GovDeals Recommended Auction Strategies

With over 11 years, over 500,000 auctions, & $570 million worth of online auction experience, GovDeals has a unique insight on the best auction strategy to bring the highest returns on auctions.

Auction Length- GovDeals recommends a 7-10 day auction length for most assets including most vehicles.

Auction End Time & Date- GovDeals recommends ending auctions on Monday- Thursday. Do not end auctions on holidays and weekends. Peak viewing and bidding times are in the afternoon and evening hours so it is recommended not end auctions before noon. Stagger auction end times by at least 10 minutes. All auction times are Eastern Standard Time.

Opening Bid- GovDeals recommends setting the Opening Price at 10-30% of target or estimated value and round to even, whole dollars. This strategy is designed to attract bidders at the beginning of the auction.

Bid Increment - GovDeals recommends bid increments be in line with estimated value of asset. Recommendations based on value: valued under $100 = $1-5 bid increments. $100-$1000 value = $10 bid increments. $1000- $10,000 value = $25 bid increments. Over $10,000 value = $50 bid increments. Keeping bid increments proportional to value is a strategy is designed to attract additional bids in the final minutes before the auction's closing.

Reserve Price - In a typical auction, using a reserve can stifle bidding. Bidders like to see the price of an asset is progressing and that the asset is obtainable. Assets like a Ford Crown Victoria typically do not benefit from using reserve because of their demand. Reserves should be used sparingly and set at the minimum level that is acceptable and not the ideal level. It is better to set the reserve below the target amount. Since the use of reserve tends to reduce the number of bidders, it should only be used in about 5% of the auctions and where the circumstances dictate. Example: Reserve is $10,000, Opening is $2,000 and Increment is $25.

Re-Auction-The re-auction feature automatically notifies previous bidders and watchers that an asset has returned to auction. This automatic notification is sent as soon as the asset is sent to auction. The auction length may be shortened from the normal time frame as the asset has previously been sent to auction. GovDeals typically recommends a three to five day auction length depending on the type of asset and recommends using the normal closing time strategies.

Second Chance Offer- Assets can be offered to the high bidder via our "Second Chance Offer" feature if the auction has closed "Reserve Not Met", or if winning bidder has defaulted if the default is taken within 21 days of the auction's close.   Bidders have 5 days to accept the offer. If the bidder accepts the offer, a "Seller's Certificate" will be issued as a normal auction. Notifications will also be sent if the bidder declines the offer or does not respond to the offer.

GovDeals Quick Reference Guide	
Your Client Service Rep: _____ _____@govdeals.com Phone: (_____)_____-_____ GovDeals Help Desk: 800-613-0156 (9am-6pm M-F)	www.GovDeals.net Log In Information User ID: _____ Password: _____ Account #: _____

3-Step Process to Posting an Asset

Step 1 – Asset Entry - Log into www.GovDeals.net with your username, password, and account number.

1.1 Select "Assets".

1.2 Find the most appropriate asset to duplicate using the "*Keyword*" or "*Asset Status*" search.

-To start a new asset, find your template by selecting "Template" in the "Asset Status" search. Select "Search".

1.3 Select "Duplicate" in the shortcuts drop-down menu on the right side of the asset.

-Before entering information, be sure you see "(Duplicate)" at the top of the Modify Asset page.

1.4 Complete the Asset Entry form. Start with the **VIN Decoder** for vehicle auctions.

-Before continuing, click "Check Spelling" to perform a spell check on your asset page.

1.5 Select "Save Duplicate Record" –Asset will save and you will be taken directly to the Media Editor.

Step 2 – Add photos, attachments, and videos - using the GovDeals Media Editor.

-Add as many photos as desired. Photos must be below 5MB in file size and in the .jpg or .gif format.

-Text and PDF files can also be uploaded via this menu and will appear as attachments to the asset (10mb size limit).

-Video Files up to 30MB in file size may be uploaded. (Please contact your CSR before uploading video files.)

2.1 On the Media Editor page, select "Add Files".

-You may need to change the "Look In" file to find the photos and other media.

-To see photos instead of file names, change the view menu to "Thumbnails".

-Select all media at once by holding the Shift key or one at a time using the Ctrl key to select photos and other media.

2.2 Once the media are selected, select "Open" (or "Save" depending on your browser).

2.3 Select "Start Upload".

-Wait until the page reloads and you see thumbnails of the pictures before continuing.

-The first picture will be the search thumbnail and should be the best representation of the asset.

