



# Houston Auto Auction

Live Auction Every Tuesday & Thursday...  
...And you never have to leave your desk!



## ONLINE

The Simulcast Basics



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# Getting Started

## Creating Your Account

Go to [www.houstonaa.com](http://www.houstonaa.com)

1. Log in using your username & password, or click on 'Sign Up Now' to register.

A login form with two input fields: 'username:' and 'password:'. To the right of the password field is a 'Login' button. Further right is a link that says 'Forgot Password? Sign Up Now!'. A circled '1' is in the top right corner of the form's bounding box.

2. Enter Email Address

A registration form with the heading 'Houston Auto Auction is a member of the AutoLookout network. Please enter your Email Address below so we can see if you already have an account.' Below the heading is an 'Email Address' input field and a 'Submit' button. A circled '2' is in the top right corner of the form's bounding box.

3. Select the option to participate as a 'Dealer'.

A registration form with the heading 'Please select the option below that best describes you.' Below the heading are two radio button options. The first option is accompanied by an image of cars and the text 'I am a licensed automobile dealer or remarketer, and can prove my remarketer status.' The second option is accompanied by an image of two men looking at a car and the text 'I am an individual interested in auctions open to the public.' A circled '3' is in the top right corner of the form's bounding box.

4. Complete Registration Form (*\*Note: If you are not already registered with Houston Auto Auction, you will still have to complete the required forms. However, you can still complete your online registration.*) Once you have completed your registration, the auction will be notified that you have registered, and they will send you an email confirmation with the username and password that you have selected. At that point, you are ready to begin managing your account.

A registration form titled 'Membership Information'. It asks the user to fill out the following fields to create a username and password to enter the site. The email address is pre-filled as 'kelly@jkcafe.com' with a 'change this' link. The form includes:

- 1 Username
- 2 First Name, Middle Name, Last Name
- Phone Number, Mobile Number, Fax Number
- 3 Password, Password Confirmation

At the bottom are 'Sign Up' and 'Cancel' buttons. A circled '4' is in the top right corner of the form's bounding box.



## Simulcast Overview

### Becoming Familiar With Simulcast Features

If you are not fluent in the world of ‘internet’, do not be intimidated! The ‘Navigation Bar’ will help you determine where you want to go. So let’s get familiar with the navigation within your simulcast account.



#### Home

This will be the page you enter every time you log in. It gives a quick reference to the scheduled events, and allows you to go directly to the event inventory list.

#### Live Auction

This is where you go to participate in a scheduled event, whether to buy or rep your vehicles.

#### Buy

- > View Available Items
- > Items I’m Bidding
- > My Wish List Matches
- > Items I Purchased
- > My Watch List
- > Search
- > Configure Wish List
- > Market Report

The ‘Buy’ tab will give you a drop down list of all of the tools that can help you to manage your buying... even before the date of the event.

See page 3 for a breakdown of these options.

#### My Account

- > Update My Profile
- > Change Password
- > Preferred Vehicle Profiles
- > My Alerts

The ‘My Account’ tab will give you a drop down list to edit any information you initially reported during your registration. There is also a link to help you track vehicles you are especially interested in, and send you alerts when your desired vehicles become available.

See page 4 for more details.

#### Help

Go to this page for answers on questions related to the online auction system including: System Requirements; Reserve Price Auction; Proxy Bids; and Hard Bids

#### Contact Us

This page allows you to email the auction with any questions or comments you may have.

#### Logout

Click here to end your online session.



# Simulcast Overview Continued

## Side Navigation

For quicker access to some of the most popular features, you will find four links to the left of the screen. You can also get to the same pages from the navigation bar discussed on page 2. It's really just a matter of preference!

- [▶ View Auction in Progress](#)
- [▶ View Available Vehicles](#)
- [▶ Vehicles I Purchased](#)
- [▶ Logout](#)

## Auction Event Calendar

The Auction Event Calendar highlights all scheduled events, and allows you to click on a particular event to view the related details. For many future events, you will only see the date and time of the event. However, as inventory is stocked in, you will begin to see pictures, and vehicle information. The calendar may also include special sales events, or other types of functions being held at the auction.

«April (Event Calendar for May 2010) June»						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
		11				
		<a href="#">UAA Lane A Live Auction Tuesday, May 11, 2010 6:30PM</a>		13		
9	10	<a href="#">UAA Lane B Live Auction Tuesday, May 11, 2010 6:30PM</a>	12	<a href="#">UAA Lane B Live Auction Thursday, May 13, 2010 10:00AM</a>	14	15

## Email or Print

Located at the top right corner of every page, there are two links. One link allows you to email a link of the page you are viewing, and the other allows you to print your page in a 'printer friendly' version. This means that it will eliminate any images in the background, and allow you to print only the information.

