true, best collection of photos & vehicle details to attract our best bidders placing the highest bids for auction items. They are as follows:

#### 1. OUR 422 ROAD TEAM COMES TO YOUR LOCATIONS & TAKES THE PHOTOS AND CONDITION REPORTS

When deciding which method for sellers to use, any cost associated with an on-site visit from our Auction Road Team must be agreed upon in advance & included in the auction contract. The cost is deducted from the final payment after the last units have been picked up by the buyer(s).

#### 2. YOU COLLECT AND SEND THE PHOTOS AND CONDITION REPORTS TO US

We provide sellers with resources so the process is quick and easy with little to no training or management intervention. You select who completes the task, that person(s) takes our laminated Quick Reference Sheet, a pre-made condition report form, and a camera to each bus to collect the images and data that we have determined to be most effective through years of auction experience. You send the photo files and condition reports to us and we take the process from there.

#### 422 ONLINE AUCTION SERVICES

190 Fisher Road  
Slippery Rock, PA 16057  
Phone: (800) 422-8884  
Fax: 724-368-8774

Associates are available via email. Please call and we will direct you to the appropriate individual.

#### 3. THE VEHICLES ARE RELOCATED TO 422 SALES & WE COLLECT PHOTOS/INFO

♦ **NOTE: NOTARY SERVICES & PICKUPS ARE COMPLETED HERE ON SITE.**

Many sellers in Western PA opt to drop their vehicles and titles off at 422 Sales, have us collect the photos and vehicle details, do all of the title and plate activity using our own Notary Team, and have the buyers pick up their purchases here. All auction vehicles and inventory are secured in the gated portion of our 32-acre business compound until they are picked up by the new owners.

Other than making negotiation decisions, sellers simply receive payment for the vehicles while we handle the details.

We do not charge any storage fees for vehicles dropped off at our 422 Sales location.

If we pick up vehicles for the seller and bring them to our 422 Sales location, the associated cost to the seller must be agreed upon in advance & be included in the auction contract. That amount is then deducted from the payment that the seller receives once all vehicles have been picked up.

#### ♦ **MOST IMPORTANT**

This is all great information for sellers to know in preparation for an online auction. However...

...the most valuable **BEST PRACTICES** we can share with sellers is **WHAT TO DO**, and more importantly, **WHAT NOT TO DO** if you plan to have buyers pick up their purchases at your location.

## Live & Online Public Auctions

Bus & Auto

Commercial Equipment

Recreational Vehicles

Also:

Retail & Consignment Sales

Notary Services

**Any time that you have questions or problems, feel free to contact 422 Sales.**

### THE BIGGEST PROBLEM THAT YOU CAN AVOID

Once photos have been taken, **there can be no changes made to the vehicle.** The buyer is bidding on the vehicle as it is portrayed in the photos online. If the buyer arrives for pickup & there has been paint applied or a part removed, it can result in significant problems.

If you need to remove a company name before a vehicle leaves your location, it **MUST BE DONE** before photos are taken and **SHOWN** online!

**These practices will get you the best bids!**



## Guidelines from Learning the Hard Way:

**IMPORTANT**

**SELLER**

**INSTRUCTIONS**

**Keep for Reference**

# Online Auction Seller Best Practices

## FROM THE BEGINNING TO THE END

If you are contracting vehicles through us to auction online and they are not here on site at 422 Sales, **there are many tips and tricks that we have learned throughout our years of experience dealing with buyers at the time of pickup that we are willing to share with our sellers. Please read this handout carefully before starting and keep it handy for future reference.**

### ◆ OUR AUCTION ROAD TEAM

**If our auction road team is gathering photos & vehicle data for you, please have someone on site to assist with the following, if necessary:**

- Keys and key matching to vehicles.
- Finding the unit(s) on the lot.
- Jumping/starting units if they run.
- Filling flat tires.
- Providing all known information on condition of each vehicle.

### ◆ REQUIREMENTS FOR SUCCESSFUL ONLINE AUCTIONS

**If buyers will be picking up at your location, we cannot stress the following requirements enough in order to eliminate problems at pickup:**

Be thorough and accurate about vehicle condition, include:

- Features & options that may increase interest & value to bidders
- Damages or 'wear and tear' for interior and exterior of unit(s)
- Operational issues, battery status, and lit dash warnings, if applicable.

Photos must be taken of all vehicles contracted for auction. **Please do not:**

- Paint over company names or logos.
- Remove or swap parts.

**We will NOT remove a vehicle from an online auction listing during the contracted timeframe.**

**No selling, donating, substituting, or swapping a vehicle while contracted and listed through 422.**

Please remove all license plates, registration, and insurance cards. You may leave maintenance records if you would like. Please secure vehicles and/or lot to prevent vandalism/damages.

**After an auction goes live, be sure to notify 422 Sales immediately for any of the reasons below so that vehicle data can be updated & current bidders informed:**

- If any vehicle is damaged or changed in any way.
- If any vehicle must be moved to a different location.

### ◆ INFORMATION WE NEED FOR EVERY PICKUP LOCATION

**Location contact info must be provided to 422 Sales for every location where an auction vehicle is contracted for buyer pickup.**

- Location address
- Contract phone number
- Email contact info
- Hours of operation/availability
- Hours allotted for buyer pickup

### ◆ DURING THE AUCTION

**Reasons we may contact seller during the auction include:**

- To answer bidder questions.
- To schedule preview appointments for bidders.

**Note:** For liability reasons, test drives are not permitted. Bidders are only allowed to inspect the vehicle and start it. For your security, do not leave bidders unattended.

### ◆ WHEN THE AUCTION CLOSSES

**If a reserve has not been met, we will contact the top bidders to negotiate the highest offer & present the options to you.**

If the reserve is still not met, you may make a counteroffer, accept a negotiated bid, relist the unit(s) online, or have us release it from our contract back to you.

### ◆ WHEN SALES ARE FINALIZED

**We collect all payments then provide paid invoices to the buyers and a copy to you. For your convenience, we schedule appointments for pickup between the buyer and pickup location.**

**Pickups are typically quick & easy if all best practices have been followed thus far.**

- Do not allow any pickup without the buyer providing a paid invoice or you receiving a copy from 422 Sales.
- Match the sold unit VIN to the 422 Sales invoice & verify before allowing any vehicle(s) to leave the location.
- Provide assistance with starting vehicle, if necessary (jump start, inflate tires, etc.).
- Vehicles are sold AS IS according to the photos & information provided to bidders online.

Unless there is a discrepancy at the time of pickup between the vehicle & the photos/description online:

- You do not have to make repairs.
- You do not have to allow buyers to work on vehicle at your location OR disrupt your normal activities.

If there **IS** a discrepancy, call 422 Sales immediately. If vehicle was listed as able to run & drive, it may be necessary to provide assistance if it does not at pickup.

Vehicles are to be ready at time of agreed upon pickup appointment.

### NEVER LEAVE BUYERS UNATTENDED!

**Buyers are not permitted to move other vehicles to unblock theirs.**

**\$ IMPORTANT \$**

**IN ORDER TO RECEIVE PAYMENT FROM 422 SALES, TITLES MUST BE PROCESSED BY A LICENSED NOTARY**

**MAKE COPIES OF FRONT & BACK OF COMPLETED TITLE & EMAIL or FAX COPY TO 422 SALES**