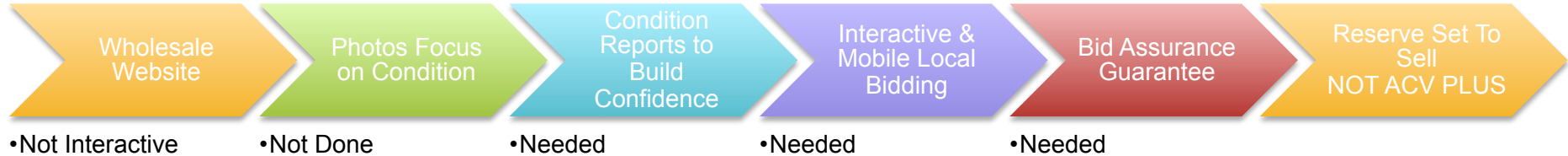


# Digital Marketing For Retail



# Digital Marketing For Wholesale



Silent  
Auction  
Online

Open Bid  
Online

Broadcast  
"If Sale"  
Appraisal

Auction  
Simplified


Digital Only  
"Make an  
Offer"

Overnight  
"If Sale"  
Auction



# Three Levels of Commitment

Digital Only (non-auction)



Full Online Auction (w/viewing day)



Pre-Sale / Post Sale Auction Add on



## Single Point & Independents

### Digital Only

Digital Online Sales to Wholesalers

#### 25%-45% SELL RATE

HUNDREDS OF WHOLESALE BUYERS VIEWING AND MAKING OFFERS ON YOUR CARS EACH WEEK.

- ✓ **HIGHER WHOLESALE PROFITS**  
By Network Selling Your Wholesale Cars.
- ✓ **NO SELLERS FEES**  
Our marketplace is free to sellers.
- ✓ **LOW BUYERS FEE**  
Buyers fees start as low \$25 and max at \$120, encourages higher bids and offers
- ✓ **NO SOFTWARE FEES**  
No setup fee, consulting fee or software fee.
- ✓ **LIST UNLIMITED CARS**  
Just your wholesale cars or the entire used car lot.
- ✓ **UNLIMITED PHOTOS & DOCS**  
No limits, photos & repair orders. Docs and Images sell cars
- ✓ **FREE INVENTORY TOOLS**  
Use our awesome inventory tool, or integrate with yours: VAuto®, Red Bumper, Carsforsale.com, FirstLook etc.
- ✓ **INCLUDE YOUR HISTORY REPORT**  
Offer your buyers CarFax® & AutoCheck®, builds value.
- ✓ **BUILT IN CONDITION REPORT**  
"As Is" with full disclosure, assures online buyers
- ✓ **OFFER BIDDERS ASSURANCE**  
Our unique BIDDERS ASSURANCE option, helps buyers feel comfortable bidding online.
- ✓ **FREE WHOLESALE REPORTING**  
Track profits, performance, what sells & loyal bidders.
- ✓ **AUTOMATIC RELIST UNSOLD**  
Our software makes it easy to relist, remove & log sold.

## Small-Medium Sized Dealer Groups

### Full Online Auction

Online Bidding with preview day for wholesalers

#### 45-90% SELL RATE

FOR **MORE ADVANCED** DEALER WHO WANT TO RUN AN ONLINE AUCTION TO MAXIMIZE PROFIT.

- + **ALL THE FEATURES OF DIGITAL ONLY PLUS....**
- + **FREE AUCTION WEBSITE**  
W/Map to your display location, run lists, times & rules
- + **FREE LISTING ON WHOLESALE TOOLS**  
List your auction on AutoNiq etc.
- + **ACCEPT FLOOR PLAN PAYMENTS**  
You will be recognized by most floor plan services
- ✓ **HIGHER WHOLESALE PROFITS**  
By Network Selling Your Wholesale Cars.
- ✓ **NO SELLERS FEES**  
Our marketplace is free to sellers.
- ✓ **LOW BUYERS FEE**  
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Use our awesome inventory tool, or integrate with yours: VAuto®, Red Bumper, Carsforsale.com, FirstLook etc.
- ✓ **INCLUDE YOUR HISTORY REPORT**  
Offer your buyers CarFax® & AutoCheck®, builds value.
- ✓ **BUILT IN CONDITION REPORT**  
"As Is" with full disclosure, assures online buyers

