



REVOLUTIONIZING ONLINE AUCTIONS: ELEVATE YOUR EDGE

Erik Rasmus, CAI, AMM

WHAT SEPARATES YOU FROM YOUR COMPETITION?

01. Immedicay

02. The Customer Experience

03. Reviews

04. Innovation





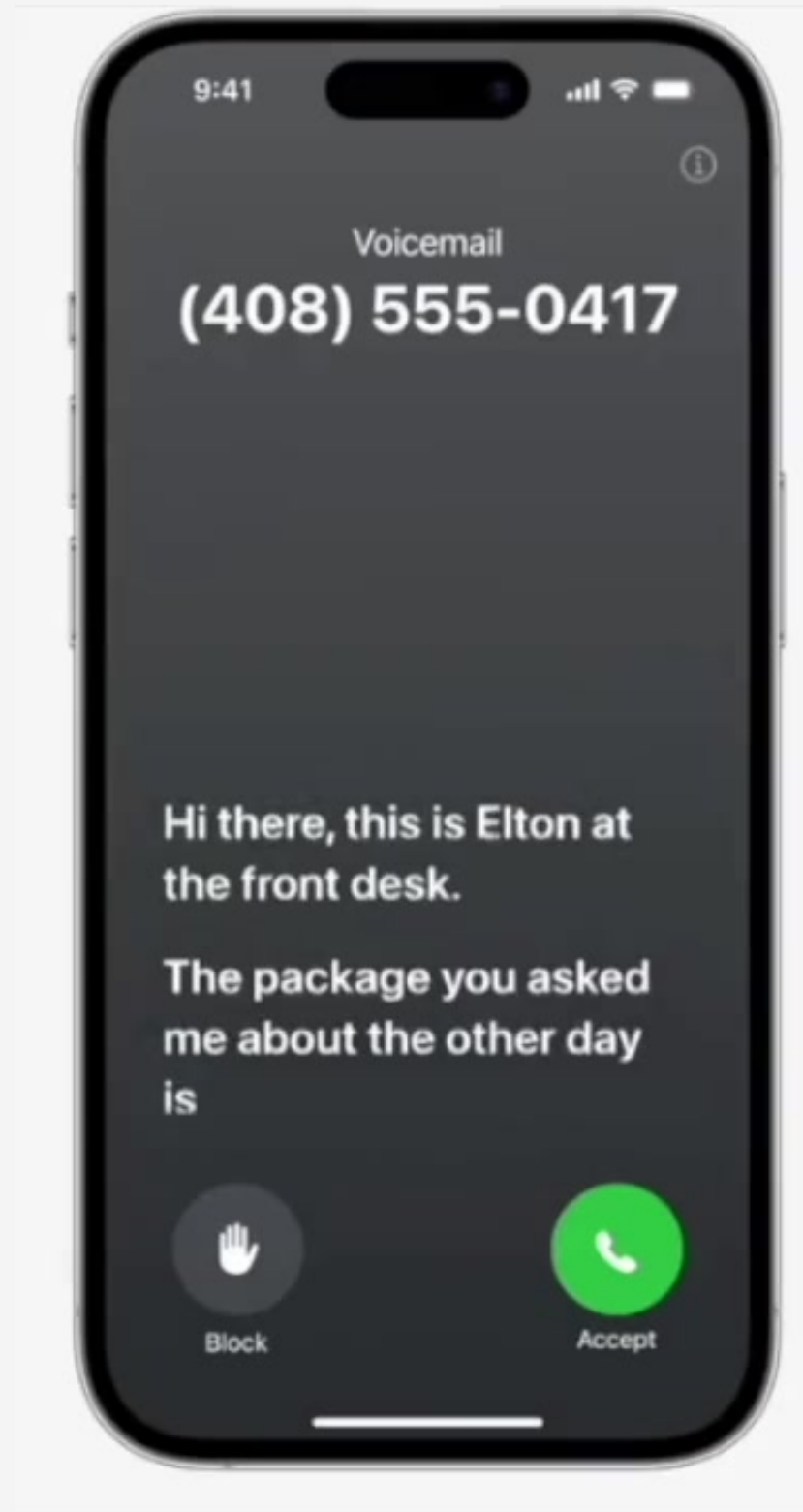
AUCTIONS ARE A LIFE STYLE



The background is a light gray color. It features several abstract blue geometric shapes: a large quarter-circle in the top right corner, a large quarter-circle in the bottom left corner, and several smaller circles of varying sizes scattered across the page. The text is centered in the middle of the image.

**THERE ARE NO
RULES!**

HOW DO PEOPLE COMMUNICATE TODAY?



COMMUNICATING TO CLIENTS THROUGH TEXT

- 1. Real Time
- 2. Rapid
- 3. Efficient
- 4. Informal



***DOES ANYONE HERE USE
AUTOMATION TO
COMMUNICATE TO
THEIR CLIENTS?***



The background features several large, dark blue geometric shapes. In the top left is a circle with a white center. In the top right is a large arc. In the bottom left is another large arc. In the bottom right is a circle with a white center. There are also four smaller solid blue circles scattered around the central text.

**DO YOU
COMMUNICATE
AT ALL?**

TEXT CHAT VS. WEB CHAT

Rasmus Auctions

Enter your information, and our team will text you shortly.


Name

Mobile Phone

Message

By submitting, you authorize Rasmus Auctions to text and call the number you provided with offers & other information, possibly using automated means. Message/data rates apply. Consent is not a condition of purchase. [Use is subject to terms.](#)

Send

 ChatBot
Online

×

ChatBot

Hello there! 🙌 It's nice to meet you!

What brings you here today? Please use the navigation below or ask me anything about ChatBot product. ✨

Using ChatBot 🙌

I have questions 😊

Just browsing 👁️

Type your message here

WEB CHAT

Positives

- Customizable
- Integration of Chatbots
- Support is not readily available to the keyboard warriors 24/7

Negatives

- Not always a continuous thread
- Not as personable
- Hard to navigate

The background is a light gray color. It features several decorative elements in a dark blue color: a large arc in the top right corner, a large arc in the bottom left corner, and several circles of different sizes scattered across the page. The text is centered in the middle of the image.

**HOW DO WE GET
CLIENTS TO USE
TEXT CHAT?**

CLOSED TODAY
PURCELLVILLE, VA 20132

Late Model Exercise Bikes



Go

M30274 - Spin Bikes -
Purcellville, VA 20132

CLOSED TODAY
STERLING VA

Office Furnishings & Business Equip



Go

M30221 - OLS Warehouse
Liquidation - Sterling, VA

CLOSED TODAY
BALTIMORE MD 21212

IT Equipment



Go

M30232 - IT Equipment -
Baltimore, MD

CLOSES TODAY
CHESAPEAKE VA 23322

Sportsman's Collector Inventory



Go

P468 February
Sportsman's Collector

CLOSES TODAY
SAN DIEGO CA 92102

Surf & Coffee Shop



Go

CA376 - Surf and Coffee
Shop - San Diego, CA

CLOSES TOMORROW
WASHINGTON DC 20004

600+ Aeron Chairs Designer Offices



Hi there, need help?
Text us here!

Washington, DC 20004

CLOSES TOMORROW
OLD TOWN MANASSAS VA 20109

Short Notice Pick-Up Truck



Short Notice Pick-
Up Truck

CLOSES MON, FEB 24 10:07 AM
CENTREVILLE VA 20120

Rest./Bar/Catering Kitchen/Smallware



Go

M30285 Pepper Club
Restaurant - Centreville, VA

CLOSES TUE, FEB 25 10:07 AM
MANASSAS VA 20110

1000+ Tools Trucks Forklifts & Equip



One Of The DC Areas Largest
Mechanical Contractors Has Closed And
Will Liquidate A Large Selection Of

Go

M30282 - Dominion
Mechanical Contractor -

CLOSES TUE, FEB 25 11:07 AM
WASHINGTON DC 20005

Cafe & Coffee Shop



Go

M30253 Cafe & Creperie -
Washington, DC 20005

CLOSES TUE, FEB 25 11:37 AM
RICHMOND VA 23235

CLOSES TUE, FEB 25 11:37 PM
LEMON GROVE CA

CLOSES WED, FEB 26 10:07 AM
STERLING VA 20166

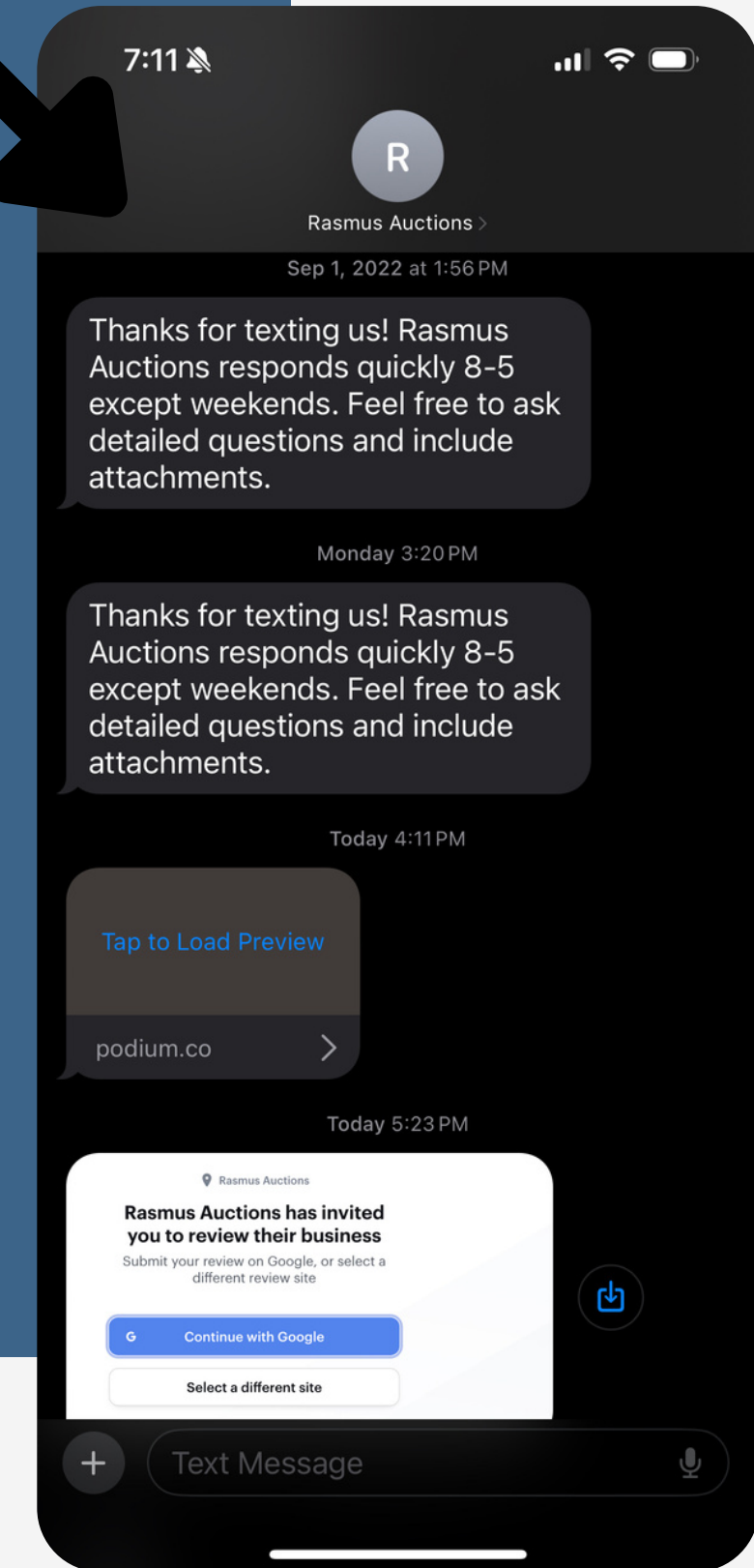
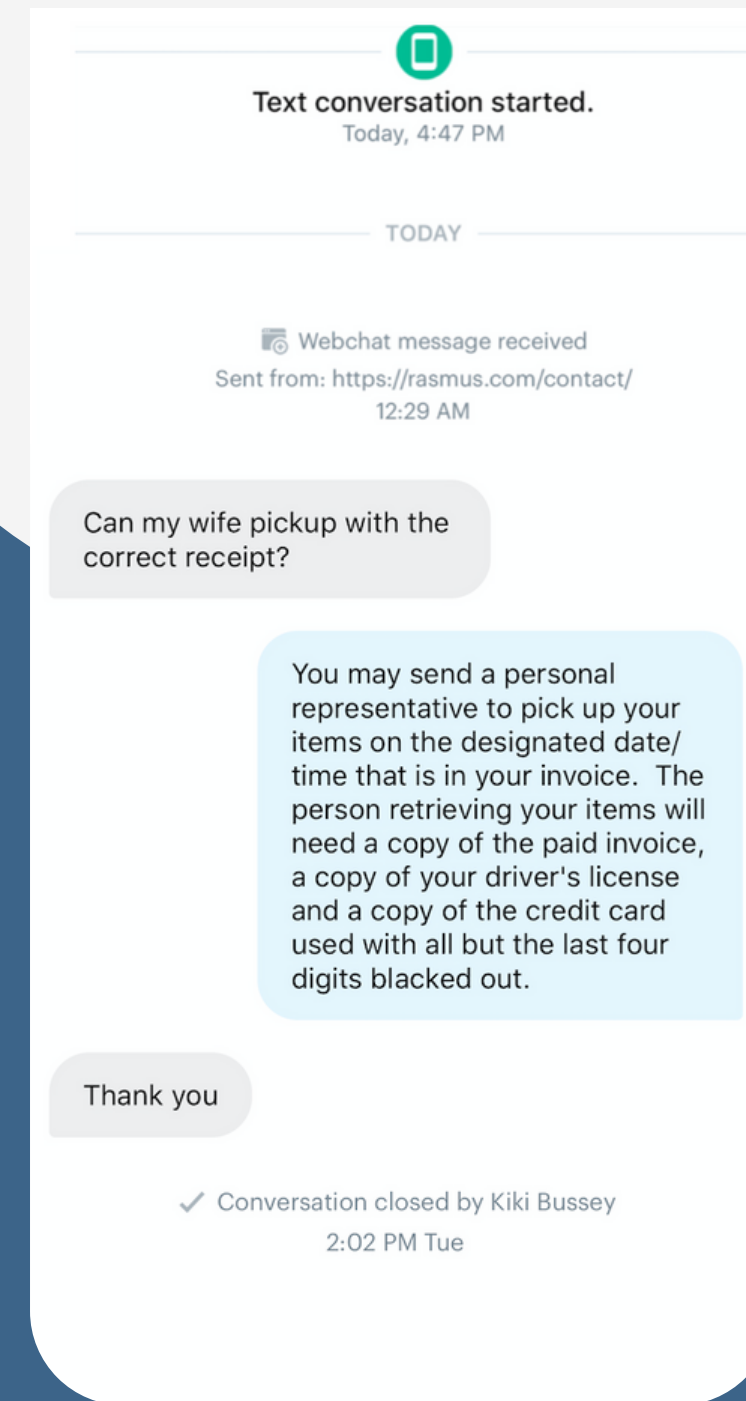
CLOSES THU, FEB 27 10:07 AM
STERLING VA 20166

