

## SHOWTIME AT THE AUCTION SITE

- **Check-in Early** Have plenty of time to get your vehicle in its proper assigned space, thus allowing as many prospective buyers as possible to view your car.
- **Detail Your Car** Wipe your car off regularly while on display and before your car gets transferred to the sale staging area. Not only does this enhance the appearance, but gives you an opportunity to interact with prospective buyers. A fully detailed car is significantly more attractive to interested buyers.
- **Be Accessible** or have someone available to provide pertinent information about your car. No one knows your car like you do. If you can't be available, place a note on your car with times you will be available to answer questions. A car that remains locked up with no one around to answer questions is not conducive to piquing the interest of a potential buyer. The car is essentially sold when the buyer sees the car on display during the preview. The auction simply establishes the price!
- **Honesty is the Best Policy** - be accurate, if you don't know something, say so. Don't make any representation about facts you are unsure of. Serious purchasers may actually have more interest because of your genuine candor, but statements that later prove false will compromise your integrity and place your sale at risk.
- **Prepare a Fact Sheet** include your lot # and the day your car will sell. Prospective buyers can take this with them as a reminder of when your car is selling, use it for comparison, or research their prospective purchase (your car). This serves as an example of your honest representation, that makes a potential buyer feel secure.
- **Have Copies of Vehicle Documentation** available for inspection by prospective buyers; old registrations, purchase orders, maintenance history, magazines articles in which your vehicle appears, show history and authenticity of your car's provenance.
- **Remain With Your Car** through the staging process and as it prepares to go over the block. Many people will see your car at this time (who may not have seen it in the display area) and being available to answer any new, or last minute questions is critical. Remember, this is your final chance to interact "face-to-face" with the buyers. A number of buyers only look at cars during the staging process.
- **Cross the Block with your car** We strongly suggest that you are present with your car at the auction block. Situations manifest themselves on the block that may require your attention. After all your hard work getting your vehicle to this critical point, this is your "moment in the sun"... take full advantage of it!
- **Don't Be Afraid to Ask** this can be an intimidating exercise, but if you have a question or problem, we can help. Remember, the auction company's goal is to sell your car and in turn have you as a satisfied customer.