## Large to Mega Dealer Groups

### Pre-Sale Online Auction

Online Bidding Before a Live Auction

#### AS HIGH AS 100% SELL RATE

FOR **VERY ADVANCED** DEALERS WHO HAVE AN EXISTING BID SALE OR RUN A LANE SALE & WANT TO OFFER ONLINE BIDDING TO A LARGER AUDIENCE

- + **ALL THE FEATURES OF DIGITAL ONLY AND FULL ONLINE PLUS....**
- + **BLEND DIGITAL & TRADITIONAL**  
Auctions for Higher Wholesale Profit.
- + **PRESALE AND NO SALE**  
Online Exposure For Buyer Who Could not Attend the Lane Sale.
- ✓ **FREE AUCTION WEBSITE**  
W/Map to your display location, run lists, times & rules
- ✓ **FREE LISTING ON WHOLESALE TOOLS**  
List your auction on AutoNiq etc.
- ✓ **ACCEPT FLOOR PLAN PAYMENTS**  
You will be recognized by most floor plan services
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- ✓ **LIST UNLIMITED CARS**  
Just your wholesale cars or the entire used car lot.
- ✓ **UNLIMITED PHOTOS & DOCS**  
No limits, photos & repair orders. Docs and Images sell cars
- ✓ **FREE INVENTORY TOOLS**  
Use our awesome inventory tool, or integrate with yours:

# Three Transaction Types



Make an Offer



Silent Auction aka Bid Sale



Open Bidding / Open Bidding with MAO

# Need That Car Now? Make an Offer



## What is a "Make an Offer" Listing?

Buyers can Make an Offer by clicking the blue "Make Offer" button on the vehicle listing page.

- **Buyers like it because** they get bargains on cars they want and they can get the car now if the offer is accepted.
- **Sellers like it because** they move merchandise faster and accept bids that may not have been possible with a standard auction.

## How Make an Offer Works:

Sellers can choose to add the Make an Offer on cars in their Open Bid Sale or as a stand alone sale type in a digital only listing. When listing the car, the seller just has to check the box that says "Make An Offer" under the auction type box.

Once an offer comes in, the Seller then has 12 hours in which to accept the offer, decline the offer, or make a counteroffer, at which point the Buyer then has 12 hours to accept the counter offer, decline the counteroffer, or make a counter-counter offer. Both parties need to move fast because if a bid above reserve is placed in the mean time, the Make an Offer is turned off and all open offers are auto declined. Once the 12 hours is up or if another offer is accepted, yours will expire.

**NO SELLERS FEE**

# Is a Silent Auction the Way To Go?



**Silent Bid Sale:** This is a closed auction. All bidders submit their (secret) bids online. When the bidding period is over, the high bidder wins and pays what he/she bid. (Tie bids will go to the first bidder)

- **Sellers like it because** they sometimes get high bids they would never have achieved with a traditional auction.
- **Buyers like it because** they sometimes can snipe a bargain.

## How Bid Sales Work:

Dealers post their cars on Auction Simplified™ without showing any price. They list an end date and time and set a viewing day for buyers to look at the cars. If the buyers have a relationship with the seller and trust their description they can bid on-line. Buyers can also visit the dealership on the viewing day and inspect the cars for themselves then bid.

Buyers/Wholesalers can place their bid at any time up until the bid sale ends. Once the bid sale ends, the computer tabulates the winners and a notice is emailed and/or texted to the buyer and seller.

## Silent Sale features:

- No one sees the bidder until the end
- Bidders are notified if reserve is not met
- Bidders are notified if they win at auction end

**NO SELLERS FEE**

# Is Open Online Bidding the Way to Go?



## What is a Online Open Bid Auction?

This auction is called open because every bidder knows all of the other bids and can place proxy bids.

- **Sellers like it because** bidders get into a bidding battle onsite and online which sometimes can drive the price through the roof.
- **Buyers like it because** they can find bargains and bid lower than a silent auction and still get the car.

