

Key Auctioneer Benefits with NextLot

Better Results | Superior Service

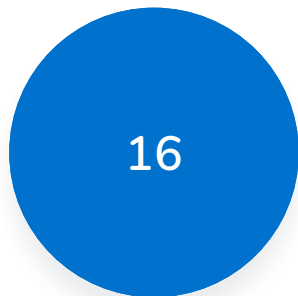


Presented by Scott Finkelstein | NextLot, CEO & Co-Founder



An Overview of NextLot

The advantages of partnering with us by the numbers.



**Years in
Business**



**Successful
Auctions**



**GMV
Sold**



Here's an overview of NextLot's key benefits:

These are the top items we think will directly impact your business that we'd like to discuss.

Privately Branded Online Auction Solution

Ownership of Bidder Data

What Makes NextLot Unique

Our Marketing Services

Why you Should Contact us Right Away

Super. Simple. Auctions.

Our Privately Branded Online Auction Solution



NextLot's platform
is customizable **with**
your logo and colors.

- > Custom Branding
- > Deeper Customer Engagement
- > Promote Your Auctions Only

The screenshot displays the NextLot platform interface. At the top, there is a navigation bar with the company logo "Your Company" (a lightning bolt icon) and menu items: "Auctions & Results", "Resources", "Team", "Contact", "Help ?" (with a question mark icon), and "Login" (with a user icon). Below the navigation bar, the main content area features a green callout bubble on the left with a house icon and the text "Brand Awareness". The main heading is "Active Auctions". A prominent auction card is shown for a "Live Real Estate Auction" in "Raleigh, NC". The card includes a status indicator "Active" and "Live Webcast", a "Started at 1:40AM EST" timestamp, and a "VIEWING" progress bar. On the right side of the card, it shows "LOTS 3" and a green callout bubble with a computer monitor icon and the text "Bidders Register on your website".



Promote only your auctions, **not the competition.**

100% of your marketing dollars go towards promoting **ONLY** your auctions.



Auction Company ABC

650
All Time Views

▲ +15 More Views Today



Your Company

330
All Time Views

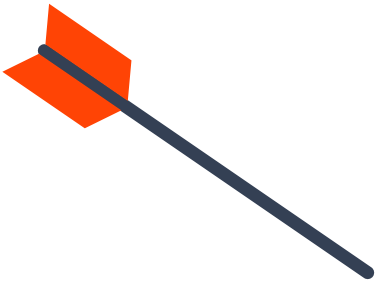
▼ -15 Less Views Today



Auction Company DEF

1,000
All Time Views

▲ +127 More Views Today



Access to all registered bidders,
INCLUDING UNDERBIDDERS,
to **retarget** future auction items.

So you can promote future auction items to all interested users.



Super. Simple. Auctions.

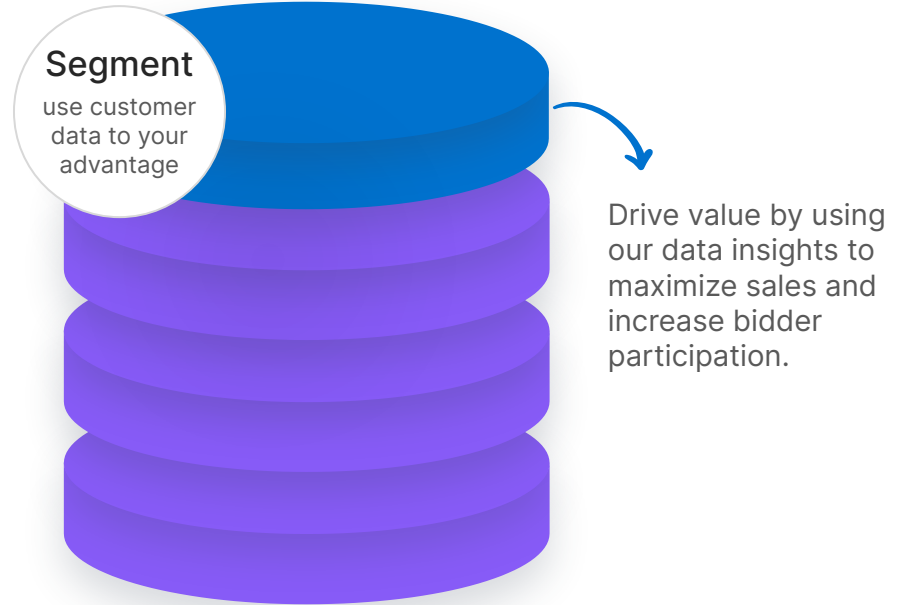
Ownership of Bidder Data



You Own YOUR Data.