-Drag photos into position, then select "Save Sequence" to lock in the new sequence.

-Photos should represent the whole item(Vehicles: complete exterior, interior, engine and odometer). For example:

-Select "Preview Asset" to view a preview of your completed asset page.

Step 3 – Add Auction Dates

3.1 From the Media Editor page, select "Auction Dates".

3.2 Complete the Auctions Dates page and select "Add New Auction". See the auction strategies below.

-Asset entry is now complete.

-Click on "Duplicate" to start a new asset by duplicating the current asset, "Sell something Different" to start a new asset from a blank asset page, "Finished" to return to the CAS Home Screen, or "Previous Results" to return to your last asset search to find a another asset to duplicate.

GovDeals Recommended Auction Strategies

Auction Length and End Times	Opening Bid and Bid Increments
• 7-10 Day Auction Length for most Assets. • End auctions on Monday – Thursday. • Do not end auctions on holidays and weekends. • Peak viewing and bidding times are in the afternoon and evening hours. Do not end auctions before noon. • Stagger auction end times by at least 15 minutes.	• Opening bid amounts should not exceed 10-20% of the estimated fair market value ($10 minimum). • Set the bid increments at a low amount (5%-10% of the opening bid and never more than $25). • Use the reserve feature sparingly.
www.GovDeals.net- To Create Auctions	**www.GovDeals.com- To View Auctions**

GovDeals Quick Reference Guide
Asset Entry Fields

VIN Decoder- For vehicle auctions, entering the VIN will populate many of the vehicle information fields automatically and add important information for the short and long description fields.
Note: *Some VINs are not searchable and will not populate the fields. In this case, complete the asset page manually.*

Short Description- This should be exactly what the asset is. <u>Single Assets</u>: Year-Make-Model (example: 1989 John Deere 730 Mower). <u>Groups of Assets</u>: Lot of …….. (example: Lot of 25 Dell Computers).

Long Description- Details about the asset. The key for any asset is the operating condition. Include all relevant information about the asset(s). More detailed information in the long description results in less bidder calls and higher auction returns. Asset-specific contact information should be saved for the asset POC field.	**Status-** Recommended to keep as "Ready for Auction". Assets will not go to auction until auction dates have been added. Assets that have been placed in the "Hold" status will have to be moved to the "Ready for Auction" status before they can be sent to auction.
Category– Select the category that best fits the asset being sold. If needed, contact your CSR for recommendations.	**Condition-** GovDeals recommends to always use "See Description" unless "New/Unused" (new in box/never put into service) or "Scrap" (for scrap only) is selected.
Quantity- Select "Yes" if a group of items is being sold.	**Inventory ID-** Optional Field. Client's ID or tracking number (fixed asset numbers, VINs, vehicle unit numbers or inventory numbers).

Asset Information: VIN/Serial number, Make/Brand, Model, Model Year, Odometer/Hour Meter (Actual odometer/hours; do not use a comma), Meter Accuracy, Title Restrictions (used if titles are not "clear". If yes, put the reason in the "Long Description" field).

<u>**While optional, these fields provide essential information to the bidders and are key for some GovDeals system reports.**</u>

Authorized Bidder- Defaults to "General Public". If you wish to offer your surplus to a restricted group, such as law enforcement or gun dealers, select the group from the drop-down list. Contact your CSR for more information or select "Authorized Bidder" for a complete description.	**Department Billing-** If the Department Billing feature has been enabled on your account, choose the proper department from the drop-down menu. Contact your CSR for more information on the Departmental Billing feature.
Excess Reported Date- Optional field. Used by clients that are required (or want) to show when the asset was declared surplus.	**Asset Contact-** Select the appropriate point of contact for this specific Asset. Bidders will be directed to this POC for payment and removal. **Note:** Asset points of contact are setup through the "Security" menu.
Address & Locations- <u>Use the physical location of the asset</u>. Select an address from the "Locations" drop-down menu. If you need to add a new address, select "Add New" and fill out the address information. Once you have added an address, this address will become available in the "Locations" drop-down menu on all future assets that are created.	**Inspection, Payment, Removal, and Special Instructions:** These fields are optional, but it is highly recommended that you include these important pieces of information about your auctions. Contact your CSR to help you set these up. **Note:** Different sets of instructions can be stored for future use under the "Inspection, Payment, Removal, and Special Instructions" menus under the "Maintenance" tab in CAS. If you have setup one or more sets of instructions, an "Instructions" drop-down menu will appear on your asset entry page above each of the instructions fields.