## How does an Online Open Bid Auction Work?

Dealers post their cars online for buyers to view. They list an end date and time and set a viewing day for buyers to look at the cars. If the buyers have a relationship with the seller and trust their description they can bid online. Buyers can also visit the dealership on the viewing day and inspect the cars for themselves then bid.

Buyers/Wholesalers can place their bids online any time while a sale is running. Once the sale ends, the computer tabulates the winners and a notice is emailed and /or texted to the buyer and seller.

### Open Sale features:

- No one sees the bidder until the end.
- Bidders are notified if reserve is not met.
- Make an Offer is available.
- Proxy bidding available.

**NO SELLERS FEE**



# Built To Work with Today's Wholesalers



# Two Powerful Appraisal Tools

Broadcast Appraisal™



Overnight Appraisal™

# Broadcast Appraisal™ (“If Sale” on steroids)

All the features of Silent Auction plus....

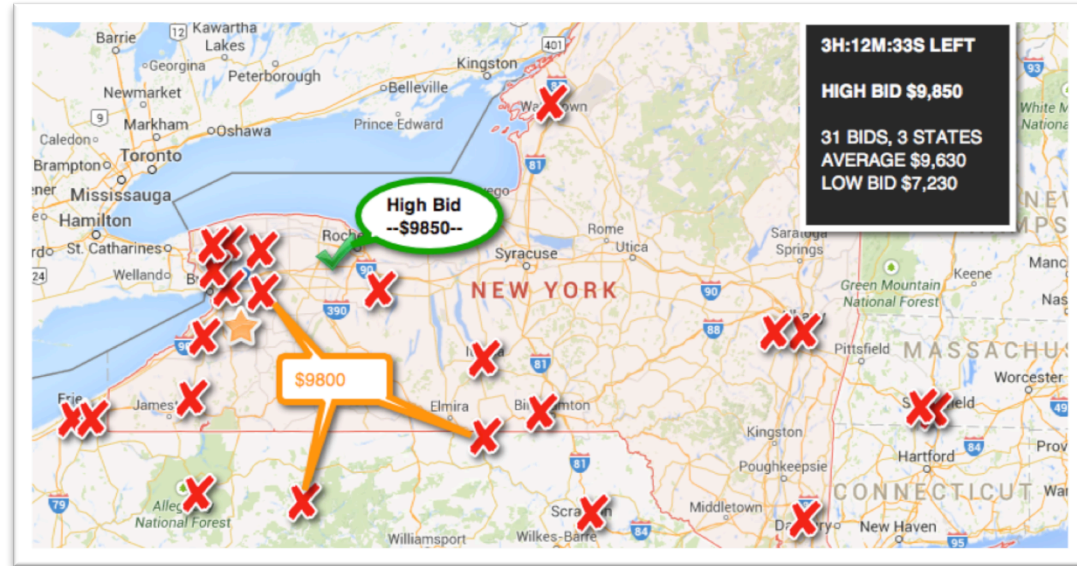
- Broadcast the appraisal details to your selected buyer list.
- Buyers get notified instantly of a pending appraisal.
- Buyers have 10-30 minutes to respond depending on your settings.
- Only the winning bidder gets notified of the “If” availability.
- Buyers are notified when the car comes in.
- Create multiple buyer groups for different vehicle types.
- **NO SELLERS FEE**
- **NO BUYERS FEE IF INTERNAL**



# Over Night Appraisal™ (“If Sale” with time to bid)

All the features of Silent Auction plus....

