

A Guide to Selling Equipment *The Big Iron Way*



www.bigiron.com

BigIron
AUCTIONS

1 (800) 937-3558

About Us

For over 35 years, BigIron Auctions has been teaming up with customers to provide the best equipment auction experience in North America. At the heart of BigIron's success and growth is our experienced and knowledgeable team. Full-service means we prepare, list, photograph and videotape your equipment, and then we develop a tailored marketing plan for your assets, driving the most bidders to your auction.

This proven process is why BigIron's relationships live on long after the auction ends.

Co-Founders Ron & Mark Stock



I want to be honest with you, it wasn't without a little bit of worry to sell on BigIron because 35 years of my life was tied up in those assets. We only got one shot to do it. But thanks to our BigIron Rep, we had one shot and we got it right. For that I am very thankful for him. I'm very happy. I would recommend that to anyone looking to have a retirement sale or any type of sale.



- James A. (Bridgeport, NE)

Why An End-Of-Year Sale?

Demand

Many buyer's attention has turned to the coming year, and they are focused on the equipment they'll need to get the job done. Last year, we saw a 43% increase in traffic to our site in the month of December alone. Greater demand results in a higher final sales price for you.

Value

In general, your equipment depreciates in value at a rate of 7-8% per year. Take stock of your inventory today and consider selling assets that tend to depreciate faster than others.

Tax Incentives

One of the primary concerns of retirees is how much they'll owe Uncle Sam after the sale of their assets. To decrease their total amount owed to the government, some have opted to split the sale of their equipment over two calendar years. BigIron can accommodate this request, or we can host one auction in 2020, and defer a portion of your final payment to next year. Either way, you benefit financially in the long run.

A Safer Way to Buy and Sell

In the last year, many owners have moved the sale of their assets from a live auction to online, as it is a safer route in terms of public health. BigIron has been in the auction business for 35 years and online for over a decade, and we have the experience and know-how to get you the best price for your equipment.

Global Reach

Not only is your equipment exposed to the global market on bigiron.com, but we also will create a tailored marketing package for assets as well, targeting those most likely to buy. Having a greater number of interested bidders in your items will improve your final sales price.

End-Of-Year Auction Calendar

Sale Date

November 4, 2020
November 11, 2020
November 18, 2020
November 25, 2020
December 2, 2020

Listing Deadline

October 1, 2020
October 8, 2020
October 15, 2020
October 22, 2020
October 29, 2020

Sale Date

December 9, 2020
December 16, 2020
December 23, 2020
December 30, 2020

Listing Deadline

November 5, 2020
November 12, 2020
November 19, 2020
November 27, 2020

Full-Service Approach

A good auction takes preparation. A seller can't be expected to do it all. At BigIron, we do all the heavy lifting for our sellers. Our team comes to your location, and writes the description, captures the photos and videos, and uploads your listing to our site. Plus, we sell items from your location and bring the buyers to you.

We manage the entire auction from start to finish – from marketing your equipment and ensuring clear title, to collecting and distributing payment.

Quality Listings

Every standard listing on BigIron Auctions receives a comprehensive online listing. We are experts at providing bidders and buyers with what they need. Each listing is created using our best-in-class approach, which ensures greater bidder confidence. What's more, these proven quality listings don't cost you a penny, and include...

- **COMPREHENSIVE DESCRIPTION** - highlighting all important equipment specifications
- **IMAGE GALLERY** – showcasing 50+ photos of your item, including the interior, exterior and functional components
- **VIDEO FOOTAGE** – demonstrating your equipment in operation
- **SELLER CONTACT INFORMATION** – facilitating an open dialogue between you and potential bidders
- **ADDITIONAL RESOURCES** – including important documentation, such as specs, build sheets, warranties, and maintenance records

Targeted Marketing Approach

BigIron has a dedicated marketing team that tailors our approach for your equipment. Using every effective avenue of advertising, we target by geography, industry and user type, and recent online activity to ensure the listed equipment reaches the demographics most likely to buy.