 [Email this Page](#)  [Printer Friendly](#)



# Buyer's Inventory Management Tools

## Simucast Buying Features

Your account allows you several options to help you manage your buying through convenient, interactive, automated systems that can keep track of your desired inventory.

### The 'Buy' Drop Down Menu

<b>Buy</b>	<b>My Account</b>	<b>Help</b>
<b>View Available Items</b>		
<b>Items I'm Bidding</b>		
<b>My Wish List Matches</b>		
<b>Items I Purchased</b>		
<b>My Watch List</b>		
<b>Search</b>		
<b>Configure Wish List</b>		
<b>Market Report</b>		

- View a list of vehicles available for sale. You can click on the vehicle link to view detailed information. You can place a bid or make an offer from the Vehicle Details page.
- Displays the list of vehicles for which you placed bids or offers. A winning icon will indicate if you are the winning bidder in that auction.
- Displays the list of vehicles at auction that match your existing wish list.
- Displays the list of vehicles you have purchased.
- Displays the list of vehicles you selected as of interest to you, but you did not place any bids.
- Allows you to search available vehicles by make, model, price, and/or mileage.
- Your wish list contains vehicles that you're especially interested in. The list can also contain vehicles that match your previous purchases. The system sends you an alert whenever a vehicle matching your vehicle profile becomes available.
- Allows you an overview of recent auction sales activity so that you may have a realistic idea of

### The 'My Account' Drop Down Menu

There are only 2 features on this drop-down menu that you need to be aware of when you are managing your inventory - The 'Preferred Vehicle Profiles', and 'My Alerts'.

<b>My Account</b>	<b>Help</b>	<b>Contact</b>
<b>Update My Profile</b>		
<b>Change Password</b>		
<b>Preferred Vehicle Profiles</b>		
<b>My Alerts</b>		

- Your vehicle profile contains vehicles that you're especially interested in. The list can also contain vehicles that match your previous purchases. The system sends you an alert whenever a vehicle matching your vehicle profile becomes available.
- Setup devices such as email, pager, phone and fax to start receiving alerts.



## Buy Your Vehicles Online

- 1 Select the event from the dropdown list.
- 2 View the live event.
- 3 Type to communicate with auction personnel if you have any questions.
- 4 Shows the upcoming vehicles for bid.
- 5 Shows the Next item up for bid.
- 6 Quick navigation menu.
- 7 Vehicle information screen for current vehicle being auctioned.
- 8 Bid window to show current bid status, high bidder, and new asking price.
- 9 Quick bid for convenient bidding.
- 10 Custom bid, mainly used for initial offers.

The screenshot shows the 'Live Auction System' interface in a browser window. The URL is <http://awg.autoremarketers.com/webapp/Live/Auction/Default.aspx?height=680&width=871>. The interface includes a navigation bar with 'Events Running: #?' and a dropdown menu (1) showing '2 - Houston, AA - Simulcast Lane 2 (09/23/2011)'. A 'View Live Auction' button (6) is highlighted. The main content area is divided into several sections:

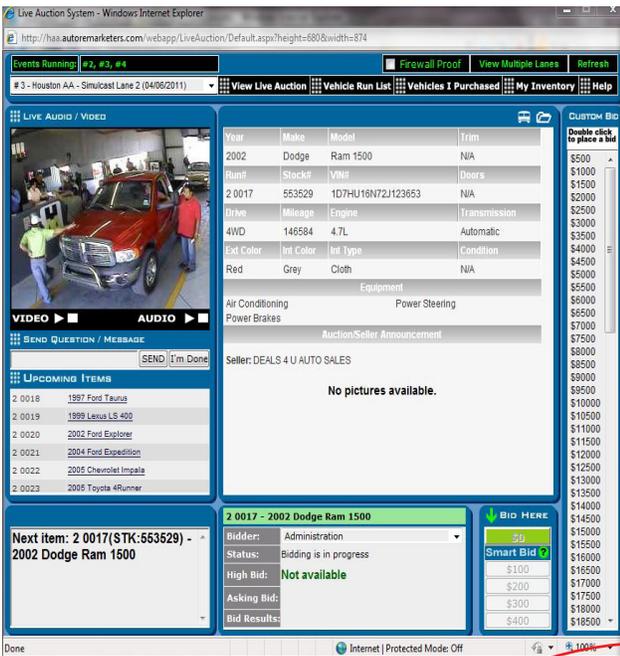
- Live Audio / Video (2):** A video player showing a camera view of a vehicle. Below it is a 'SEND QUESTION / MESSAGE' form (3) with a 'SEND' button and a 'Time Done' indicator.
- Upcoming Items (4):** A list of vehicles for sale, including '1998 Ford Windstar', '1997 Honda Accord', '1996 Mazda MPV', '2001 Chevrolet Monte Carlo', '2008 Dodge Durango', and '2011 Toyota Tacoma'.
- Next item (5):** A box displaying 'Next item: 2 0013(STK:502980) - 2002 Ford Windstar \$800 - VALLEY CHEVROLET'.
- Vehicle Information (7):** A detailed table for the current vehicle, a 2002 Ford Windstar. The table includes fields for Year, Make, Model, Trim, Run#, Stock#, VIN#, Doors, Drive, Mileage, Engine, Transmission, Ext. Color, Int. Color, Int. Type, Condition, and Equipment. The equipment list includes Air Conditioning, Cd Player, Cruise Control, Front Wheel Drive, Power Mirrors, Power Steering, Power Windows, Radio, and Tilt Wheel.
- Bid Window (8):** A section for the current bid on the '2002 Ford Windstar'. It shows the bidder as 'Administration', the status as 'Bidding is in progress', the high bid as '\$800 - VALLEY CHEVROLET', and the asking bid as '\$900'.
- Bidding Controls (9):** A 'BID HERE' section with a 'Smart Bid' button and a list of bid amounts from \$900 to \$1300.
- Custom Bid (10):** A vertical list on the right side of the interface for placing a custom bid, ranging from \$500 to \$18500.