CLOSES THU, FEB 27 10:37 AM
BALTIMORE MD 21230

New Ceramic



PODIUM MOVES A CHAT TO A TEXT STREAM ON THEIR PHONE




WHY USE TEXT?

- Calling to liquidate can be emotional
- It's easy to act
- They can communicate on their own terms
- Not intimidating
- It's Immediate!

IMMEDICAY MATTERS

IT CLOSES DEALS—CREATES CONFIDENCE—IT FITS OUR BRAND

Helen Bekele 
Rasmus Auctions



Erik Rasmus ▾



I have to shut down a cafe located in downtown D C and need assistance selling equipments. Please call me after 4pm anydayof the week

Thanks

6:45 PM Jan 15

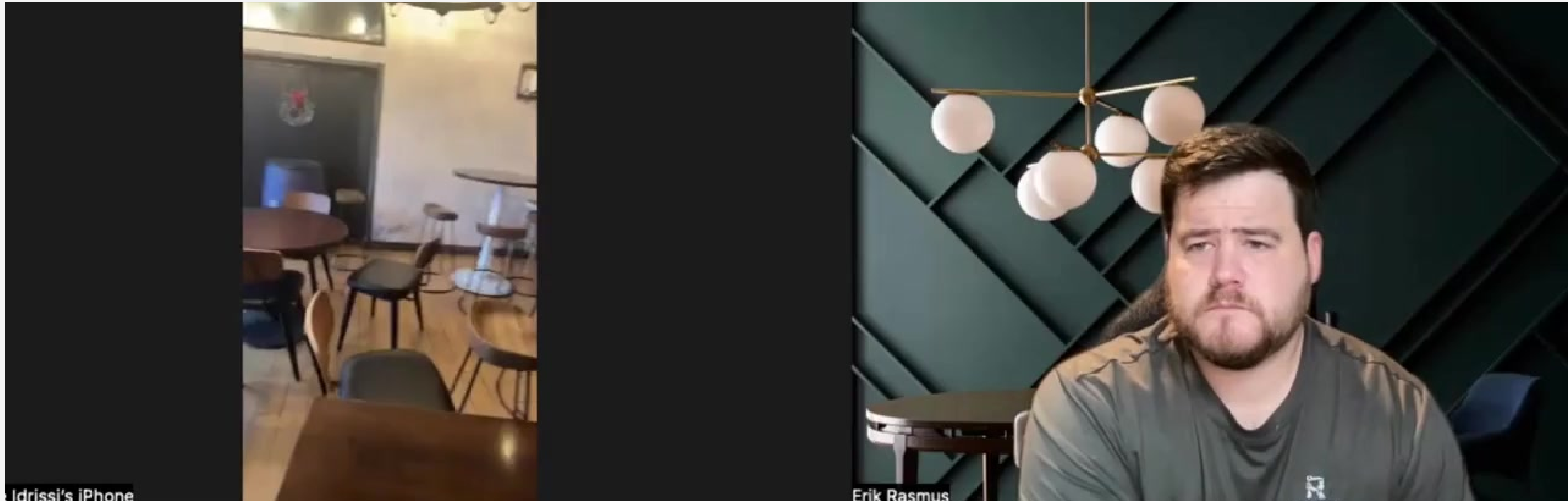
 Christopher Rasmus assigned this conversation to Erik Rasmus

Hi Helen! This is Erik rasmus I'll call you at 4pm. Look forward to talking with you!

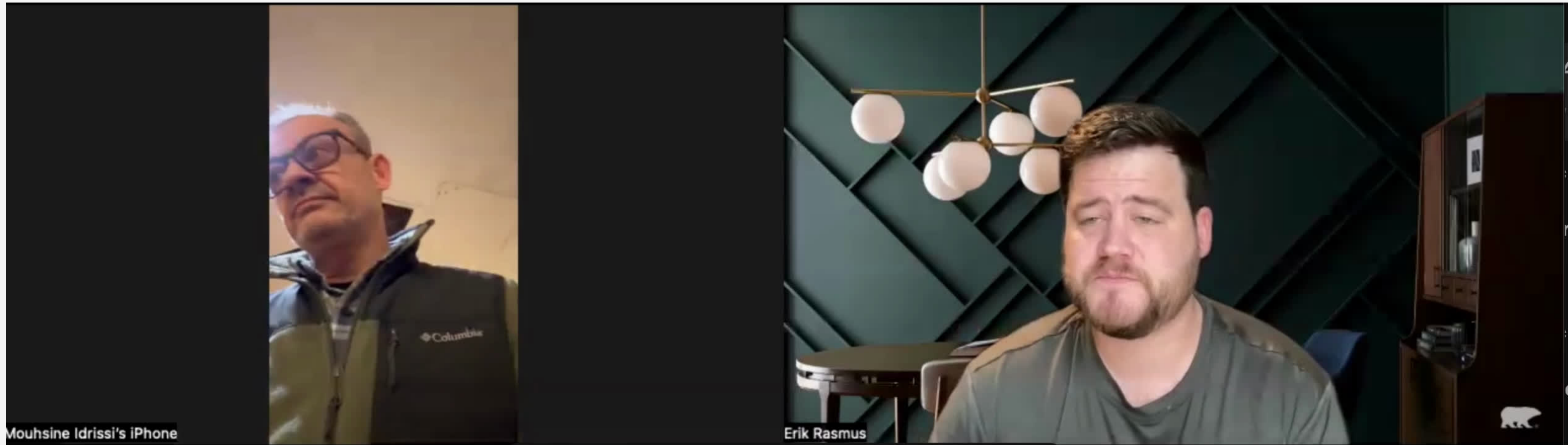


CLOSING A DEAL IN THE MOMENT

WEBFORM>TEXT>FACETIME



DONE DEAL





QUESTIONS?

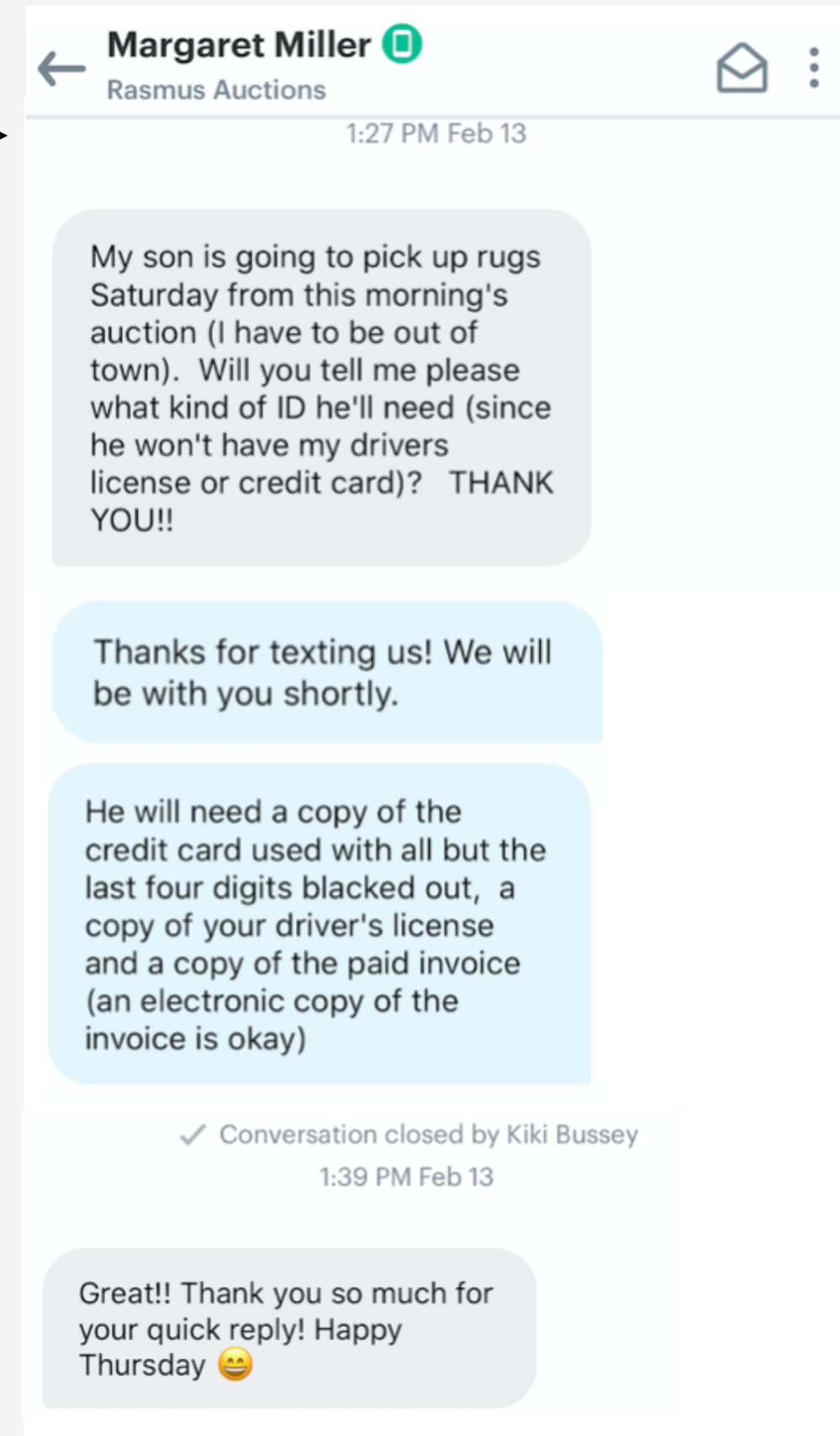
OPEN DISCUSSION

CREATING TRUST, COMFORT, AND CONFIDENCE THROUGH IMMEDIACY IS HUGE!