You no longer have to share your buyers with your competitors on a marketplace.

NextLot enables your bidders to register, bid, and buy directly with you right from your website.





Don't pay marketplace premium rates.

Don't pay marketplace rates for bidders you bring. Bidders who come to your website should register, bid, and buy with you while continuing to use a marketplace to bring you additional traffic.

Super. Simple. Auctions.

What makes NextLot unique?



We Put the
Auctioneer First
in Every Way.

 **Reliability**

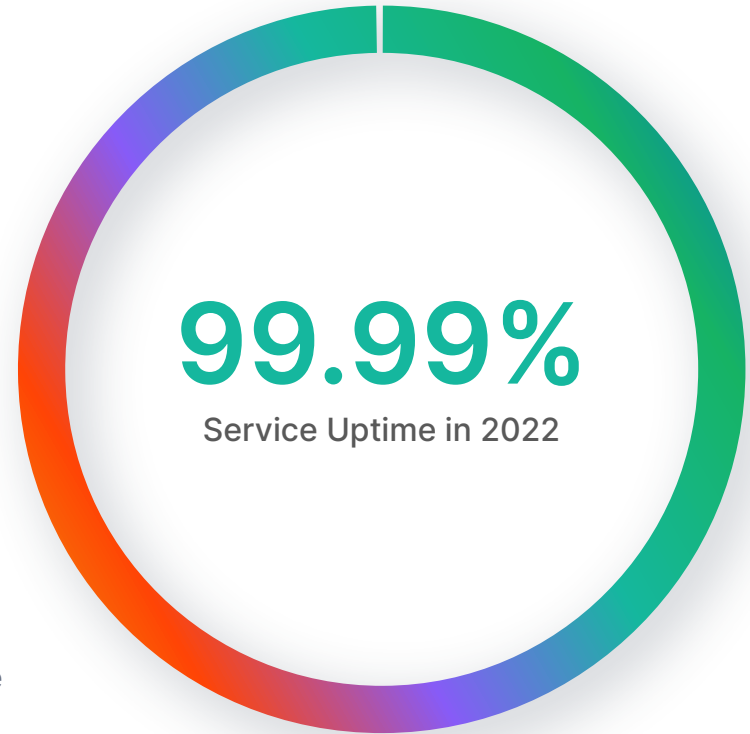
 **Service**

 **Pricing**



You Won't Find More Uptime Than You'll Have With NextLot.

We use Amazon Web Services, which is the most reliable server infrastructure in the world, to host our platform.





Here when you need us most.

It's not just our software, but our dedicated customer service team that makes the difference.

24/7 Customer Service Support



- Dedicated account manager
- Branded bidder support number with your area code
- Immediate assistance with your auction if needed

Personalized Training and Support



- Account Manager who learns how your business operates
- Support team to cover when Account Manager is out
- Dedicated support representative on auction day

Partnership for Success



- NextLot as an extra pair of hands to help your auction company
- Philosophy of helping your auction company be successful
- Guidance beyond the auction, to help you make informed decisions



The Pricing You'll Love.



**Affordable Pricing
for Auctioneers**

We don't charge event fees.



**Fee Transparency,
No Hidden Fees**

We charge only a 1.5% convenience fee for non-real estate auctions.



**Flat Fee for Real
Estate Auctions**

We think it's illegal to charge commission.



**A solid Partnership for
Future Success**

We only make money when you make money.

Super. Simple. Auctions.

Our Marketing Services



How NextLot Drives Traffic to Auctions.



Bidder calls

We call your registered bidders to maximize participation at your auctions.



Curated PPC ads

Google/Facebook campaigns to highlight your auctions to micro-targeted potential bidders.



Listing sites

We post your auctions to external auction listing sites.



Email blasts

Target all registered bidders as well as tens of thousands of potential bidders.

Super. Simple. Auctions.

Why You Should Contact Us Right Away



27

Billion GMV Sold

Contact NextLot Today

With NextLot, you get the best overall solution - the most robust, easiest to use system, the most reliable technology, the best customer service, and the most affordable pricing while being able to build your brand and own your data.

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Consider partnering with NextLot for your next auction.

[Nextlot.com](https://nextlot.com) | 919.361.1111 x 1 | sales@nextlot.com