GovDeals.COM Quick Reference

Finding your Assets on www.govdeals.com using your Account Number.

1) Log on to www.govdeals.com
2) On the Home Page to the right of the "Search Auctions" field, type your Account # _____ into the Box.
3) To the right of this field, select the "QAL" checkbox.
4) Select "Search" and only your Assets will be display.

Researching a potential fair market value or finding a sold asset on GovDeals.

1) Log on to www.govdeals.com
2) At the top of the page, select "Searches".
3) In the dropdown menu, select "Classic Search"
4) In the timing menu, choose "Sold".
5) Expand the time frame, select a specific client, select a category, and/or enter in a keyword into the description field.
6) Select "Search".

GovDeals.NET Quick Reference

The "Help" Tab is the complete resource for quick explanations and walkthroughs all features of the GovDeals.net site.

Auction Questions and Answers (Q&A Feature)

Bidders have the ability to ask questions through the GovDeals website. These questions about emailed to the Asset Contact and other designated users of the GovDeals.net site.

To answer a question:
1) Select "Assets"
2) Select "Q&A"
3) On the right side of the question that needs to be answered, select "Answer Question"
4) In the Answer field, type the answer to the question.

NOTE: GovDeals posts the question and answer to the live auction page to assist other bidders with a similar question. This option can be deselected when needed.

5) Select "Submit Answer" to post the answer and email the bidder.

Asset Amendments

GovDeals allows clients to make up to two amendments to an asset's information once it is sent to auction. This information must add value or be neutral to the value of the asset (For example: a lower vehicle mileage, correct a misspelling, or wrong word in the description). If the information will negatively impact the price of the asset, GovDeals requires clients to withdraw the asset from auction and relist it with the new information.

1) On the CAS Home Page, click "Sent to Auction".
2) Locate the asset to be amended.
3) Select "Modify" in the dropdown menu to the right of the asset.
4) Enter new information in the "Asset Information Amendment" box located under the Long Description field.
5) Scroll to the bottom of the page, click "Save and Continue to Media Editor". The amendment will now be displayed on the live auction page.

Sold Asset Report

1) Select "Reports"
2) Select "Sold Assets"
3) Select the check boxes of the data that you would like to appear on your report. Select "Check All Items" to select all available data.

Exporting to Excel: This report is easily exportable to Excel by selecting the "Export to Excel" checkbox before clicking "Continue". The report will open directly in Excel. Some users will need to click "Yes" on the menu when prompted to open the file.

4) Select "Continue". To display your report or open in Excel if the checkbox is selected.

Add a User

1) Select "Security."
2) Select "Add New User" in the second row of Blue Tabs
3) Complete Add User information form. The fields with asterisks (*) are required entries and must be completed.

Explanation of Fields: Click on the "Help" Tab and see the Help topic of "Add a User" for the complete explanation of each field.

4). Select "Save."

"How-To" GovDeals Quick Reference

Use the Paid For/Picked Up Report
For clients not using the Financial Settlement Services (FSS), the Paid For/Picked Up report allows clients to track which auctions have been paid for and removed.
1) On the Home Page, select on "Not Paid" or "Paid, Not Picked Up"
2) Select "Paid" or "Picked Up" in the drop down on the right hand side of the Asset.
Items that are marked "Picked Up" are automatically marked as "Paid"
3) Select "Update Assets" to update the report.

View & Print a Seller's Certificate

1) From the CAS home page, select the "Sold On Auction" link
2) Locate the asset that you are looking for.
3) Select "Certificate" in the "Shortcuts" menu to the right of the asset for which you need to view or print the certificate. The certificate will open in a new tab/window.
4) To print a copy of the certificate, select "Print" in the upper right hand corner.

Request a Credit
1) From the CAS home page, select the "Sold On Auction" link.
2) Locate the asset that you are looking for.
3) Select "Request Credit" in the "Shortcuts" drop-down menu on the right side.
4) Choose the appropriate reason for the request for credit.
5) Type the reason for the credit and select the appropriate "Action" for the asset after the Credit. Actions can be "None", "Re-Auction", and "Second Offer" (see below for more information).
6) Select "Submit".
-Credits can also be taken by selecting the dollar amount on the Paid For/Picked Up report.

Create & Print a Bill of Sale
From the Paid For/Picked Up report:
1) Select on the ID number to open the bill of sale,

or

1) From the CAS home page, select the "Sold On Auction" link.
2) Locate the asset that you are looking for.
3) Select "Bill of Sale" in the "Shortcuts" menu on the right side of the asset.