1:27 pm - Question came in

1:39 pm - Happy client



HOW TO SOLVE THE HIRING PROBLEM!!!



HIRE THAT HAPPY CLIENT!

Now Hiring Catalog & Removal Associates for more info

<
>

Auctions
Open ▼

Search auctions...

Closes today starts 10:00 Richmond VA 23224	Closes today starts 10:07 Frederick, MD 21701	Closes today starts 11:07 Sterling Va 20166	Closes today starts 0:07 Baltimore, MD 21221	Closes today starts 1:07 Richmond VA 23231	Closes today starts 2:00 YORK HAVEN PA 17370-9062
2006 Isuzu NPR	Late Model Office Furniture	Brand Name Home Furniture & Rugs	Medical Lab & Kitchen Equipment	Notebooks AV and IT Equipment	Hino Medium Duty Box Truck

Text us



HIRE YOUR COMMUNITY

They know what you do and how you do it!

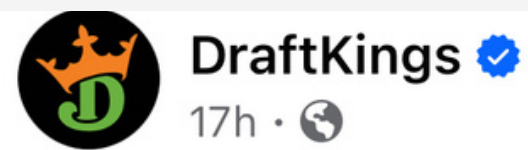
Explaining who you are and what your about is
already done!

These are the people who would make great team
members

They LOVE auctions



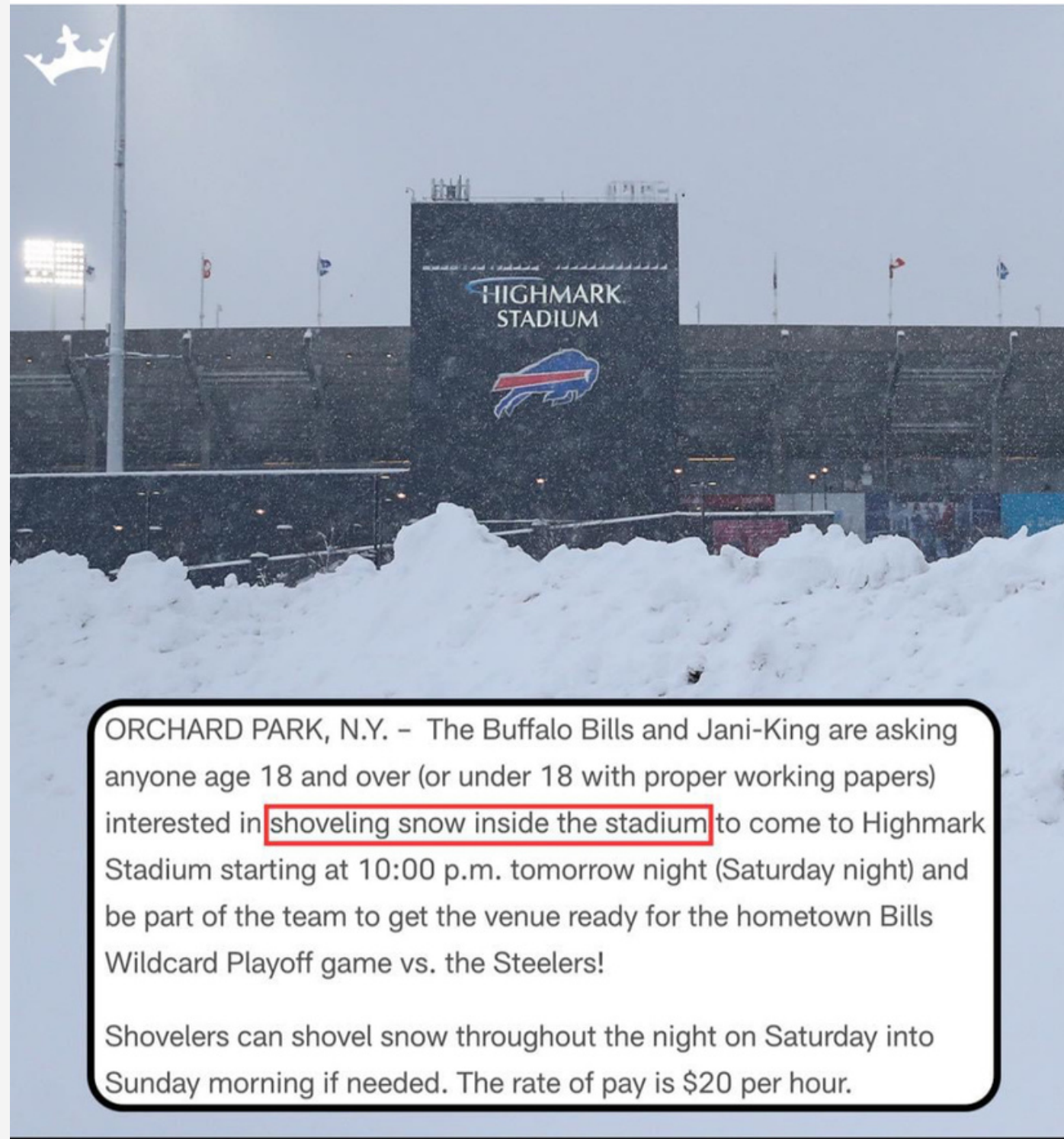
HIRE YOUR COMMUNITY



17h · 🌐

Break out the shovels, Bills Mafia ❄️😬

📸: Buffalo Bills



ORCHARD PARK, N.Y. – The Buffalo Bills and Jani-King are asking anyone age 18 and over (or under 18 with proper working papers) interested in shoveling snow inside the stadium to come to Highmark Stadium starting at 10:00 p.m. tomorrow night (Saturday night) and be part of the team to get the venue ready for the hometown Bills Wildcard Playoff game vs. the Steelers!

Shovelers can shovel snow throughout the night on Saturday into Sunday morning if needed. The rate of pay is \$20 per hour.

Winter Storm Warning


Northern Erie; Genesee; Wyoming; Southern Erie
4 hours ago – National Weather Service

WINTER STORM WARNING IN EFFECT FROM 10 AM SATURDAY TO 7 AM EST MONDAY *
WHAT...Heavy lake effect snow and very strong winds expected. Total snow accumulations of 1 to 3 feet



I STAFF

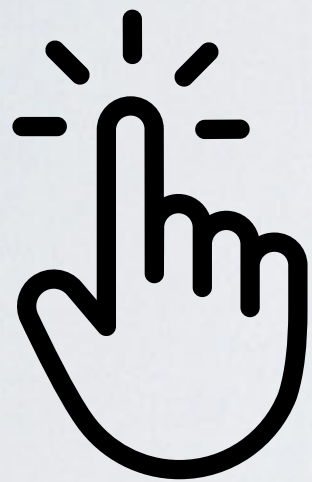


**RASMUS**
Auctions

I-Staff Application

We are always looking for passionate people

START →



Unread

Card View

I-Staff Application Form

Submissions

+ Add Tab

Search

Filter

Columns

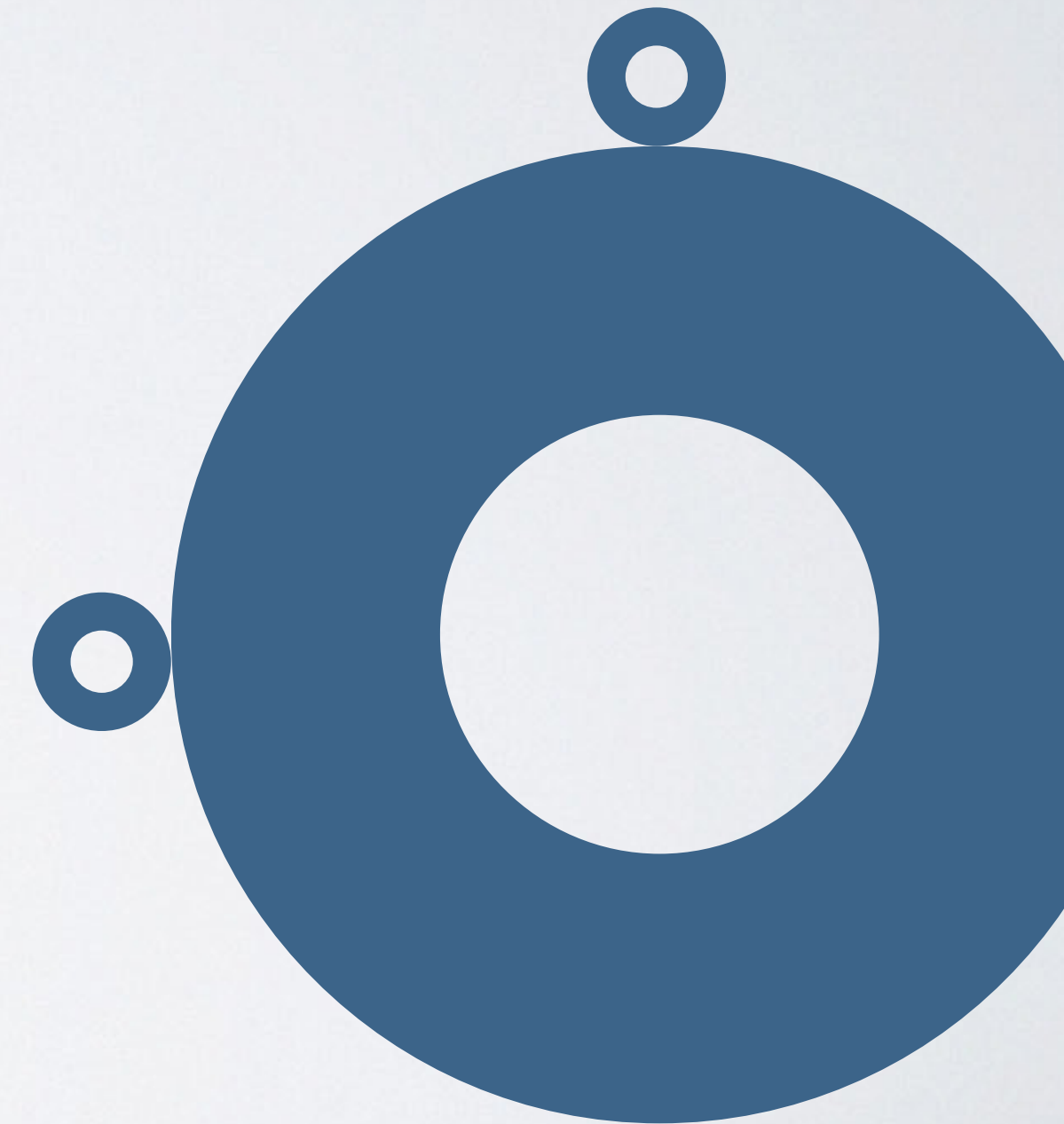
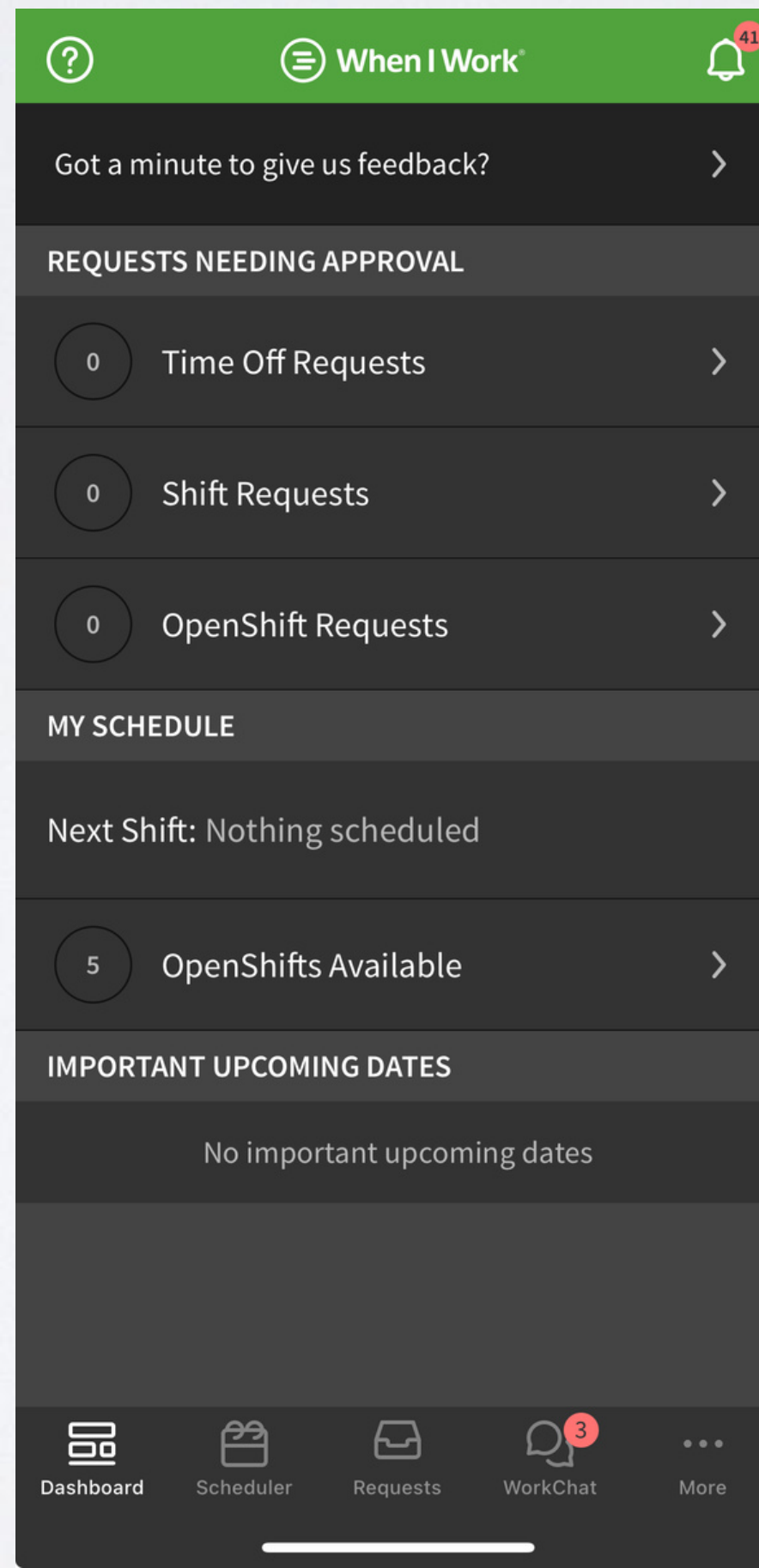
Form

