

THE AUCTIONEER

• timed & webcast auctions

• media & marketing

• bespoke solutions

Tanya Rossler: 073 513 2075 | Grant Hall: 083 392 7558 | Office: 011 568 0250 | www.theauctioneer.co.za

The Auctioneer is a well established & respected brand that has been around for 7 years with operations in South Africa & Australia.

We have an experienced & professional staff complement that understands the intricacies of the auction industry & have specialised skills in all business management functions. We only work with clients that subscribe to the same philosophy & believe in ethical business practices.

We support both auctioneers, bidders & stock owners & provide the best solution to our clients needs

WE OFFER THE FOLLOWING SERVICES

Technology to assist you in running online timed & live webcast auctions through our international technology partner I-Bidder.com. The Auctioneer has a exclusive partnership with ATG Media & their multiple online bidding platforms for South Africa & Australia.

Direct marketing & promotion of your auction / sale event to over 70 000 opt in subscribers on a daily basis via our website & email campaigns

Bespoke solutions to assist in marketing & liquidating stock . Including full support to set up & run your auction / sale event from cataloguing, support during viewing days to the bidding process (online) & settlement of stock

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SOUTH AFRICAN STATISTICS

Live Webcast Auctions

2015

15 712 Lots
116 Auctions
2,01% sold online

2016

10603 Lots
94 auctions
2.2% sold online
as of October 2016

Timed Online Auctions

2015

3 538 Lots
52 Auctions
29,9% sold online

2016

3598 lots
52 auctions
33.32% sold online
as of October 2016

WANT TO RUN YOUR AUCTIONS ONLINE?

The Auctioneer Online Auctions is powered by I-Bidder.com, the global leader in webcast and timed auction bidding for commercial auctions.

Using the latest cloud based technology, the online auctions system broadcasts traditional, live auctions via the internet, directly to any web-connected device (tablets or computers) or hosts timed, online auctions on behalf of auctioneers. Visitors to the site can search and browse catalogues and place bids over the internet in real time, with live audio and video feeds communicating the auction room atmosphere or participate in timed bidding.

The Auctioneer Online Auctions include the following international platforms:

I-Bidder.com

Global with a strong base in South Africa for Plant & Machinery & Loose Assets

Bidspotter.com

The America's with a stock base in Plant & Machinery

Bidspotter.co.uk

United Kingdom with a stock base in Plant & Machinery

Bidspotter.eu

Europe and the Middle East with a stock base in Plant & Machinery

A Plant & Machinery Case Study:

Aucor: Glencore Auction – May 2016

Timed Online Auction

Unique Page Views:	9 959
Hammer Total:	R15 000 000
Total Reserve Reached:	98%
Registered Bidders:	150

A Game/Wildlife Case Study:

Vleis Sentraal Bosveld – September 2016

Live Webcast Auction

Unique Page Views:	1 917
Hammer Total:	R2 700 000
Total Reserve Reached:	4%
Percentage of Underbids:	43%

PRICING | EX VAT

Timed Online Auctions

Running Auction only in South Africa

Event Fee	R5 000
Success Fee: 20% Equilavent of The Auctioneers Commission	

Running Auction Internationally

Event Fee	R10 000
Success Fee: 20% Equilavent of The Auctioneers Commission	

Live Webcast Auctions

Running Auction only in South Africa

Event Fee	R5 000
Operating Fee	R5 000
Success Fee: 20% Equilavent of The Auctioneers Commission	

Running Auction Internationally

Event Fee	R10 000
Operating Fee	R5 000
Success Fee: 20% Equilavent of The Auctioneers Commission	

ONLINE TIMED AUCTIONS

- The option of including a "buy it now" option for bidders
- State of the art timed bidding
- Anti-sniping functionality
- Updates to bidders in real time when they are outbid via portal notification & email
- Pre registration of bidders, agreement to terms & conditions of the auctioneer
- Manual approval of bidders once deposits have been received by the auctioneer
- Full post auction reports & audit trail
- System generated winners notifications

LIVE WEBCAST AUCTIONS

- HTML5 bidding app that works on any device including mobiles & tablets
- All functionality available in one window of the bidding app
- Autobids / Absentee bids can be placed before or during the live webcast auction
- Updates to bidders in real time when they are outbid via portal notification & email
- Pre registration of bidders, agreement to terms & conditions of the auctioneer
- Manual approval of bidders once deposits have been received by the auctioneer
- Full post auction reports & audit trail
- System generated winners notifications

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RUNNING ONLINE AUCTIONS WITHIN YOUR OWN WEBSITE

I-Bidder.com has developed the perfect opportunity for Auctioneers to run their own branded live and webcast online auctions within their own website. We are happy to announce the introduction of the new I-Frame.

