



General Auction Checklist

Customer Name		Auction Date
Customer Address		
Auction Address		
Phone	Cell	
Email	Fax	
Auction Description		

PRE-AUCTION

- | | |
|---|---|
| <ul style="list-style-type: none"> <input type="checkbox"/> Explanation of contract/answer questions <input type="checkbox"/> Provide seller with time line/schedule <input type="checkbox"/> Establish office on location <ul style="list-style-type: none"> <input type="checkbox"/> Provide complete marketing program <input type="checkbox"/> Schedule for marketing to reach buyers <input type="checkbox"/> Inventory key assets for advertising <input type="checkbox"/> Photograph key assets for advertising <input type="checkbox"/> Design brochure <input type="checkbox"/> Arrange brochure printing <input type="checkbox"/> Design newspaper ads <input type="checkbox"/> Place newspaper ads <input type="checkbox"/> Design direct mail brochure <input type="checkbox"/> Arrange direct mail printing <input type="checkbox"/> Produce and send news releases <input type="checkbox"/> Send news releases to media <input type="checkbox"/> Design and produce catalog <input type="checkbox"/> Produce auction signs <input type="checkbox"/> Have signs put up <input type="checkbox"/> Place phone calls to noted buyers <input type="checkbox"/> Online auction posting <input type="checkbox"/> Provide all tagging materials | <ul style="list-style-type: none"> <input type="checkbox"/> Lot and tag all assets <input type="checkbox"/> Arrange for loading and transporting of assets <input type="checkbox"/> Facility available for auction? Tent rental? <input type="checkbox"/> Seating for buyers? Rent chairs? <input type="checkbox"/> Arrange for security <input type="checkbox"/> Provide set-up for sale facility <input type="checkbox"/> Onsite restroom facilities? Rent? <input type="checkbox"/> Arrange for phone lines for credit cards <input type="checkbox"/> Establish parking area <input type="checkbox"/> Put up directional signs for parking <input type="checkbox"/> Provide PA system <input type="checkbox"/> Arrange for catering on auction day <input type="checkbox"/> Set up merchandise for preview <input type="checkbox"/> Auction preview <input type="checkbox"/> Provide office staff for preview <input type="checkbox"/> Set auction day attire for staff <input type="checkbox"/> Set up registration and cashier office <input type="checkbox"/> Provide auction information booth <input type="checkbox"/> Arrange for acceptance of phone bids <input type="checkbox"/> Have moving companies present at auction <input type="checkbox"/> Arrange airport shuttle for bidders |
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Please Note: This checklist is a template and should be used as a guide only. Auction companies are encouraged to review the template and adjust it to fit their individual needs. For more information on the National Auctioneers Association, visit www.auctioneers.org.

AUCTION DAY

- Professional office staff-How many of each?
 - Registrars
 - Cashiers
 - Office manager
 - Computer operators
- Professional auction staff-How many of each?
 - Licensed auctioneers
 - Bid assistants
 - Clerks
 - Absentee bid clerk
 - Merchandise handlers
 - Asset supervisor
 - Personnel to start and operate machinery
- Provide crew for check out
- Loading equipment at check out; forklifts, dollies, etc.
- Provide audio taping of entire auction
- Arrange video of entire auction
- Record all transactions
- Collect money
- Collect applicable state sales tax (forward to State)
- Provide print out of results at conclusion of auction

POST-AUCTION

- Arrange clean up of auction facility
- Provide personnel and equipment to continue check out
- Produce news release of auction results
- Settlement of liens
- Prepare vehicle titles
- Forward titles to new buyers
- Arrange pick up of all signage
- Arrange return and pick up of rental items
- Send letters of appreciation to exceptional bidders
- Final settlement with seller(s)