

# Chaos to Control

## The Why's & How's of Online Auctions

+ Auction Best Practices During  
COVID-19



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# Chaos

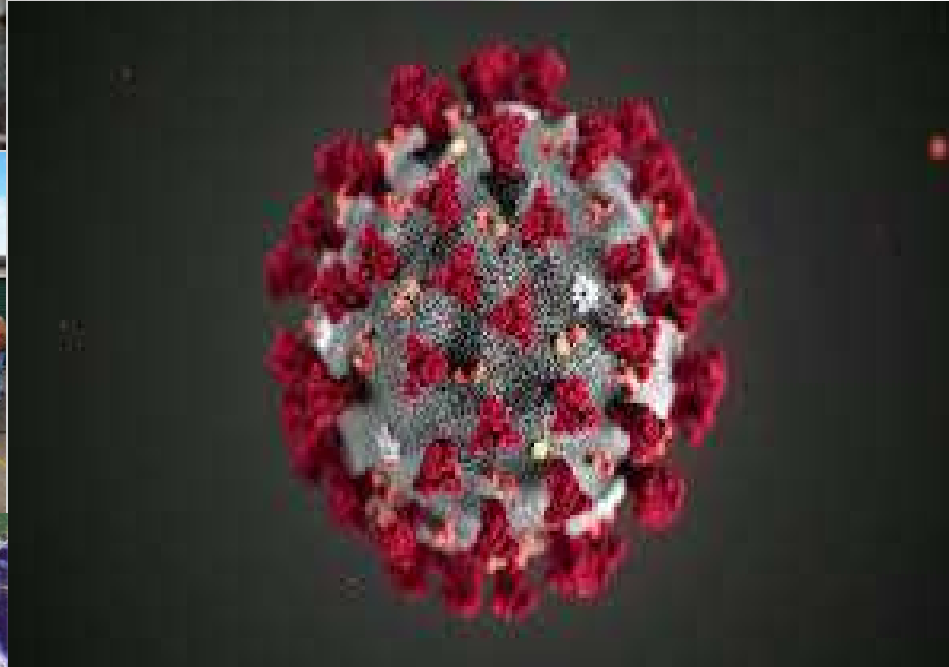
cha·os  
'kāäs/

- behavior so unpredictable as to appear **random**

Synonyms: **disorder**, confusion, **mayhem**, pandemonium;

*informal* hoopla, **train wreck**, all hell broken loose

# Turning the **chaos** of auction day into a **controlled** process



A middle-aged man with a balding head, wearing a dark suit, white shirt, and dark tie, is shown from the chest up. He is speaking and gesturing with his right hand, pointing towards the right. The background is dark with some blurred lights. Overlaid on the bottom half of the image is the text "STOP THE MADNESS" in large, white, bold, sans-serif capital letters.

**STOP THE  
MADNESS**

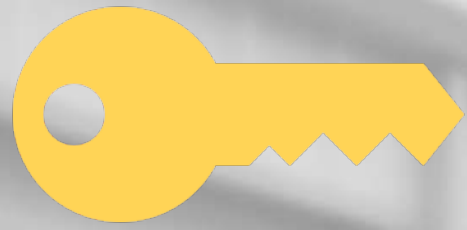
# Why Go Online:

- No need to wait until 3-4 units for it to be “worth it”
- **Reach thousands of bidders**
- Higher average sale price
- Follow same legal process as live auction
- Avoid CHAOS and liability
- **Avoid large crowds on your property**
- Marketing efforts done by us to drive results
- No bidder collusion
- Better customer experience - no large crowd or overflowed parking lot
- Success in any weather condition
- Puts the “Pro’s & Cons” in your favor



# How Does It Work?

- Same legal process as before
- Cut locks and photograph units
- Send letters
- Post your legal notice
- Set your own rules
  - 72 Hour Cleanup
  - No Dumpster Privileges
  - \$100 Cleaning Deposit Required
- Post event before your newspaper ad runs



# To Online Auction Success

- It's all about the pictures
  - Take 7+ when possible
- 10-14 Day Auctions yield highest results
- Auction consistency
- Avoid office closures
- Stand strong on your process!



**Auction Planner**

Month: 

SUN	MON	TUE	WED	THU	FRI	SAT
★						

Month: 

SUN	MON	TUE	WED	THU	FRI	SAT
		★				

Month: 

SUN	MON	TUE	WED	THU	FRI	SAT
			★			

Month: 

SUN	MON	TUE	WED	THU	FRI	SAT
						★

# Auctions During COVID-19

- Stay up to date with your state and federal restrictions
- Unless restrictions are imposed it is a business decision that you get to make for yourself
- Stay up to date with your letters
- Are these units abandoned? Delinquent before COVID?

## Best Practices

- Call winning bidder as soon as auction ends to coordinate pickup
- Adjust pick-up and cleanout time accordingly to minimize traffic
- Take payment via credit card if possible
- Tell winner no children or extra guests on property with him/her
- Make sure any lock or money exchange is sanitized





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