- Broad Reach to the **full** wholesaler community.
- **Block** any buyer you don't want viewing your trades.
- Bidders have 12-24 hours to respond depending on your settings.
- Only the winning bidder gets notified of the “If” availability.
- Buyers are notified when the car comes in.
- **NO SELLERS FEE**
- **NO BUYERS FEE IF INTERNAL**



# Merchandised To The World

**AUCTION SIMPLIFIED** 716.800.2910 Toll free 877.877.4511

UPCOMING AUCTIONS Buyer or Seller? Wholesale Event Types Blog Learn More Support

Bidding Ends in  
**04 09 04 19**  
DAYS HOURS MINUTES SECONDS

Log-in to bid  
**GAULT AUTO**

Chevy BMW Toyota VW

Gault Auto Auction. Endicott, NY

Upcoming Auction Dates:  
Thursday November 13th & 20th & December 4th & 18th

Watch this Video

**About the Gault Auto Group**

Gault Automotive is a third generation family owned dealership started in 1934 in Hannibal, New York. (North of Syracuse, NY)

In 1956 Chevrolet asked Bob Gault's Dad to move to Endicott NY by Chevrolet because he was selling 2 cars to every 1 person living in Hannibal NY. IBM was booming on North Street in Endicott and that is where The Chevrolet dealership was built. The Gault name is well known in the automobile industry. Robert Gault got the idea to start the Gault Auto Group. Gault Wholesale and Gault Auto BMW, GM

Google gault auto group auction

Web Maps News Shopping Images More Search tools

About 71,800 results (0.52 seconds)

- 1** **Gault Auto Group Wholesale Auction in Endicott NY**  
www.auctionsimplified.com/gault.php  
Gault Wholesale Auto Auction in Endicott NY, running bi-weekly.
- 2** **Welcome to The Gault Auto Group Bi-Weekly Auction THI...**  
www.auctionsimplified.com/pdf/gaultautoauctionhandout.pdf  
Welcome to The Gault Auto Group Bi-Weekly Auction. THIS IS A WHOLESALE ONLY CLOSED BID AUCTION aa. YOU MUST BE REGISTERED TO BID.
- 3** **Thanks to Buffalo Startup, Two NY Dealers to Hold Privat...**  
dealersimplified.com/pdf/PressRelease.9.21.14.pdf  
See 22, 2014 - software and know how to run their d...

Found if they know you!

Found they're just looking

Google Wholesale auto Auction in Endicott

Web Maps News Shopping Images More Search tools

About 80,500 results (0.57 seconds)

ad **Wholesale Vehicle Auction - adesa.com**  
www.adesa.com/  
ADESA provides dealers access to top wholesale vehicle auctions.

- 1** **Gault Auto Group Wholesale Auction in Endicott NY**  
www.auctionsimplified.com/gault.php  
Gault Wholesale Auto Auction in Endicott NY, running bi-weekly.
- 2** **New York online Auto Auctions | Dealer and Rental Car ...**  
www.auctionsimplified.com/this-weeks-wholesale-auto-auctions-new-yor...  
Listing of wholesale auto auctions in NY State. ... Gault has four locations in the Endicott NY area, Gault Auto is a third generation family owned company started ...

State Line Auto Auction Inc  
www.stateauto.com/  
1 Google review · Write a review · Google+ page

830 Talmadge Hill Rd S, Waverly, NY 14892  
(607) 565-8151

# Merchandised to the Members



**Auctions Running Now**

City:

---

KIPO (45) ★★★★★ [View](#)

Gault Auto (37) ★★★★★ [View](#)

Lia Honda (17) ★★★★★ [View](#)




**Tioga Car Company Auction - 30 Vehicles Found** [REFRESH](#) [PRINT](#)

Sort By: [Time Remaining](#) [Lowest to Highest](#)

---


Tioga Car Company ★★★★★ [Make an Offer](#)

 **2009 Ford Focus SES 4dr Sedan** [Make An Offer](#)

Mileage: 135,000  
Location: Tioga Car Company  
**Viewing Lot:**  
Currently Closed

---

Tioga Car Company ★★★★★ [Make an Offer](#)

 **2009 Ford Taurus X Limited AWD SUV 4dr** [Make An Offer](#)

Mileage: 112,000  
Location: Tioga Car Company  
**Viewing Lot:**  
Currently Closed

# Easy to Understand Condition Report

Condition Report P1234A 1999 FORD EXPLORER GREEN YUA66742

[Return to Vehicle](#)