# The Multi-Lane View

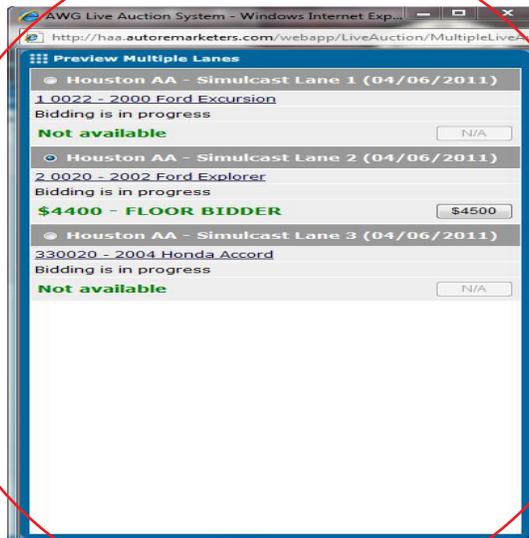
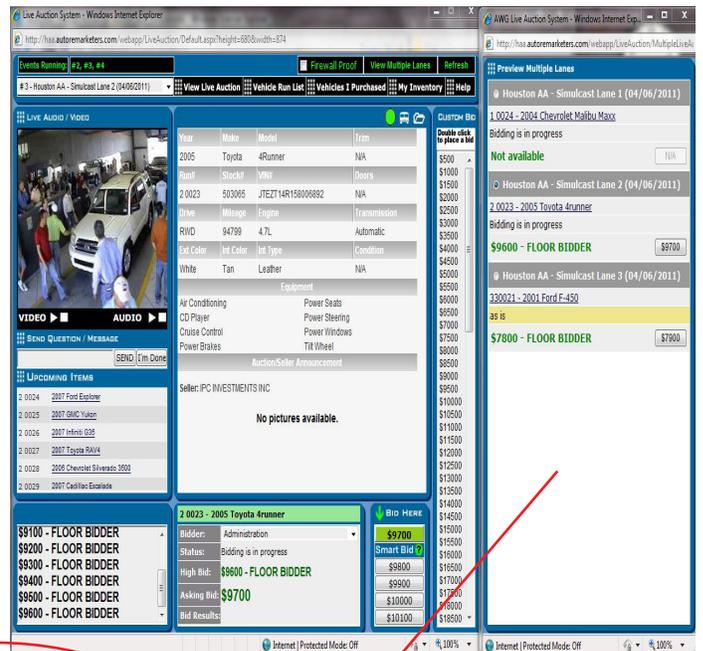
## Single Lane View

Allows you to focus on one lane, previewing vehicle information, list of upcoming vehicles, current bid info, and a box to communicate with the auction block.



## Multi-Lane View

Allows single-lane focus, but enables a summary and bid-button for up to 6 lanes simultaneously. It also allows the user the ability to quickly change the main screen view to reflect the lane of current interest.





## Buy Your Vehicles Via Smartphone

Our system has molded to the demand for on-the-go technology by creating a mobile screen that allows you to bid from your smart phone. Simply enter the houstonautoauction.com address on your smartphone web browser, enter your login information, navigate to the live simulcast, and you will be able to interact with the main bidder screen (as seen below).