-You can then print, email, or edit this bill of sale. Select "Print".

Make a Second Chance Offer (SCO)
Assets can be offered to the high bidder via our "Second Chance Offer" feature if the auction has closed "Reserve Not Met", or if winning bidder has defaulted. (If the default is taken within 21 days of the auction's close, see "Request a Credit" to default a bidder.)

1) From the CAS home page, select the "Reserve Not Met".
2) On the right side of the asset, select "Second Offer" in the "Shortcuts" menu.
3) Confirm the second chance offer.

Bidders have 5 days to accept the offer. If they accept the offer, you will receive a "Seller's Certificate" as you would with a normal auction. You will also receive an email if the bidder declines the offer. Bidders occasionally do not respond to the offer and you will be notified via email after the offer expires if a bidder does not respond.

Withdraw an Asset from Auction
1) From the CAS home page, select the "Sent to Auction" link.
2) Select the ID number associated with the asset you wish to withdraw.
3) In the "Status" field, change "Sent to Auction" to "Withdraw from Auction".
4) Confirm the withdrawal by selecting "OK" in the pop-up box.
5) Type the reason for the withdrawal in the box that appears above the "Condition" field.
If needed, make any corrections to the auction page.
6) Scroll to the bottom of the page and select "Save".
7) To re-auction, select "OK" on the pop-up.

NOTE: An email will be sent to the bidders and watchers of this asset letting them know that this asset has been withdrawn. It will contain the reason that you have entered.

GovDeals Vehicle Inspection Form

Inventory ID:	**Asset Number:**	**Fair Market Value:**

Short Description:

Year_____   Make_____   Model_____

VIN: ☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐   Title Restriction: ☐ Y ☐ N

Odometer: ☐☐☐☐☐☐   ☐ Miles ☐ Kilometers   Odometer Accurate ☐ Y ☐ N:_____

Long Description:

This Vehicle: ☐ Starts ☐ Starts with a Boost & ☐ Runs/Driveable ☐ Engine Runs ☐ Does Not Run ☐ For Parts Only

Engine- Type: _____L, V_____ ☐ Gas ☐ Diesel Engine ☐ Propane/Natural Gas ☐ Gas/Electric Hybrid

Engine Condition: ☐ Runs ☐ Needs repair ☐ is in unknown condition

Repairs needed: _____

This vehicle was maintained every _____ ☐ Days ☐ Hours ☐ Miles

Date Removed From Service:_____ Maintenance Records: ☐ Available ☐ Not Available For Inspection

Transmission: ☐ Automatic ☐ Manual ___Speed Condition: ☐ Operable ☐ Needs repair ☐ Is Unknown Condition

Repairs Needed: _____

Drivetrain: ☐ 2 Wheel Drive ☐ 4 Wheel Drive   Condition: _____

Exterior: Color: _____   Windows: ☐ No Cracked Glass ☐ Cracked _____

Minor: ☐ Dents ☐ Scratches ☐ Dings   Tire Condition:_____   Tread:_____ #Flat___ Hubcaps #__

Major Damage to: _____

Additional Damage: _____

Decals: ☐ None ☐ Have Been Sprayed or ☐ Have been Removed & ☐ Impressions Remain ☐ No Impressions

Emergency equip: ☐ None   ☐ Has been removed & ☐ There are holes in the exterior   ☐ There are no holes

Interior: Color _____   ☐ Cloth ☐ Vinyl ☐ Leather

Damage to Seats: _____

Damage to Dash/Floor: _____

Radio: ☐ Stock or ☐ Brand & Model: _____ ☐ AM ☐ AM/FM ☐ AM/FM Cassette ☐ AM/FM CD

☐ AC (Condition: ☐ Cold ☐ Unknown) ☐ No AC   Air Bags: ☐ Driver's Side ☐ Dual

☐ Cruise Control ☐ Tilt Steering ☐ Remote Mirrors ☐ Climate Control

Power: ☐ Steering ☐ Windows ☐ Door Locks ☐ Seats

Additional Equipment: _____

Manufacturer _____ Model _____ Serial # _____

☐ Tool Box ☐ Light Bar ☐ Ladder Rack ☐ Utility Body: Brand_____ ☐ Hitch: Type_____

Location of Asset: _____

For more information contact: _____

Reminder: Do not close items on or surrounding a Holiday, on Friday nights, or Weekends. Stagger closing times by 10 minutes.