Radio



Web & Email



Local



Multi-Channel Marketing Approach

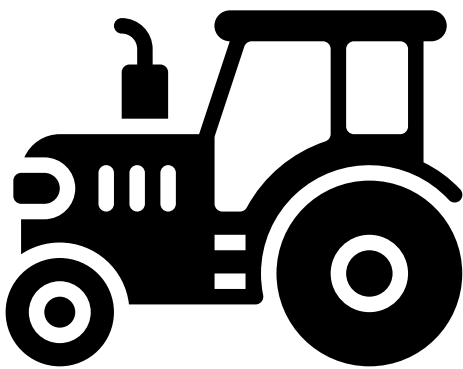
Print Media



Social Media



Global



Your Equipment

Telesales



Search



Connecting with bidders where they are...

PRINT MARKETING - Ad placement in publications that cover the target audience

SOCIAL MEDIA - Targeted at "likely to buy" audiences

EMAIL - Email campaigns for featured seller listings

WEB - Equipment posted to highly visited equipment sites

SEARCH - SEO & Google AdWords for higher search results

TELESALES - Serve as 'ringmen' during the auction, encouraging bidders to keep bidding

LOCAL MARKETING - Use local connections to target bidders, businesses and points of interest

Delivering Confident Bidders

What Brings In Bidders?

BigIron's proven selling system is designed to bring in the most bidders and buyers possible. More bidders creates more competition. It's the competition between bidders that allows our equipment to sell at or above market value.

UNRESERVED

Sometimes when a seller hears there's no reserve, they get a little nervous. They worry the item won't bring what it should. But the truth is, an unreserved auction is better for the seller. Our buyers don't like to waste time bidding on an item that doesn't meet the seller's reserve. If they bid on an item, they want to know it will sell to the highest bidder. So when an auction is unreserved, they bid with confidence. Studies show that an unreserved auction results in more money in the seller's pocket.



NO BUYER FEES

BigIron doesn't believe in charging our customers to buy on our site. When buyers don't have to account for fees, it allows them to bid without holding back, yet again providing the seller with a higher price.



Delivering Confident Bidders



LIEN-FREE

We conduct a Uniform Commercial Code (UCC) lien search on all sellers, ensuring that ownership of the item is free of liens, and can be assigned to the new buyer.

If there are liens attached to the equipment for sale, BigIron works with the lien holder to ensure that lien payoff requirements can be met and that ownership of the item can be transferred to the buyer.



TRANSPARENCY

BigIron's online platform allows you to virtually "kick the tires" before you buy. We provide the seller's information to our online buyers so they have access to the same kind of information they'd get in person. Buyers are also encouraged to call the seller and go inspect the equipment to ensure the highest confidence in the items they are bidding on. By establishing a personal connection between our buyers and sellers, our customers are provided a unique auction experience akin to doing business with a neighbor just down the road.



How to Sell on Big Iron Auctions

1



Go to bigiron.com, and click on "Sell Your Equipment" in the bottom navigation bar

2



Our team will come to your location and list the equipment

3



We create a unique Marketing plan for your equipment, and drive interest and bidding to our site for roughly 30 days prior to the sale

4



Once the auction closes, we collect payment

How to Sell on BigIron Auctions

5



Buyer contacts you to arrange pick-up on the item

6



We send you a check!



Recent Auction Results

Don't take our word for it...