### DRIVELINE

Engine: **RUNNING ROUGH**

Transmission: **SEEMS OK**

Brakes: **SEEMS OK**

Exhaust: **NOISY**

### ISSUES & CLEANLINESS

Equipment Not Working: **NAVIGATION INOP**

Engine Compartment: **SEEMS OK**

Interior: **SEEMS OK**

10. Trunk/Cargo Area/Truck Bed: **MOLDY**

### FRONT

1. **SEEMS OK** Roof

2. **HAIRLINE SCRATCH** Windshield

3. **SEEMS OK** Hood

4. **SEEMS OK** Grill

5. **DENTED** F Bumper

6. **SEEMS OK** Mirrors

### BACK

07. **SEEMS OK** F Lights

08. **SEEMS OK** R

Window

09. **PITTED** Trunk/Gas

11. **SEEMS OK** R Burt

12. **SEEMS OK** Tail Light

### DRIVER'S SIDE

13. **SEEMS OK** LF FENDER

14. **RUSTY** LF DOOR

15. NA LR DOOR

16. **SEEMS OK** RR QUARTER

### PASSENGER'S SIDE

17. **SEEMS OK** RR QUARTER

18. NA RR DOOR

19. **SEEMS OK** RF DOOR

20. **SEEMS OK** RF FENDER

T1. **SEEMS OK** LF TIRE

T2. **5/32-2/32 - AVERAGE** LR TIRE

T3. **5/32-2/32 - AVERAGE** RF TIRE

T4. **5/32 OR MORE - OK** RR TIRE

[Save](#)

- Can be completed in 5 minutes or less
- 24 key questions
- Default answer “Seems OK”
- iPad, smartphone and desktop
- If completed, you can offer Bid Assurance

## CONDITION REPORT

Printed: Mon 12/08/14 11:02:45am Auction ID: 99.999

Year	Make	Model	Style	Color	Mileage
1999	CHEVYLER	TOWN AND COUNTRY	SUPER POWERFUL AWD	ORANGE	105,293
Location	Contact	Email	Phone	Report Filed	
AWESOME KEVIN'S	KEVIN LEIGH	kevin@dealersimplified.com	716-818-4444	12-08-2014 10:57:24	

### DRIVELINE

ENGINE RUNNING ROUGH | BREAKS SEEMS OK | TRANSMISSION SEEMS OK | EXHAUST ARE NOISY

### ISSUES & CLEANLINESS

NAVIGATION NOT WORKING | INTERIOR SEEMS OK | ENGINE COMPARTMENT SEEMS OK | TRUNKED MOLDY

### FRONT

1. SEEMS OK

2. SCRATCHED

3. SEEMS OK

4. SEEMS OK

5. DENTED

6. SEEMS OK

### BACK

07. SEEMS OK

08. SEEMS OK

09. PITTED

11. SEEMS OK

12. SEEMS OK

### DRIVER'S SIDE

13. SEEMS OK

14. RUSTY

15. SEEMS OK

16. SEEMS OK

### PASSENGER'S SIDE

17. SEEMS OK

18. SEEMS OK

19. SEEMS OK

20. SEEMS OK

T1. AVG-BETWEEN 285/32

T2. AVG-BETWEEN 285/32

T3. AVG-BETWEEN 285/32

T4. OK-5/32 OR MORE

Condition Report Prepared by Kevin B Leigh on 11/24/14 at 5:30pm

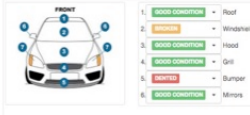


# Bid Assurance, best way to get high bids

## BID ASSURANCE


# 1

AS IS with FULL DISCLOSURE



1. ROOF	ROOF
2. WINDOWS	WINDOWS
3. HOOD	HOOD
4. GRILL	GRILL
5. BUMPER	BUMPER
6. MIRRORS	MIRRORS

DRIVER'S SIDE



We will disclose all obvious defects to the best of our knowledge. We will drive the vehicle and disclose obvious drivability issues. We will try have the title present with lien paid before listing the vehicle and will disclose if missing or delayed & will provide it within 5 business days or you may return the vehicle.

# 2

SHIPPING PROTECTION




NON LOCAL BUYERS

If you have the car shipped to an off site location and it is not as described in the dealer's full disclosure. You may return the vehicle to the selling dealer in its original condition and receive a full refund.