Download


	Name	Submission Date	Address	What is your cell n...	Email	Live In DM...	Comments	C	What are your preferred work days?	ADD
	Werik Rasasmus	Jan 11, 2024	CccBryebRtgb, CC...	(703) 571-237857	c.rasmus@rasmus.com	YES			Monday-Friday	
	Cliff Wilke	Jan 6, 2024	3713 Merrimac Trail...	(202) 409-0875	cawilke@usa.net	YES			All of the above	
	Isaac Acheampong	Jan 5, 2024	122 Reservoir rd...	(304) 578-9969	ikeauto@yahoo.com	NO			Monday-FridaySaturday	
	larry martin	Jan 3, 2024	20646 Spring Creek Dr...	(540) 222-5420	dirt868@gmail.com	YES			Monday-Friday	
	Judi Stull	Jan 1, 2024	2005 Four Vines Ct...	(410) 599-5955	judistull@gmail.com	YES			Monday-FridaySaturday	
	Jacqueline Piro	Dec 30, 2023	314 N Main Street...	(240) 447-5115	pbpiero@gmail.com	YES			Monday-Friday	
	Kim Will	Dec 29, 2023	1122 Skank...	(494) 864-5645	kim@gmail.com	YES			All of the above	
	Tonya Boyce	Dec 29, 2023	2041 Rosewood Dr...	(240) 603-3916	tonyaboyce73@gmail.com	YES			SaturdaySunday	
	Hossam Gad	Dec 28, 2023	14511 Ravenscar Ct...	(571) 320-0456	hossamsgad@gmail.com	YES			SaturdaySunday	
	Gabriel Perez	Dec 28, 2023	2511 20TH RD N. #103...	(703) 899-5846	gabriel_perez10@yahoo.c...	YES			All of the above	
	Gahmeir Cooper	Dec 28, 2023	3025 Birch Bark dr...	(757) 269-8616	reeza1284@gmail.com	NO			All of the above	
	Juwan Green	Dec 28, 2023	2344 Barkley Place...	(301) 908-0027	juwanggreen96@yahoo.com	YES			Monday-Friday	
	Felix Santiago	Dec 27, 2023	45285 Gable sq...	(703) 209-5099	prtransport82@gmail.com	YES			Monday-Friday	
	Christina Garcia	Dec 27, 2023	37296 Tanyard Drive...	(240) 431-7471	krsygarcia@gmail.com	YES			All of the above	
	Jacquelyn Moore	Dec 25, 2023	8393 Pine Bluff Rd...	(803) 662-5100	wjacquelyn@yahoo.com	NO			Monday-FridaySaturday	
	Ronald Fiel	Dec 25, 2023	9925 Talley Rd...	(571) 237-0382	ronfiel@msn.com	YES			All of the above	
	Jimmie Cuevas	Dec 24, 2023	6403 May Blvd...	(703) 987-5217	jimmie.cuevas@gmail.com	YES			Monday-Friday	
	shubha siddaramaiah	Dec 22, 2023	43573 Helmsdale Terrace...	(571) 212-4823	shubhasid@gmail.com	YES			Monday-Friday	
	Myron Chase	Dec 22, 2023	9510 Fox Run Drive...	(301) 537-5778	myronchase@gmail.com	YES			SaturdaySunday	
	Christopher ROTHE...	Dec 19, 2023	707 Kenyon st...	(443) 771-0311	cwriston81@gmail.com	YES			All of the above	
	Avis Freeman	Dec 11, 2023	17 Currituck Court...	(240) 364-4910	Integrityf06@gmail.com	YES			Monday-Friday	
	Connor Hurson	Dec 7, 2023	3600 Glenmore Ave...	(240) 274-8061	jc.hurson@gmail.com	NO			All of the above	

26

WORK WHEN AND WHERE THEY WANT



JOTFORM: REMOVAL REPORTS




Hello Rasmus Team Members!

Please fill out this post removal report and click submit at the end!

25 Questions

START →



Self Supervised Removal Recap

Auction ID: ex (R230733)

R230894

Team Member's Name

Susan Gutierrez

Were you assisting with check in or check out?

Check In

Check Out

Refunds

Which Rasmus signs were set up?

Directional

Were these signs visible?

YES

Did you remind each buyer to check their merchandise before leaving?

YES

How many buyers were a no-show?

Not signed 5 including joe bonifatte. Attempted to contact multiple times for pickup. Had \$210 order with 14 items not claimed.

Were there any refunds onsite pertaining to this auction?

YES

If there were refunds , please add the buyer name, lot number and the reason for the refund.

Bidder: Jennifer mun Lot: 125 Total: \$7.00 REASON: item not located

Bidder: xiaoyi liu Lot: 302 Total: Textbox:\$12.00 Reason: not as advertised , missing too cover

Bidder: Tam Ilg Lot: 51 Total: \$18.10 Reason: item not located

Were any items returned from a previous auction?

NO

If there were returns, did you give the buyer a claim ticket?

NO

Were there any problems onsite?

YES



QUESTIONS?

OPEN DISCUSSION

THIS GETS YOU OUT OF THE WAY!

1ST STEP TO BUILDING
A DEDICATED
AUCTION TEAM





KEYS TO A DEDICATED TEAM

- 1.They truly believe they make a difference (Branded T shirt)
- 2.Feel like they are apart of the team
- 3.You can't be everywhere all at once (Get out of the way)
- 4.Don't hire another you, your not the only one who can do a good job
- 5.Effective Communication (Email? Text? Phone Call?)
- 6.Shared Vision (What is your company's mission statement?)



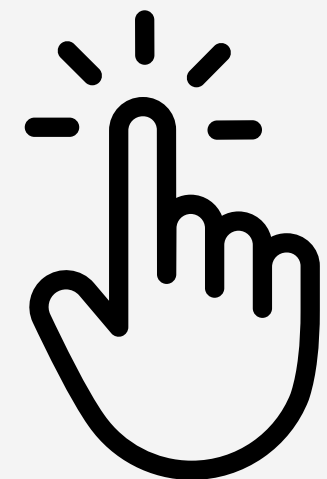
KEYS TO A DEDICATED TEAM CONTINUED

- Hold break out calls (Let your team work)
- Turn team members into managers
- Feel Appreciated (“I appreciate you”)
- A dedicated team leads to a well run oiled machine which leads to 5 star reviews.

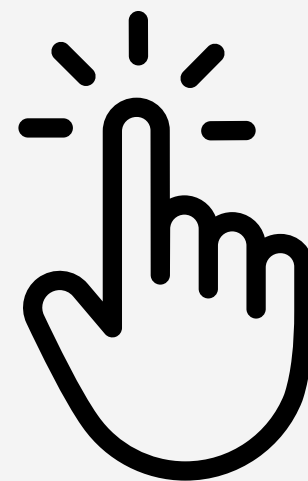


REVIEWS MATTER

- If your not set up for reviews your not ahead of your competition
- Encourage honest reviews, bad reviews are great!



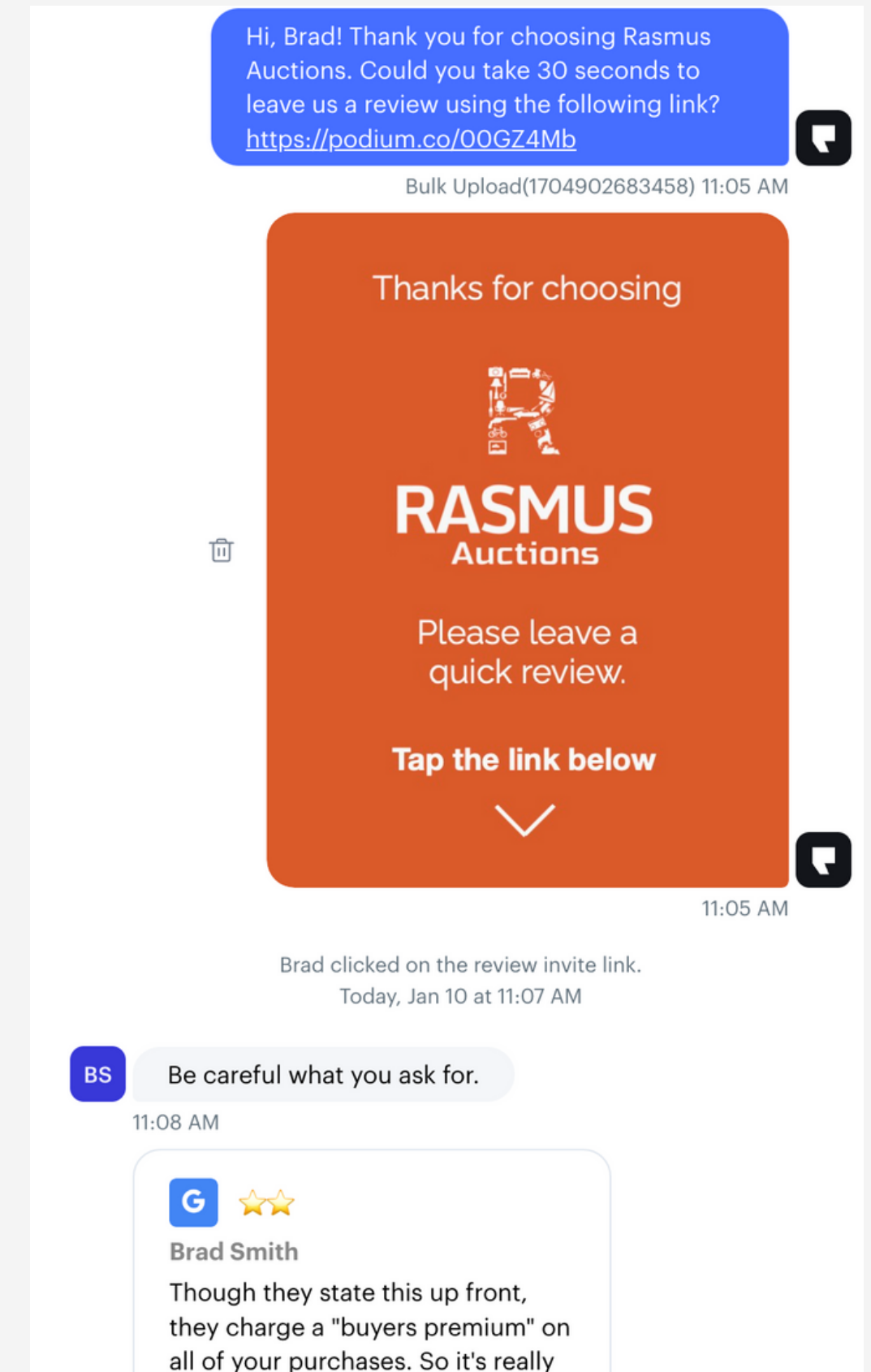
REVIEWS MATTER



WE REACH BACK TO OUR CLIENTS ON TEXT FOR REVIEWS

REMEMBER THAT TEXT
CHAT?