Take a look at some of our most recent auction results



**2015 New Holland CR8.90
Twin Rotor 4WD Combine**

Bonner Springs, KS



**2014 CLAAS Jaguar 960
4WD Forage Harvester**

Robersonville, NC



**2016 John Deere S680 STS
4WD Combine**

Norfolk, NE



**2017 Krone Big M 420
Mower Conditioner**

Hartley, TX



**2013 John Deere 9460R 4WD
Tractor**

Piggott, AR



**2013 Case IH Steiger 600
Quadtrac Tracked Tractor**

Highmore, SD



2013 Case IH 7230 Combine

Burlington, CO



**2013 John Deere S680 4WD
Combine**

Terre Haute, IN



**2012 John Deere 8360R
MFWD Tractor**

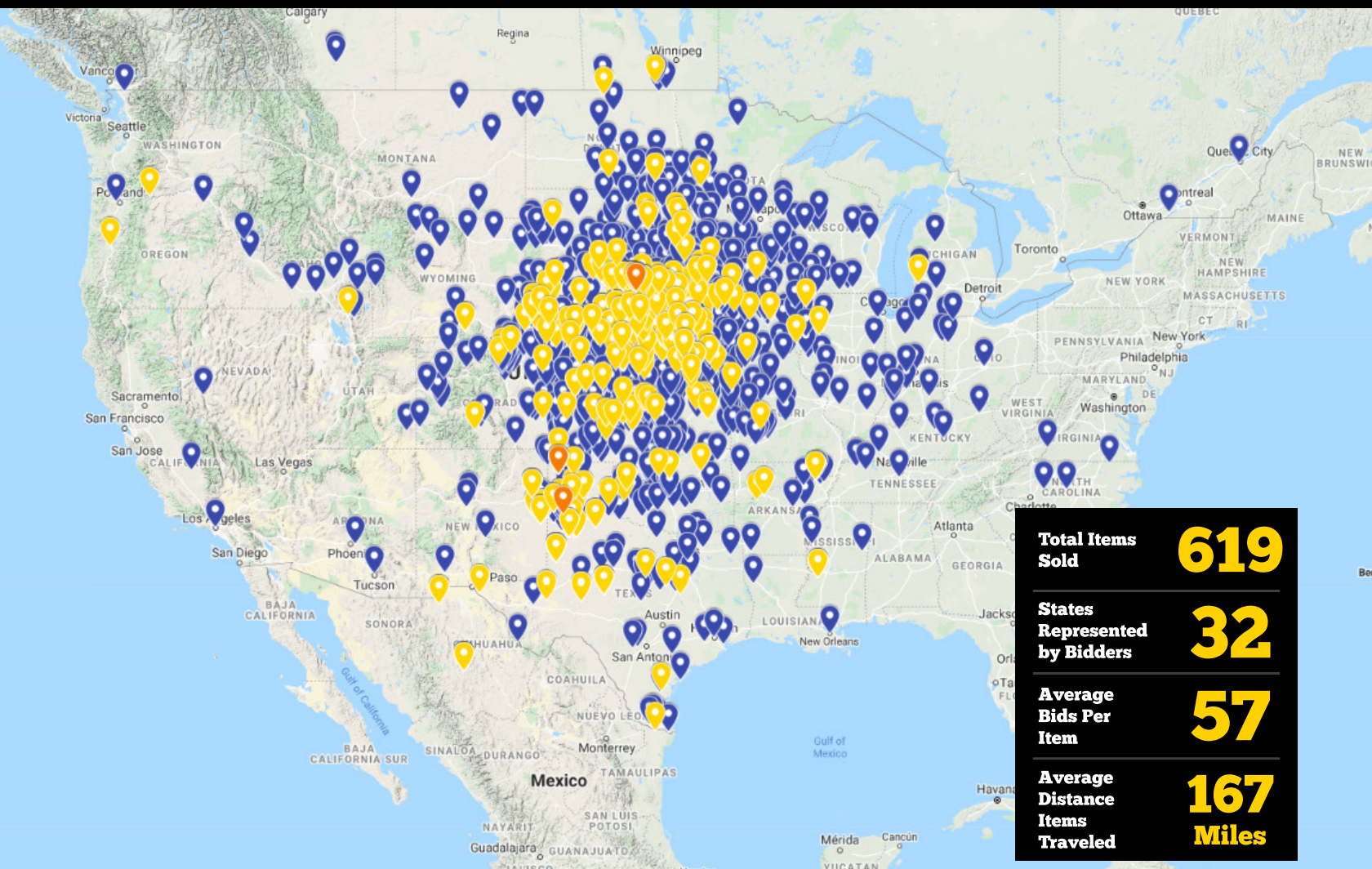
Chillicothe, MO

Recent Auction Spotlight

Don Oppliger Estate

March 11th, 2020 | Atkinson, NE | Dalhart, TX | Dimmitt, TX

Bidders 
Buyers 
Auctions 





BigIron's online, weekly auctions expose your equipment to a global market. Having a greater number of interested bidders in your assets helps you receive a greater overall price for your equipment.

BigIron AUCTIONS

PO Box 302 • 213 Beaver St.
St. Edward, NE 68660

1-800-937-3558
www.bigiron.com

-  facebook.com/BigIronAuctions
-  twitter.com/BigIronAuctions
-  linkedin.com/company/bigiron
-  bigironbuzz.com

Our biggest sales of the year are coming up in November and December. Do not miss this incredible opportunity to get the best price for your unused equipment.

Give us a call today at 1 (800) 937-3558 to get top dollar for your assets.