# 3

LIKE IT OR LEAVE IT



LOCAL PICK UP BUYERS

When you arrive to pick up the car from the selling dealer, if it is not as described in their full disclosure, you do not have to take delivery or pay for the car.

### Optional Bid Assurance.

If you choose to offer bid assurance you can turn it on as a selling feature for each car you sell.

“If the bidder feels comfortable bidding and can trust the seller they bid substantially more.”

You must complete a condition report for the bid assurance option to be available on your cars.



# Examples of Auction Rules

## GAULT AUTO

Welcome to The Gault Auto Group Bi-Weekly Auction  
THIS IS A WHOLESALE ONLY CLOSED BID AUCTION

**YOU MUST BE REGISTERED TO BID.** Go to [AuctionSimplified.com/register](https://AuctionSimplified.com/register) - If you need help or rush approval call [877-877-4511](tel:877-877-4511) and an Auction Simplified rep will walk you through the process. Have your Dealer License ID and expiration date ready.

**HOW TO BID?** Log in to [auctionsimplified.com](https://auctionsimplified.com) choose our sale to see a full list or simply use the search at the top of the page - type in the stock number or last 8 of the vin.

**WHAT ARE THE FEES?** Our fees are the lowest in the area.

- \$500 or less the buyers fee is \$25
- \$501 to \$2,000 the buyers fee is \$70
- \$2,001 to \$5,000 the buyers fee is \$95
- \$5,001 and above the buyers fee is \$120
- THERE ARE NO SELLER FEES

**HOW WILL I KNOW IF I WON THE BID?** Since this is a silent sale both buyers and sellers cannot see your bids until the end of the sale. You will be sent an email no later than 3pm (one hour after the auction ends.) notifying you of your winning bids. You can also go online to [AuctionSimplified.com](https://AuctionSimplified.com) and see which cars you won. You can even print out an invoice from the site, see which cars you need to pick up etc.

**HOW DO I PAY?** We accept Certified Check, most floor plan or Cash. Business Checks are only accepted after a long term relationship. All payments are to be brought to the Gault Chevrolet Cashier. They will have the billing paperwork and the keys once payment is received.

**HOW SOON CAN I PICK UP MY CAR?** Usually the auction vehicles will be billed and ready for pickup by end of business on Wednesday. If you need a rush, let the manager know. CARS MUST BE PAID FOR AND PICKED UP NO LATER THAN FRIDAY AT 5pm

**This is an "AS IS Auction"** and we do everything in our power to list the cars condition accurately and highlight the major flaws in advance on the site. **It is your responsibility to review the car and assess its condition before bidding.**

**Who Do I Contact if I have a Question?**

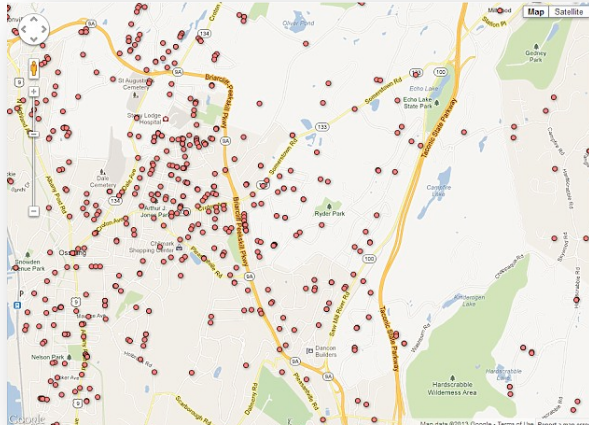
**Vehicle details, billing and general auction questions please contact:**

Allan Eagles - [607-725-5553](tel:607-725-5553) - [Allan.Eagles@gaultauto.com](mailto:Allan.Eagles@gaultauto.com)

**Software Questions, how to bid, general use of the [auctionsimplified.com](https://auctionsimplified.com) platform**  
Contact Auction Simplified Support at [877-877-2911](tel:877-877-2911) or [support@auctionsimplified.com](mailto:support@auctionsimplified.com)