ASK FOR REVIEWS
AFTER EVERY SALE!



30% OF OUR BUSINESS COMES FROM REFERRALS

The Stuff
You Need
At The Price
You Set.

We are proud to pay
a 20% referral fee!



GET TEXT ALERTS SIGN UP FOR OUR E-NEWSLETTER (703) 768-9000

Home Buyers Sellers Referrals About Us Contact Help Blog Gaming

Referrals

Home > Referrals

Referrals Are the Highest Compliment.

We are Proud to Pay a 20% Referral Fee!

Over half of our business comes from referrals. Which makes sense as so many of our sellers are existing buyers and client referrals.

Maybe your favorite neighborhood restaurant has gone dark all of a sudden. Or you know your neighbor is moving out. If you know of a business or individual that is:

- Merging
- Relocating
- Remodeling
- Closing
- Changing Direction
- Downsizing
- In Need of a Program to Sell Stuff

Let us know! We have great success in converting referrals into online sales. Our referral fees are based on a percentage of our fee from the seller and can earn you from several hundreds to tens of thousands of dollars! We are discreet and professional in all of our inquiries.

SEND US A LEAD >>



Hi there, need help?
Text us here!



Text us

Project Title

Your Name

Your E-mail

Phone Number

Description of Assets

Please give us a brief summary of your project, what you are selling and any specific requirements such as deadlines.

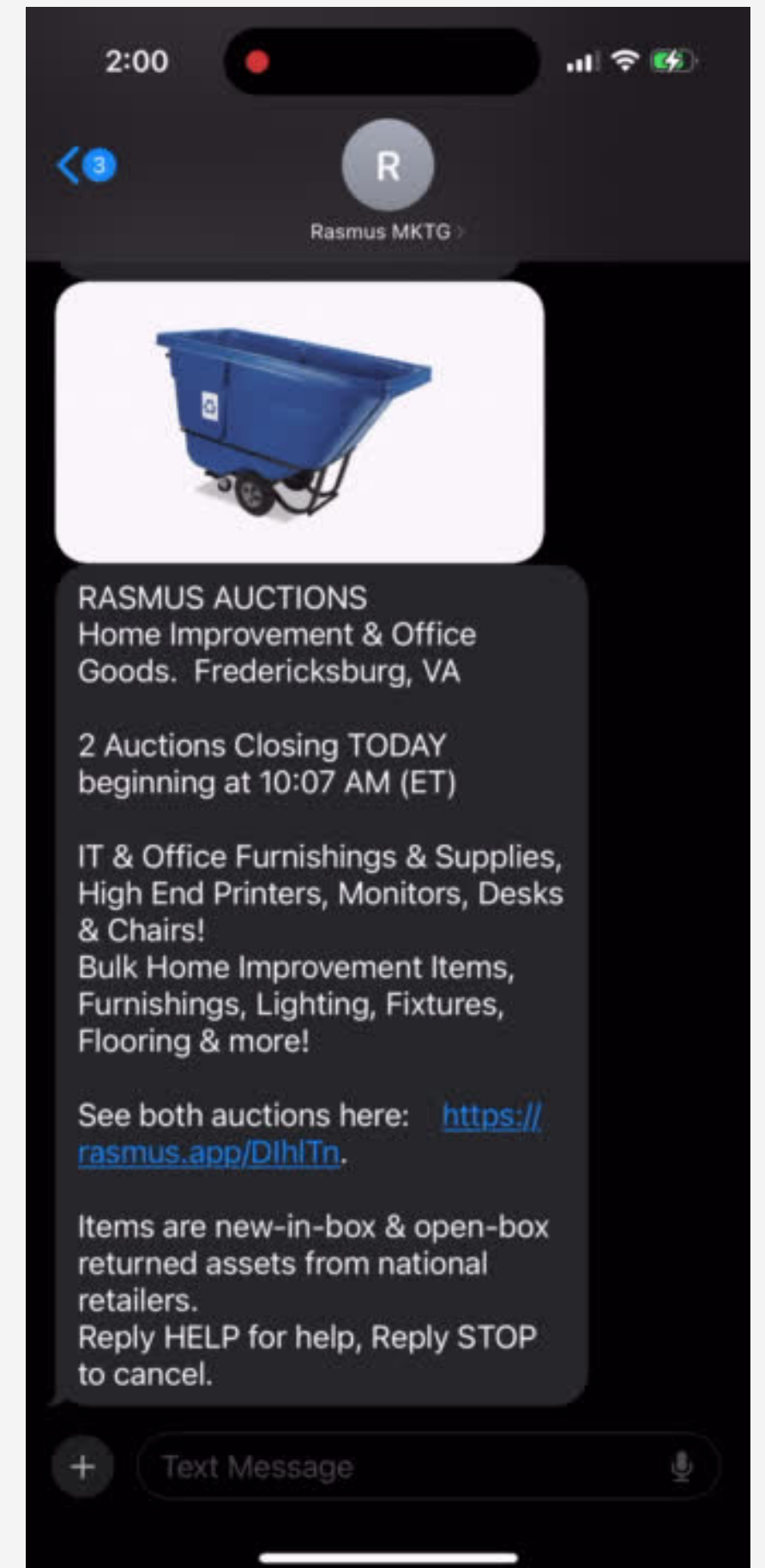
Choose File No file chosen

SUBMIT

MMS TEXT REMINDER MARKETING

- Now that they are comfortable with text...we market through text!
- Sends live Updates
- Make aware of short notice auctions

Remind Them About An Auction Closing That Same Day



SMS TEXT

(Rasmus Auctions)
Closing Today At 12:07
PM Jewelry Fashion And
Home Goods. Springfield,
Va.
"The Stuff You Need At
The Price you Set"
<https://tinyurl.llc/NVDaoF>
STOP to end

SMS
160 characters no
attachment about 3
cents per text

MMS TEXT

MMS
1600 characters with
attachments including
pictures video or gif
about 9 cents per text



Auction Closing NOW!
Laptops, Desktops,
Monitors, Office Furniture
and Office Supplies
Auction at Fredericksburg
VA
"The Stuff You Want At
The Price you Set"
<https://tinyurl.llc/4uj9L5>
STOP to end

Auction Buyers Don't Opt Out

OVERVIEW

DETAILS

Sent From 70921

Sent on 02-15-2023 10:08:22 AM

EXPORT REPORT

Sent to Everything, Surplus and 4 other groups

8964 Recipients

17928 Credits Used ⓘ

(Rasmus Auctions)
Closing Today At 12:07 PM. New In-Package Luxury Mattress Bedroom Furniture and Lawn/Garden. Beltsville MD
[View More](#)

Delivery statistics

Get basic details about the delivery of your message. [Learn more.](#)

98.2%

Delivered ⓘ

[DETAILED REPORT](#)

1.8%

Bounced ⓘ

[DETAILED REPORT](#)

0.0%

Queued ⓘ

[DETAILED REPORT](#)

0.0%

Not Sent ⓘ

[DETAILED REPORT](#)

Engagement Statistics

Take a deeper look at how users interacted with the message you sent. [Learn more](#)

0.0%

Replied ⓘ

Industry Average is 0.69%

[DETAILED REPORT](#)

0.0%

Opted Out ⓘ

Industry Average is 0.49%

[DETAILED REPORT](#)

100.0%

No Action ⓘ

Industry Average is 84.58%

Link Statistics

Link Reports are available for Campaigns that utilize Link Tracking in their text message.

Full URL

<https://rasmus.com/auctions/i5X9HE4dbUEOWuoBOoQ...>

619

Clicks ⓘ

Industry Average is 14.24%

[DETAILED REPORT](#)

7.0%

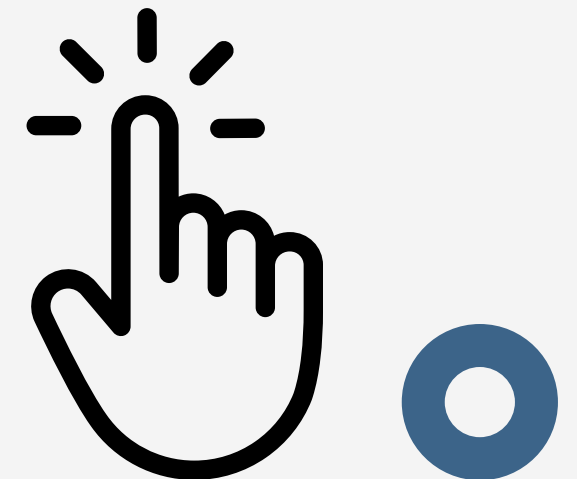
Clickthrough

The background is a light gray with several dark blue geometric shapes. There are two large blue arcs in the top right and bottom left corners. Scattered throughout are several circles of different sizes, some solid blue and some hollow with a blue outline.

CLIENT MANAGED AUCITONS

COMMUNITY = CLIENT MANAGED SELLERS

- Turn your community into sellers
- You host the platform they host the content (send i staff)
- Equipbid has over 100 affiliates now
- 80% or more of our auctions are now either client managed or syndicated sales.



CLIENT MANAGED VS RASMUS MANAGED

HOW DO YOU DETERMINE THE BEST FIT?



1. What is the scope of the project?

a. Estate vs construction company

b. 20 items vs. 200 items

c. Labor intensive vs non labor intensive

d. Penny pincher vs get it gone

e. \$5,000 auction vs \$50,000 auction



Under \$10k=Client Managed

If the deal is good content but
not a \$ maker, request a
minimum commission rate

MAINTAINING YOUR BRAND

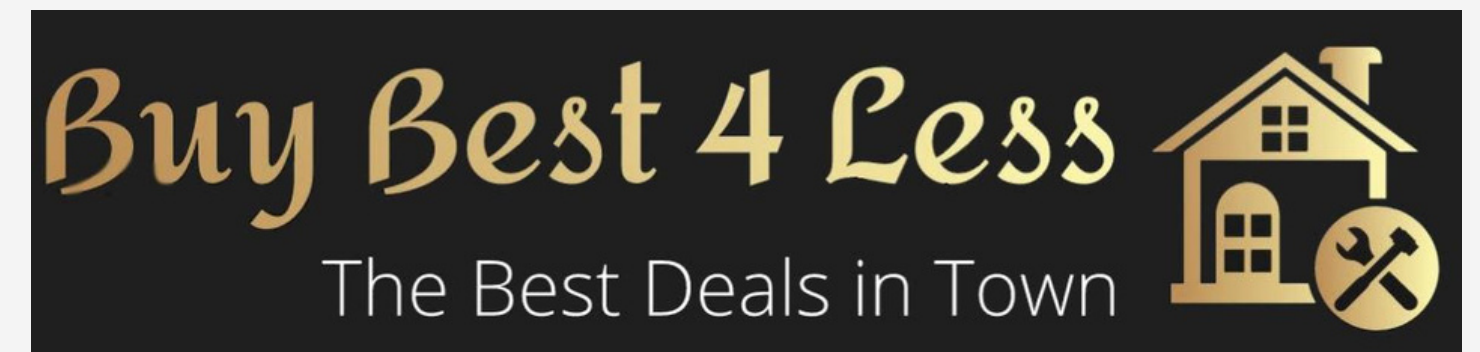
- Send a Rasmus team member to each removal
- Provide signage directional signage
- Ask each seller to wear their companies branded shirt



SUPER SELLERS

RETAIL RETURNS

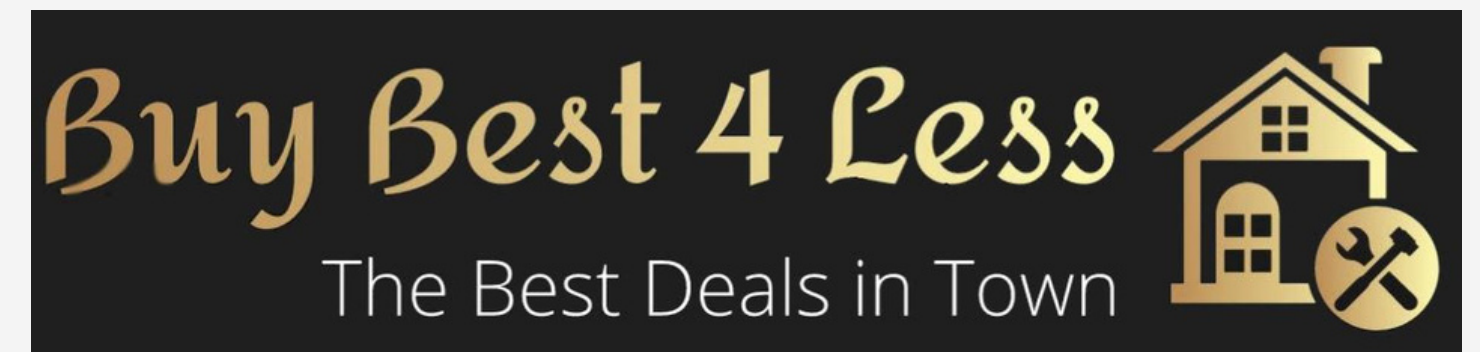
- The retail return business at this current point and time is booming.
- Some of our super sellers do an auction a week.
- Buy from B stock, Amazon, overstock from retailers, etc.
- A lot of these sellers were previous buyers who wanted to replicate these types of auctions and conduct them in their own city.
- Its an easy start up



SUPER SELLERS

CO-BRANDING

- We want these seller to succeed
- We market for them
- We have recurring facebook ads for each sellers geographical area
- “Best for less powered by Rasmus Auctions”
- Set parameters. 10th item review



3 WAYS TO MAKE YOUR AUCTION MORE SUCCESSFUL

and earn more money!