2 0013 - 2002 Ford Windstar	
Bidder:	Administration
Status:	Bidding is in progress
High Bid:	<b>\$800 - VALLEY CHEVROLET</b>
Asking Bid:	<b>\$900</b>
Bid Results:	

↓ BID HERE

**\$900**

Smart Bid ?

\$1000

\$1100

\$1200

\$1300



## Rep Your Vehicles Online

Simulcast allows you the ability to rep your vehicles from your computer as if you were standing right next to the auctioneer! If you have a vehicle registered with the sale that is available online, the computer will recognize you as the seller, and change your screen from a 'buyer' to a 'seller' format. This will give you the same options as you would normally have on the block - to ask for more money, put it on an if-bid, or to accept the offer.

## Seller Screen Overview

The screenshot displays the AA online auction system interface. At the top, it shows the URL 'http://wmaa.autoremarketers.com - AWG Live Auction System - Microsoft Internet Explorer'. The main area is divided into several sections:

- Live Audio / Video:** A video feed showing a car on an auction block.
- Vehicle Information Table:**

Year	Make	Model	Trim	Price
2007	Chrysler	Sebring I-4	N/A	\$500
			Doors	\$1000
11-166	168593	1C3LC56K27N564101	N/A	\$2000
			Transmission	\$2500
			Condition	\$3000
				\$3500
				\$4000
				\$4500
				\$5000
				\$5500
				\$6000
				\$6500
				\$7000
				\$7500
				\$8000
				\$8500
				\$9000
				\$9500
				\$10000
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				\$17500
				\$18000
				\$18500
				\$19000
				\$19500
				\$20000
				\$20500
				\$21000
				\$21500
- Upcoming Items:** A list of vehicles for sale, including '2007 Jeep Grand Cherokee 4WD V8' and '2008 Chrysler Town & Country'.
- Bidding Control Panel:** Shows the current item '11-166 - 2007 Chrysler Sebring I-4' with a 'High Bid' of '\$7500 - FLOOR BIDDER' and an 'Asking Bid' of '\$7600'. It includes buttons for 'Submit', 'OK to Sell \$7500', 'Need More', and 'IF Sale'. A callout box highlights these options with a 'Submit' button and 'OK to Sell \$18000', 'Need More', and 'IF Sale' buttons.

The Seller Screen also allows you the ability to type in any other necessary communication regarding the vehicle. You can communicate directly with potential on-line buyers, and through auction representatives to the potential floor buyers.



## Frequently Asked Questions

### **1. Once I complete the online registration, am I automatically registered to buy and sell with the auction?**

*The simple answer: No.*

*Auction registration requires signatures, and banking information that cannot be transferred through the online process. Online registration simply qualifies you to participate in the simulcast auction feature. We will still need you to fill out, and send in the Dealer Registration Forms that can be downloaded from our site.*

### **2. Are there any fees for buying and selling online?**

*Standard auction fees apply for both buying and selling online. However, buyers also incur a \$100 online convenience fee, which includes an auction inspection, guaranteeing the vehicle for 7 days after purchase.*

### **3. How long do I have to wait to use my account after I register?**

*Once you register, your account is considered 'pending' upon approval by the auction. As soon as you click the 'submit' button, the auction is notified of your request, and will review your information. Once you receive a confirmation email, you can begin utilizing your online account. If you would like immediate access to your account, you may contact the auction directly to expedite the process. Be sure you have also completed your Dealer Registration Forms, which must be submitted to the auction before you can begin making any transactions.*

### **4. What if I bid online at the same time as someone who physically attends the auction?**

*Many times bids occur almost simultaneously. If the online clerk does not react immediately to a floor bid, an online bid can seep through the crack. In this case, the clerk can override an online bid to put the auction back on track.*

### **5. Once I put in a proxy bid, am I able to change my bid at any time before the auction?**

*Once you put in your proxy bid, you are only able to increase your bid. If you would like to lower, or remove your bid, you must contact the auction.*

### **6. I forgot my username and password. How can I log into my account?**

*Two options: The first option is to click on the link above the log-in area that says 'Click Here' if you forgot your username and password. This will send an email request to retrieve your information. The second option is to call the auction directly for immediate assistance.*

### **7. Once the live auction has ended, can I still bid on vehicles?**

*Simulcast allows you to continue bidding on vehicles up until 5 days after the auction has ended. When you make a 'post-sale bid offer', the auction is alerted by email, and if the offer is within the proximity of the asking price, the auction representative will call the seller to negotiate the deal.*

### **8. Can I complete my entire vehicle purchase online, or do I need to come into the auction?**

*Once you have been deemed the winning bid, you will receive an email confirmation of your purchase. However, you will still need to complete the payment portion of the transaction directly through the auction.*