# How We Attract Buyers

## 1. Target



## 2. Visit

**AUCTION SIMPLIFIED**

### Wholesale Auction Invitation

**GAULT AUTO**

Gault Auto Group Endicott, NY (BETA)  
View & Bid online Starting Now  
Test Drive & View person 11/13 9-4  
Endicott NY behind Gault BMW  
FINAL ONLINE BIDS Thursday 11/13 4pm

**KIPO**  
AUTOMOTIVE GROUP

KIPO Auto Group Lockport, NY  
View & Bid online weekly Tuesday-Monday  
Viewing in person Monday 9-4  
5967 Robinson Road Lockport, NY 14094  
FINAL ONLINE BIDS MONDAYs by 6PM

**Lia**  
Of Williamsville

LIA Honda Williamsville, NY  
View & Bid online  
Test Drive & View in person every second Monday  
LIA Honda Transit Road  
FINAL ONLINE BIDS every second MONDAY 3rd BY 6PM

Invitation handout

## 3. Follow Up

**Gault Automotive Group**  
Invites you to their First  
**Wholesale Auto Auction**  
**Wednesday 9/24/14**

**View and Bid Online**  
Monday 9/22/14 to Wednesday 9/24/14  
Or  
**View In Person**  
Gates Open Wednesday 9/24/14 8am to 2pm  
2207 North St Endicott NY 13760 (Behind Gault BMW)

**You Must Register To Bid**  
<http://auctionsimplified.com/>  
Final Bid's by 2pm 9/24/14

**All Purchased Vehicles**  
Must Be Picked Up By  
5pm Friday 9/26/14

Mailed Postcard



# Rinse and Repeat

# How We Retain Our Buyers

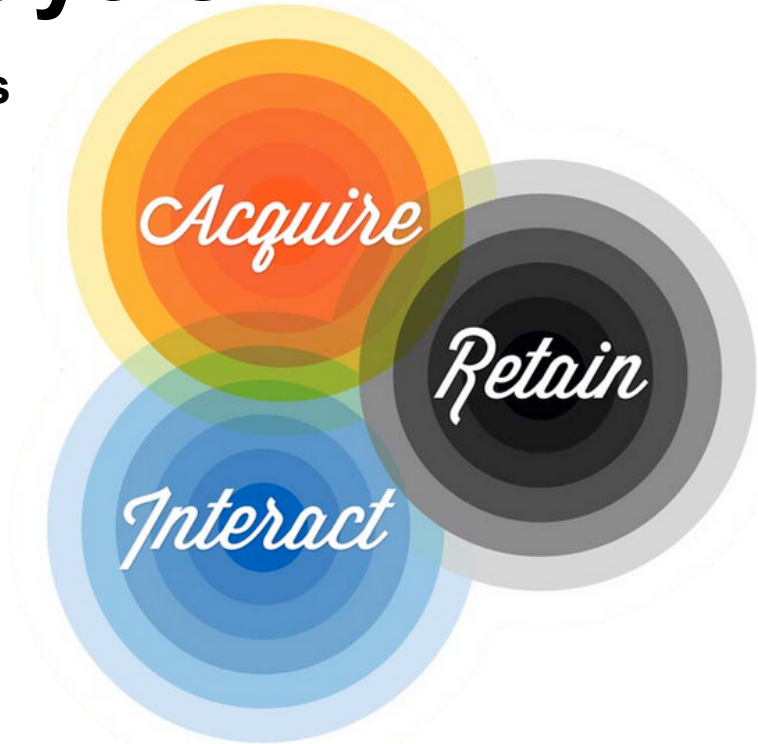
## Hand Hold throughout the registration process

- Walkthrough call for new registrations
- Hand-hold as they begin to use the product
- Staggered training emails “did you know”
- Videos walkthroughs with robust FAQ’s

## Unprecedented Support

- Instant human answer Toll-Free
- Instant human response to email
- Their Ideas implemented by next version
- Personal visits for trouble situations.

Personal Thank You Cards -Out of the blue thank your phone calls, love bomb



# Free to Dealers



- No Seller Fees
- No Set Up Fees
- No Software Cost
- You Own the Auction
- Buyer Pays Our Fee.
- Merchandising Pages
- Access to Our Wholesale Network