The I-Frame is designed for those auction houses who are looking to run online auctions directly from their own website with all the power of GAP Technology. The I-Frame system is also mobile friendly and it allows auctioneers to broadcast their own self-branded online auctions to a world wide audience.

Benefits:

- Attract and keep bidders on your own website: By using the I-Frame backend management system, bidders will stay within your own website through the whole auction event. This is from browsing catalogues to placing bids.
- Mobile Friendly: This I-Frame system supports online bidding across all mobile devices.
- Building Your Brand: Grow your brand profile amongst your customers as they never have to leave your website.
- Mirror Bidding Exposure: Although your auctions are fully integrated into your website, the other advantage is that should you wish, you will still receive mirrored bidding exposure with sites including I-Bidder.com, Bidspotter.co.uk/.com/.eu as well as locally on theauctioneer.co.za
- Hassle-Free: Website management and regular technology updates will be done through ATG Media. Leaving auction houses to focus on their auctions.

PRICING | EX VAT

The pricing is the same as running an I-Bidder event with the requirement that the auction house signs a 12 month contract and runs a minimum of 6 auctions per annum.

Development: The Auctioneers website will need the creation of a separate tab which will allow the I-Bidder.com platform to be mirrored into your website directly. This is a simple process which can be done by your own website developers. Alternatively we can assist with through a third party developer that understands this process. The cost for this is R7 500 – R10 000 once off depending on your needs and website backend.

The event fees can be see below and depend on the number of auctions run each month. These costs are PER AUCTION.

1 To 2 auctions per month:

R5 000 for the use of the I-Bidder.com Platform as well as the I-Frame
R10 00 for the use of the I-Bidder.com, Bidspotter.com, Bidspotter.co.uk and Bidspotter.co.eu as well as the I-Frame

3 To 5 Auctions Per Month:

R4 000 for the use of the I-Bidder.com Platform as well as the I-Frame
R8 00 for the use of the I-Bidder.com, Bidspotter.com, Bidspotter.co.uk and Bidspotter.co.eu as well as the I-Frame

6+ Auctions Per Month:

R3 000 for the use of the I-Bidder.com Platform as well as the I-Frame
R6 00 for the use of the I-Bidder.com, Bidspotter.com, Bidspotter.co.uk and Bidspotter.co.eu as well as the I-Frame

Success Fee Per Auction:

20% equivalent of buyers premium
(If buyers premium is 10%; then success fee is 2%)
Marketing Fee TBC with each client

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WE CAN RUN YOUR TIMED ONLINE AUCTIONS FROM START TO FINISH

The Auctioneer Online Auctions can support and run an exclusive auction for you. We have the staff and expertise to assist in all elements involved in setting up, running and closing an auction.

Some of the elements that this service includes is as follows:

- Understanding of your stock and providing market related feedback around your desired reserve price
- Research and feedback by The Auctioneer on the suitability of the stock for a successful auction
- Creating a catalogue of your auction stock with pictures and descriptions to attract the highest possible prices
- Loading of the catalogue to The Auctioneer Online auction platform and marketing with partner sites to generate maximum exposure
- Assisting in setting opening bid process and bidding increments
- Establishing a comprehensive marketing campaign for international and local exposure
- Assisting with all bidders registrations and approvals (including advice and assistance on bidder deposits)
- Assisting with bidder viewing days if required
- Assisting with the management of the auction event while running including communication with bidders during the process
- Assisting with the closure, invoicing, collection and releasing of the stock sold on auction
- Assisting in post auction negotiations with items that were below reserve price
- The Auctioneer will generate a detailed report of the auction detailing the highest bids per item, bidding activity per lot and all marketing and tracking data for the event through Google Analytics

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NEEDING YOUR AUCTION ADVERTISED?

The Auctioneer offers direct database marketing services to all auction companies in South Africa. Over the past 7 years, we have established ourselves as the leading reference point for all types of auctions.

We send daily emails to our ever-growing interactive subscriber database, which currently consists of over 70 000 opt-in subscribers. These emails are packed full of all types of auction listings. For the interested auction follower, it is a one-stop shop for any auction happening across South Africa.

STATISTICS: October 2016

Auctioneers	53
Page Views	89 706
Unique Visits	49 316
Total Subscribers	70 836

CATEGORIES

Residential	34%
Commercial	27%
Movebles	20%
Yellow Metal	16%

DATABASE MARKETING PRICE LIST(EX VAT)

Exclusive Auction Invite	R7 500
Auctions Weeklies (Tuesday & Friday)	
Top Banner	R3 000
Combo Block	R5 500
Combo Strip	R5 000
Feature	R2 500
Banner	R2 500
Website Marketing	
Listing	R500
Banner	R3 000