01 TAKE PROMO PHOTOS

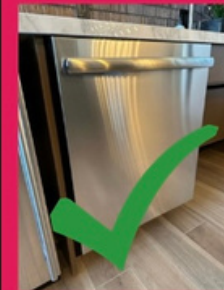
We've learned through extensive auction marketing that promo photos perform better than individual item photos when we advertise your auction.

Give us a wide shot of your warehouse or group some appealing items together. Step back and get a shot of your restaurant dining room or fully furnished office or waiting area for the best results.

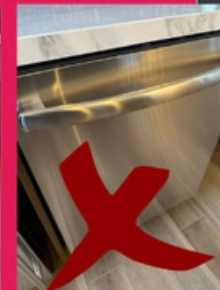
GOOD PROMO PHOTO:



YES! GOOD!



NO, BAD



02 QUALITY ITEM PHOTOS

The better the photo, the higher the bids.

Your photos should NOT be:

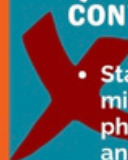
- Grainy
- Small
- Have the item cut off
- Contain more than one item or things that are not included
- Weird angles

QUALITY ITEM PHOTOS CONTINUED... DO



- For the additional item images after the first, take pictures of any details of the items including:
 - SKUs
 - make and model numbers,
 - damage
 - back and side views of the item, etc.

QUALITY ITEM PHOTOS CONTINUED... DON'T



- Stand in the reflection of mirrors when you take photos! Stand off to the side and take it at a slight angle (enough so that you aren't in it).
- Forget about the lighting of the photo. Try to avoid taking images in the direct sunlight that look washed out.

03 PROMOTE YOUR SALE

You know better than anyone those who are most likely to buy your stuff. We recommend:

- Promoting your sale on your own social media channels & tagging us so that we can share your content. We are happy to create graphics for you to use on your social channels.
 - <https://www.facebook.com/RasmusAuction>
 - [instagram.com/rasmusauctions/](https://www.instagram.com/rasmusauctions/)
- Linking to the sale on your website
- Sending out an email to your current customers letting them know that the sale is coming up. We recommend doing this both as soon as the sale goes live and the day before it closes as a reminder.

RASMUS.COM







QUESTIONS?


OPEN DISCUSSION

REFUNDS

WE ARE ONE OF THE
FEW AUCTIONEERS
THAT ACCEPT
RETURNS

Tax exempt 

Signed 

Paid 

Invoice comment visible to administrative staff only

Save

Enable signature

Text order


Toggle QR code

Mark every item picked up

Filter...

X

User rating



Edward Addai

Woodbridge , VA, 22193, USA

Phone (verified): 571-288-9026

Mailing address

Auction

Major and Small Appliances Auction. Springfield, Va

Removal times

Sunday, January 7, 2024 11:00 AM to 3:00 PM

Pickup & removal information

(R230884) 7701 Southern Dr Suite R, Springfield, VA 22150

Note! This is a retail return auction!

Because of this, we assume a certain percent of these items will not be as described!

Refund Policy

1. Check all of your merchandise before you leave the pick up! Once you leave the buyer assumes all risk.

2. If an issue is not brought up at the time of pickup and a refund is applicable, the item MUST be brought back to the original location at the buyers expense.

3. In the event of an item dispute, please communicate with Rasmus within 48 hours of pick up via web chat.

4. Refunds will NOT be issued for incomplete items/orders unless previously brought up at the time of pick up.

Refund Return Date

Sunday, January 14, 2024 between 11:00 AM - 3:00 PM. No exceptions.

Required Items For Pick Up

1.The purchaser's identification or a picture of driver's license.

2.The purchasers credit card or a picture showing the last 4 digits.

3. A copy of the invoice or the provided QR code.

4. A scheduled appointment made at least 24 hours prior to pick up.

Pick Your Arrival Time



REFUNDS PARAMETERS

FOR RETAIL RETURNS

Refund Policy

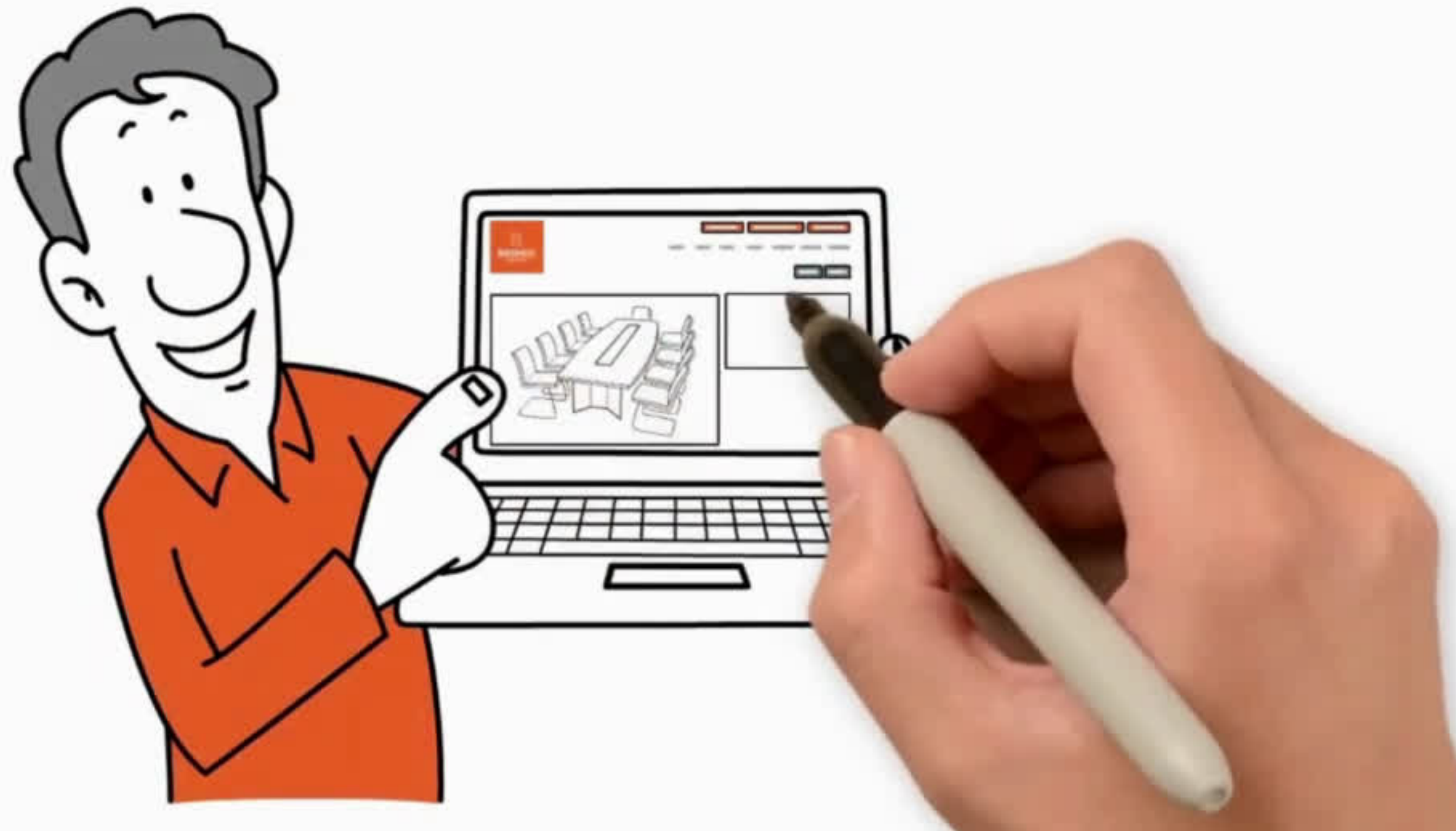
1. Check all of your merchandise before you leave the pick up! Once you leave the buyer assumes all risk.
2. If an issue is not brought up at the time of pickup and a refund is applicable, the item MUST be brought back to the original location at the buyers expense.
3. In the event of an item dispute, please communicate with Rasmus within 48 hours of pick up via web chat.
4. Refunds will NOT be issued for incomplete items/orders unless previously brought up at the time of pick up.

Refund Return Date

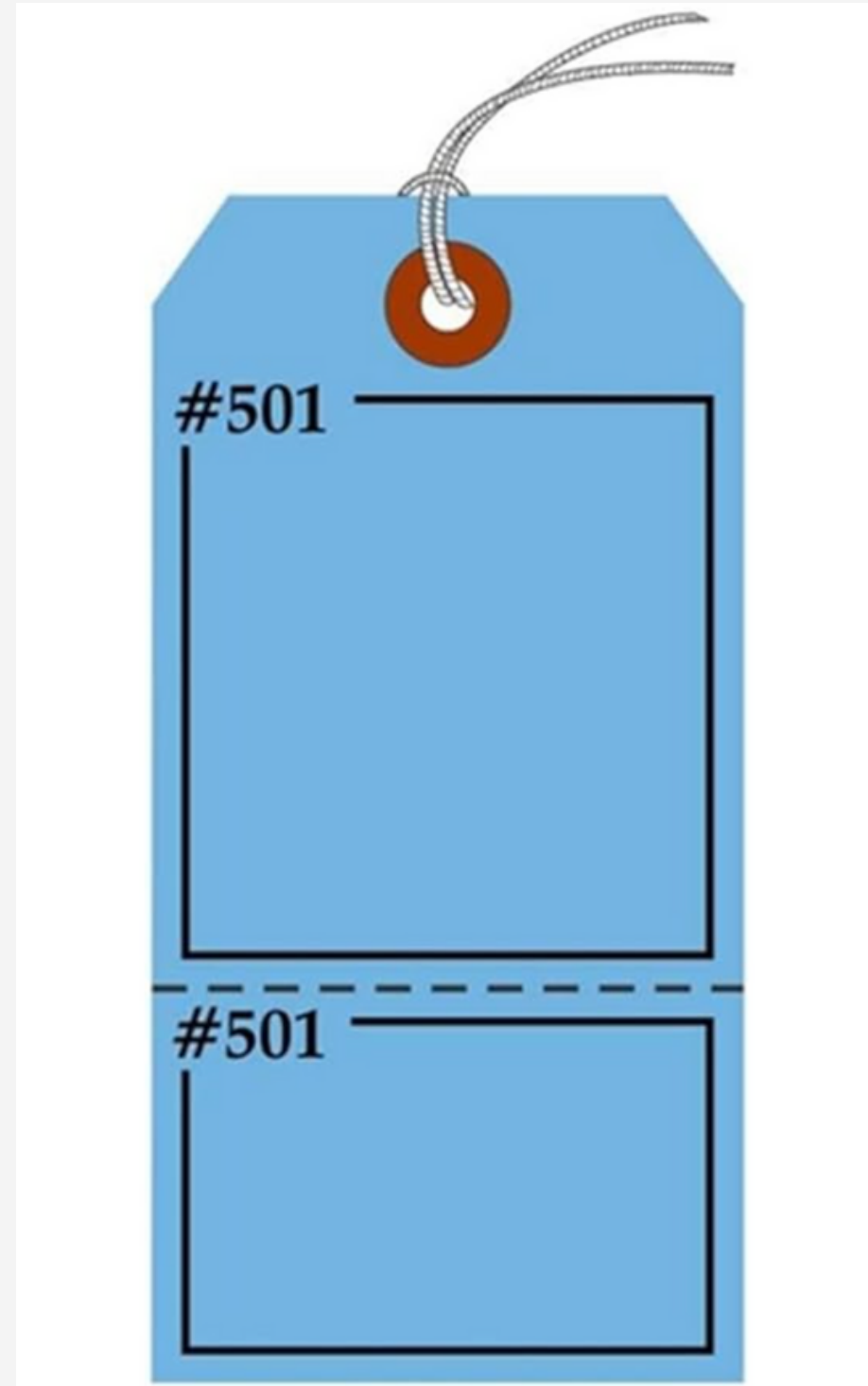
Sunday, January 14, 2024 between 11:00 AM - 3:00 PM. No exceptions.



