



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

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


[Forgot Password? Sign Up Now!](#)

2. Enter Email Address


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.

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

Please select the option below that best describes you.



I am a licensed automobile dealer or remarketer, and can prove my remarketer status.



I am an individual interested in auctions open to the public.

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.

Membership Information

Please fill out the following fields to create a username and password to enter our site.

Email Address: kelly@jkcafe.com [change this](#)

1

Username

2

First Name

Middle Name

Last Name

Phone Number

Mobile Number

Fax Number

3

Password

Password Confirmation



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 UAA Lane A Live Auction Tuesday, May 11, 2010 6:30PM		13 UAA Lane B Live Auction Thursday, May 13, 2010 10:00AM		
9	10	UAA Lane B Live Auction Tuesday, May 11, 2010 6:30PM	12		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

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

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'.

My Account	Help	Contact
Update My Profile		
Change Password		
Preferred Vehicle Profiles		
My Alerts		

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 Online

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.

Live Auction System - Windows Internet Explorer

http://awg.autoremarketers.com/webapp/LiveAuction/Default.aspx?height=680&width=871

Events Running: #2

2 - Houston, AA - Simulcast Lane 2 (03/23/2011)

View Live Auction Vehicle Run List Vehicles I Purchased My Inventory Help

VIDEO AUDIO

SEND QUESTION / MESSAGE

UPCOMING ITEMS

2 0015 1996 Ford Windstar

2 0017 1997 Honda Accord

0078 1996 Mazda MPV

2 0027 2001 Chevrolet Monte Carlo

2 0040 2008 Dodge Durango

2 0016 2011 Toyota Camry

Next item: 2 0013(STK:502980) - 2002 Ford Windstar \$800 - VALLEY CHEVROLET

2002 Ford Windstar

Year: 2002 Make: Ford Model: Windstar Trim: N/A

Run# Stock# VIN# Doors

2 0013 502980 2FMA514021A50401 N/A

Drive Mileage Engine Transmission

1WD 144000 3.0L Automatic

Ext Color Int Color Int Type Condition

Red Gray Cloth N/A

Equipment

Air Conditioning Power Steering

Cd Player Power Windows

Cruise Control Radio

Front Wheel Drive Tilt Wheel

Power Locks

Auction/Seller Announcement

Seller: GALENA PARK MOTOR3 INC

No pictures available.

Condition Description Repair Estimate

GO C7 \$82.00

20013 - 2002 Ford Windstar

Bidders: Administration

Status: Bidding is in progress

High Bid: \$800 - VALLEY CHEVROLET

Asking Bid: \$900

Bid Results:

BID HERE

\$900

Smart Bid

\$1000

\$1100

\$1200

\$1300

Custom Bid

Click to place a bid

\$500

\$1000

\$1500

\$2000

\$2500

\$3000

\$3500

\$4000

\$4500

\$5000

\$5500

\$6000

\$6500

\$7000

\$7500

\$8000

\$8500

\$9000

\$9500

\$10000

\$10500

\$11000

\$11500

\$12000

\$12500

\$13000

\$13500

\$14000

\$14500

\$15000

\$15500

\$16000

\$16500

\$17000

\$17500

\$18000

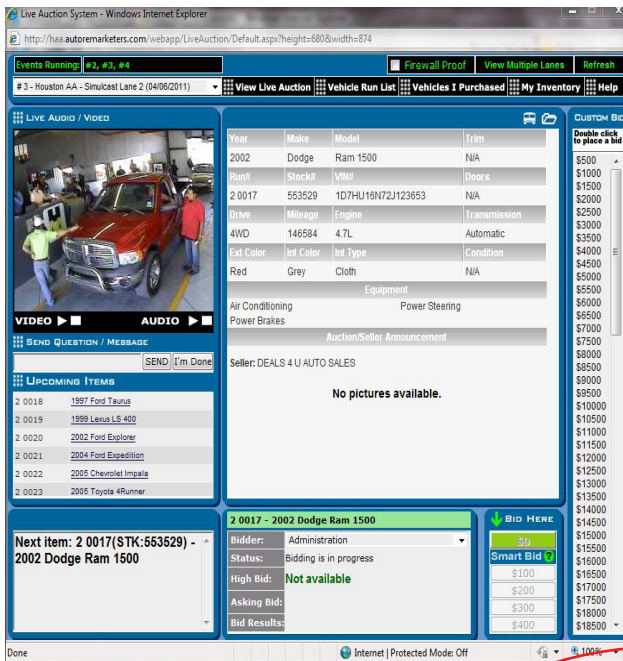
\$18500



The Multi-Lane View

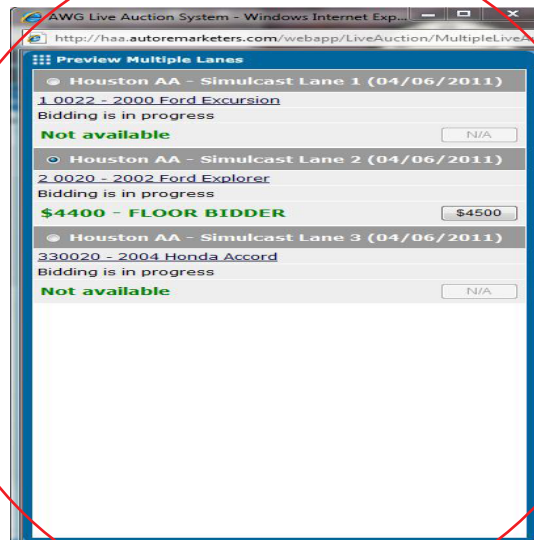
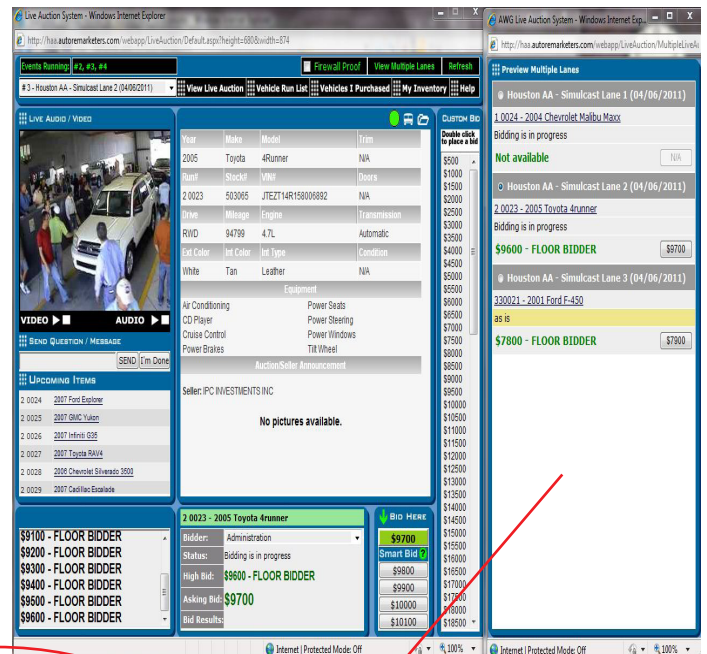
Single Lane View

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:	\$800 - VALLEY CHEVROLET
Asking Bid:	\$900
Bid Results:	

↓ BID HERE

\$900

Smart Bid ?

\$1000

\$1100

\$1200

\$1300



Sell Online

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 Live Auction System interface in a Microsoft Internet Explorer browser window. The address bar shows the URL: <http://wmaa.autoremarketers.com> - AWG Live Auction System - Microsoft Internet Explorer.

The interface includes several sections:

- Top Navigation:** Links for "View Live Auction", "Vehicle Run List", "Vehicles I Purchased", "My Inventory", and "Help".
- Left Sidebar:** Contains a "Live Audio / Video" section with a video player showing a car on a lot, and an "Upcoming Items" list.
- Main Content Area:** Displays details for the current item, "11-166 - 2007 Chrysler Sebring I-4". It includes a table of specifications (Year, Make, Model, Trim, Run#, Stock#, VIN#, Mileage, Engine, Transmission, Drive, Ext Color, Int Color, Int Type, Condition, Equipment) and a "Minimum Sale Price" section.
- Right Sidebar:** A "CUSTOM BID" section with a "Double click to place a bid" button and a list of bid amounts.
- Bottom Section:** A "Next item" section showing "11-166 (STK:168593) - 2007 Chrysler Sebring I-4" with a "New ask: \$7500" and "FLOOR BIDDER" status.

A callout box on the right side of the screenshot highlights the "Minimum Sale Price" section, showing options to "Submit", "OK to Sell \$18000", "Need More", "IF Sale", "Post Msg", and "Clear".

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.