RETAIL RETURN VIDEO



CLAIM TICKET



“AS IS WHERE IS”

**INDUSTRY IS
CHANGING**

**THE DAYS OF GET
YOU STUFF AND GO
ARE BEHIND US**

REFUNDS PARAMETERS

FOR RASMUS MANAGED AUCTIONS

**ONCE THE BUYER
LEAVES THERE ARE NO
REFUNDS OR
RETURNS**

**ANY INCIDENT MUST
BE BROUGHT UP
BEFORE THE BUYER
LEAVES THE REMOVAL**





QUESTIONS?

OPEN DISCUSSION

VETTING A DEAL

- Sniff out a bad deal.
- The best deal is sometimes the one you don't take.
- If a lead comes in that we feel like is not worth our time, we ask for pictures.
- This helps vet the project. If the pictures tell the story, let them down easy.
- Ask for a video especially if...

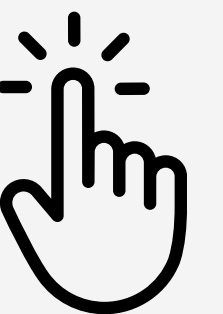


**CLIENT NOT TECH SAVVY.
AREA WITH NO SERVICE.**
ASK THE CLIENT TO SEND OVER A VIDEO





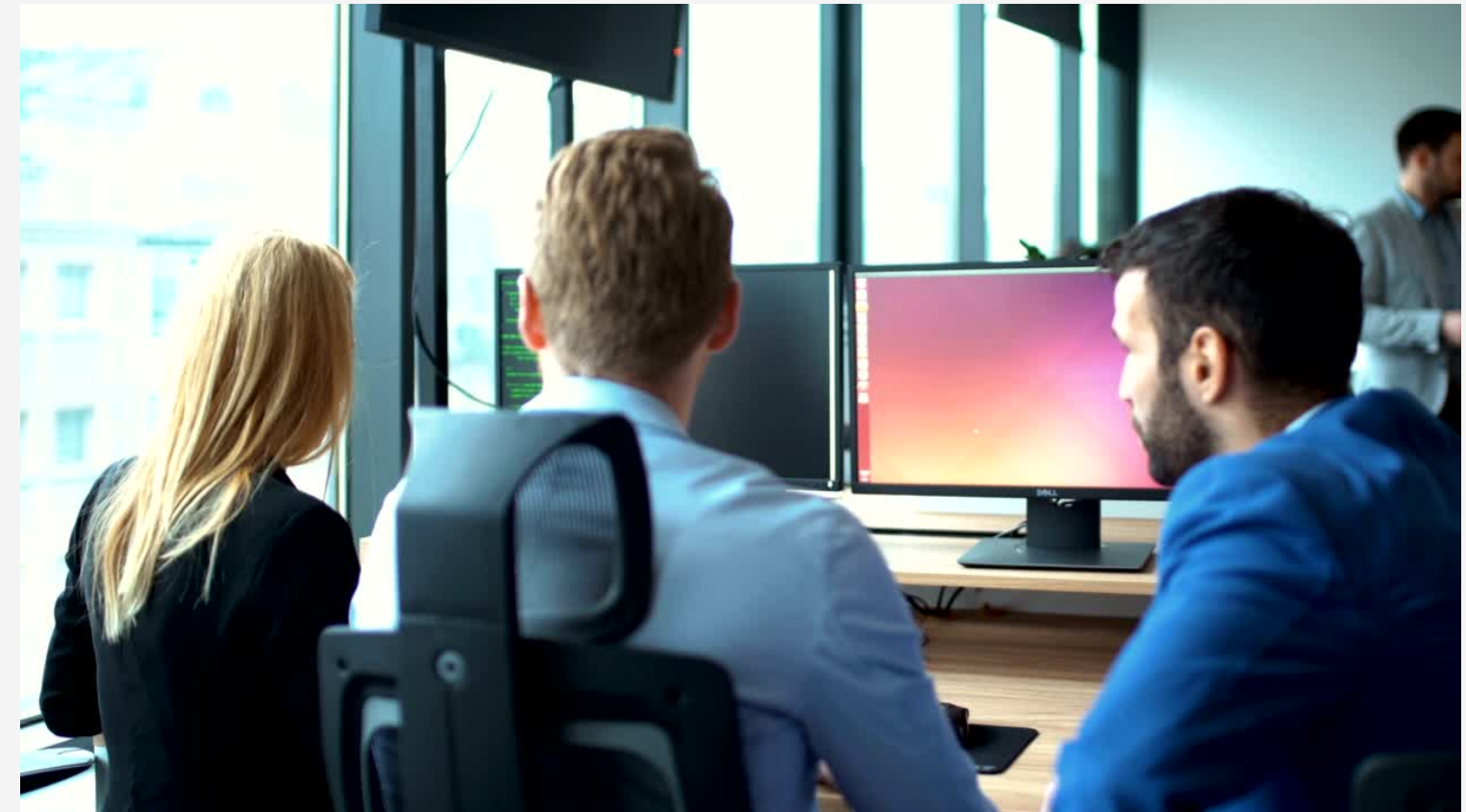
DEVELOPMENT: SYNDICATION WITH OTHER AUCTIONEERS



AUCTIONEER SYNDICATION CONT.

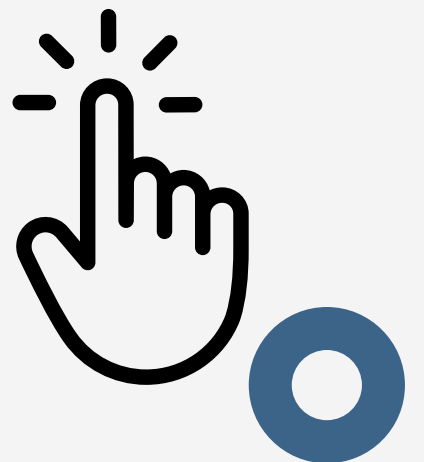
COLLABORATE & SHARE

- Technology (Filemaker, EZtexting, Podio)
- Contracts, Proposals, Marketing Tools
- Content
- Buyers



BEST PRACTICES

- “Photograph like there is no description and describe like there is no photograph”–Jack Christy Jr.
- Have good backgrounds (Ararity & USLH)
- Once you have brand awareness inspections become less important. (Ebay) Obtain an estimated value for every auction



CREATE A YOUTUBE CHANNEL

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(+)

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7:03

Restaurant Catering & Wedding Venue Auction. Baltimore, MD


402 views · 1 month ago



2:43

R230868 DFH 2


690 views · 2 weeks ago



2:43

R230868 DFH


13 views



6:51

Biergarten Haus Restaurant Liquidation Auction. Washington, DC

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Office Furniture Auction.

65 views · 1 month ago

Videos


▶ Play all



2:38

Late Model Office Furniture Auction. Frederick, MD

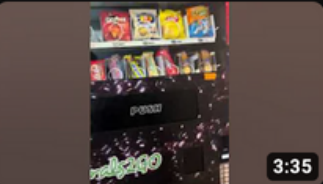
401 views · 9 days ago



2:45

Restaurant and Kitchen Equipment Online Auction....


90 views · 2 weeks ago



3:35

Office Furniture Computers and IT Equipment Auction....


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2:43

R230868 DFH 2


690 views · 2 weeks ago



1:38

R230639 Lot 120

142 views · 3 weeks ago



1:14

Mediterranean Restaurant Closing Online Auction

129 views · 1 month ago

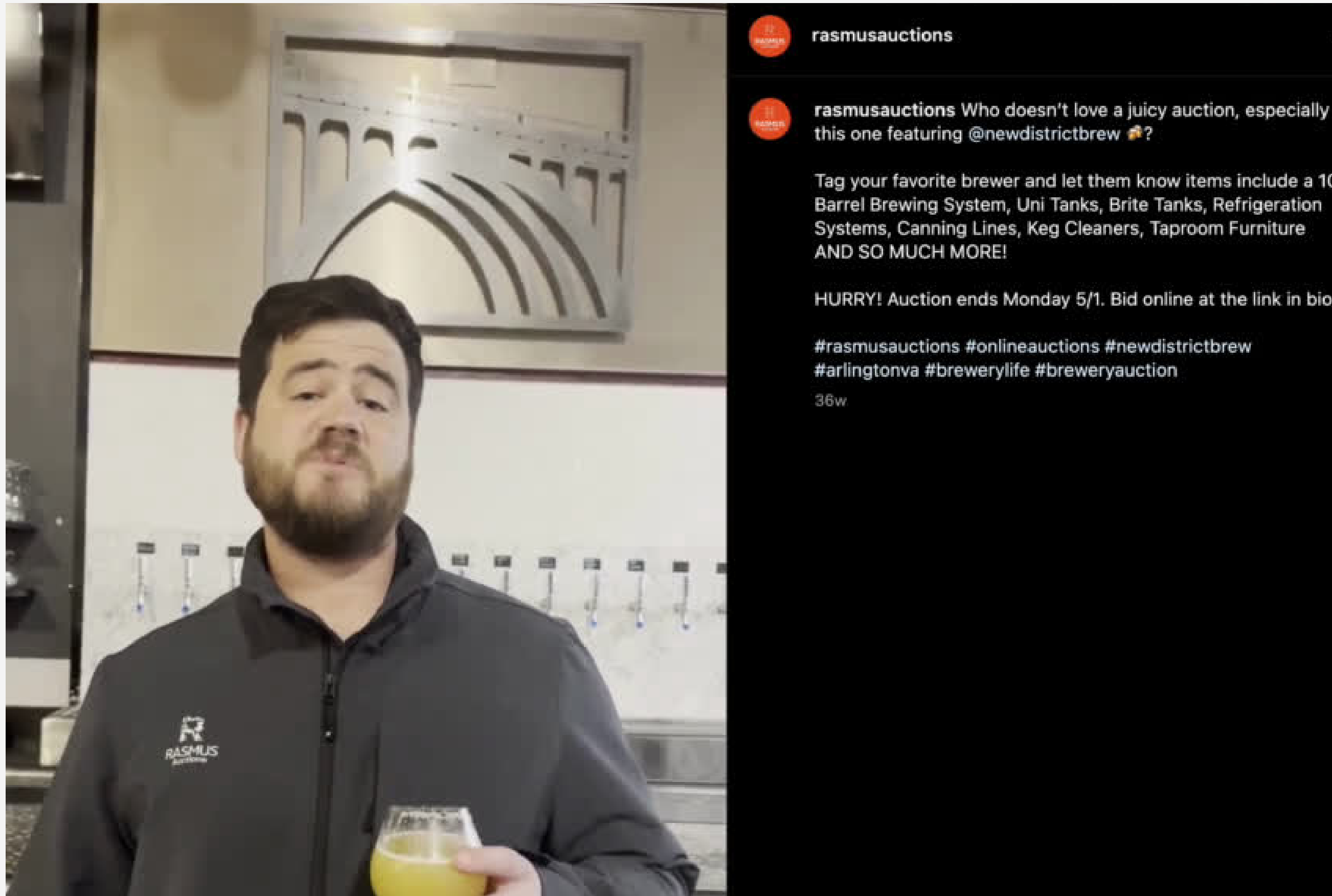
Popular videos

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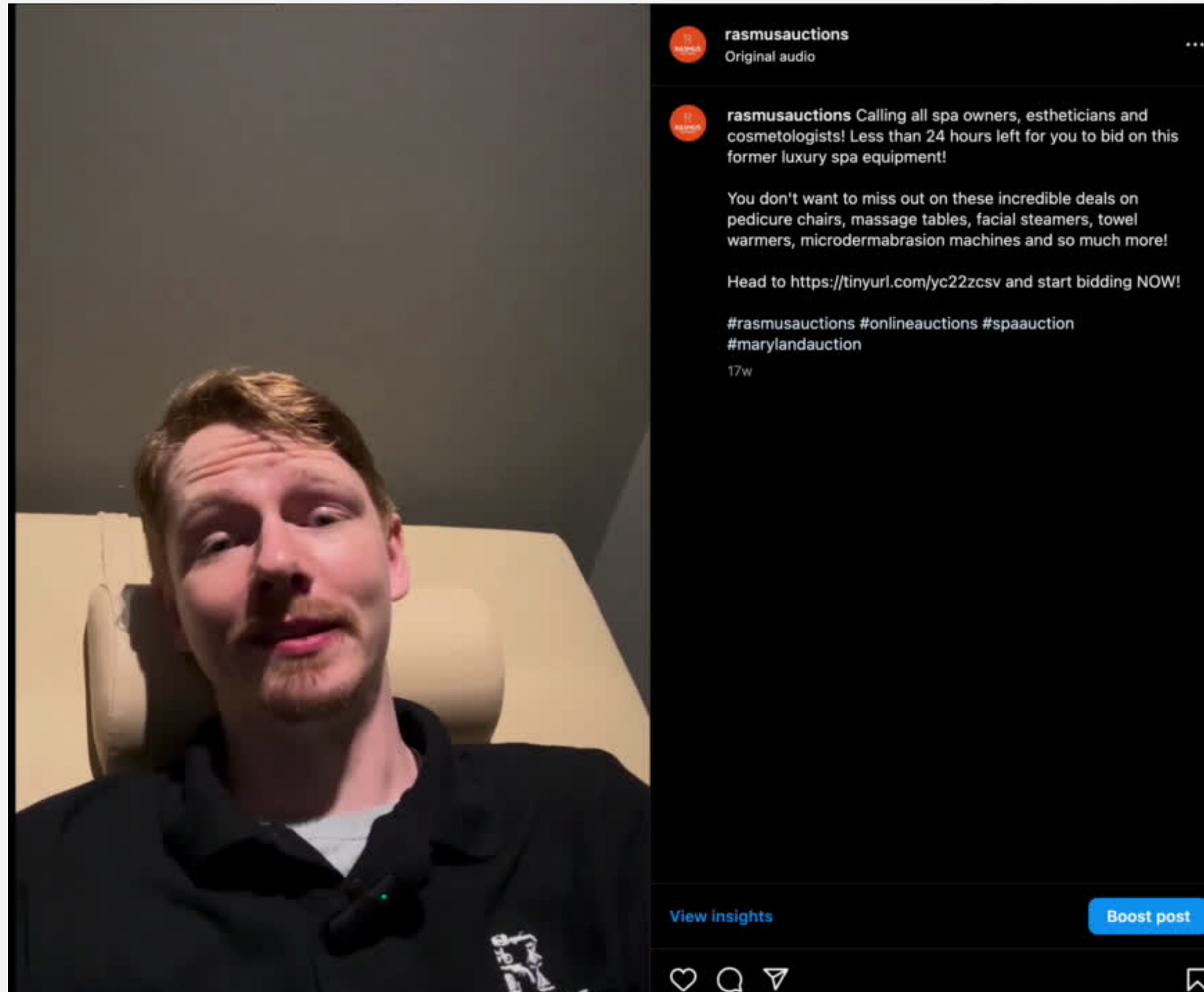
VIDEO WALKTHROUGHS



SOCIAL MEDIA SNEAK PEAKS



SOCIAL MEDIA SNEAK PEAKS



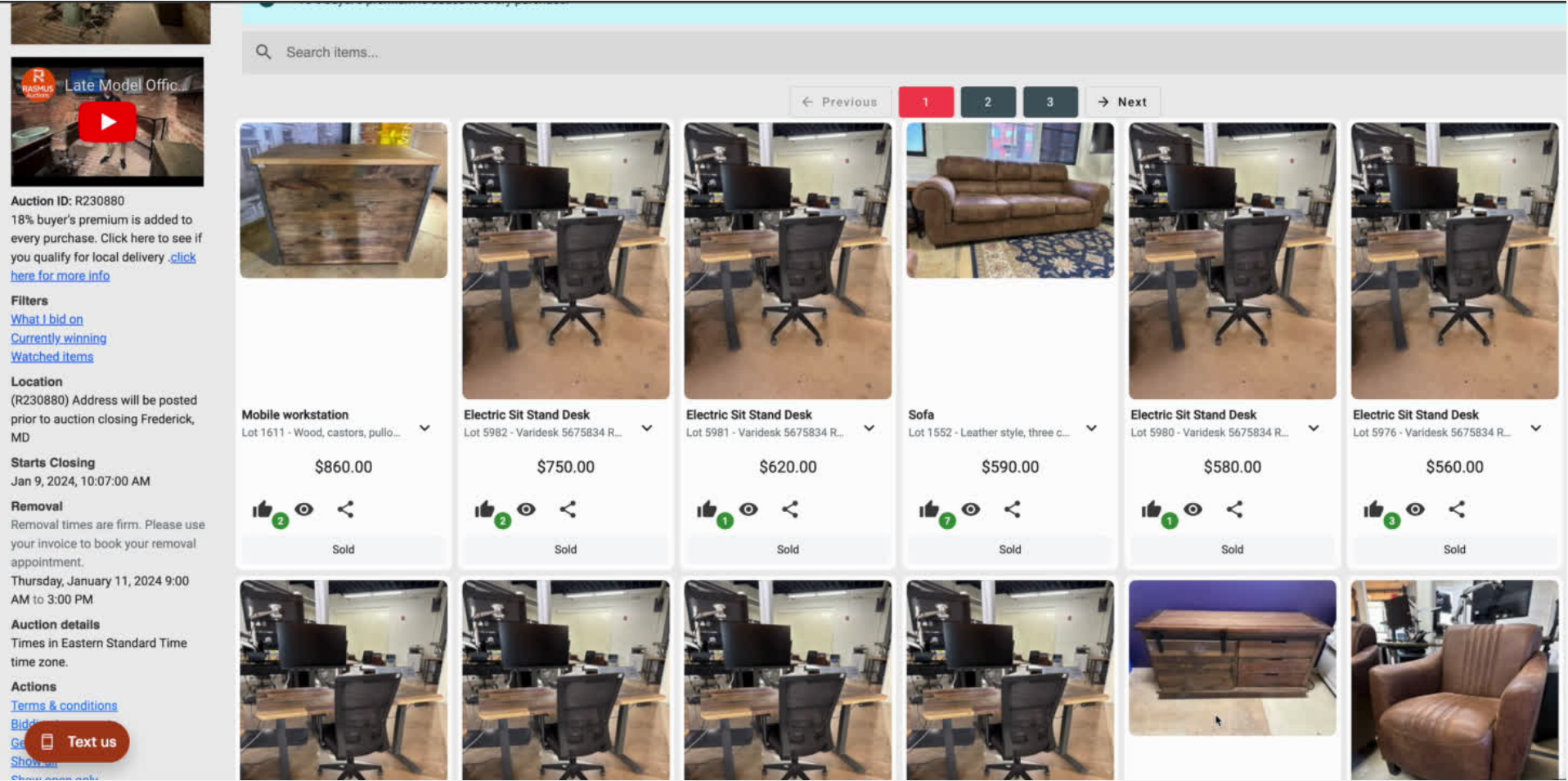
CREAT INSTRUCTIONAL VIDEOS



KEEP PAST AUCTIONS PUBLIC

Assists with booking a deal.

“Take a look at our past auction results and let me know what you think.”



OUTSOURCE!



Demome Hydol

Customer Experience Specialist
7037689000

Rasmus Auctions

201 Yoakum Parkway Alexandria VA 22304

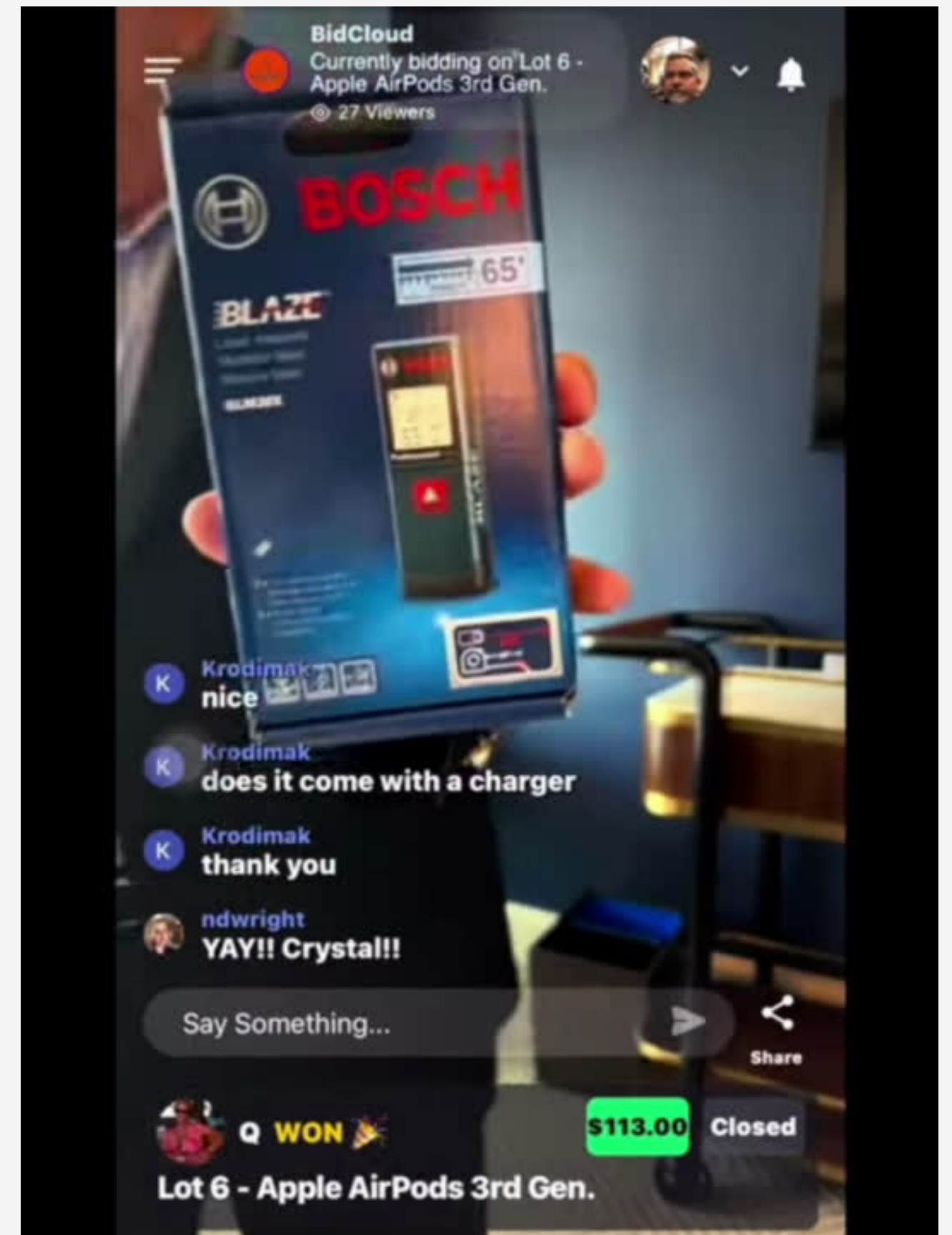
rasmus.com



STAY AHEAD OF THE CURVE

BID CLOUD

- Live auction streaming platform
- Need to be out in two days?
- Creates buyer engagement
- Gaming & Giveaways



CONDUCT A DAILY CALL



WORK ON YOUR BUSINESS NOT IN IT

Most teams spend their resources tactically working in their business.

I would encourage you and your team to take the time to work on it.

Share your ideas, syndicate with other auctioneers and stay ahead of the curve.





QUESTIONS?

OPEN DISCUSSION