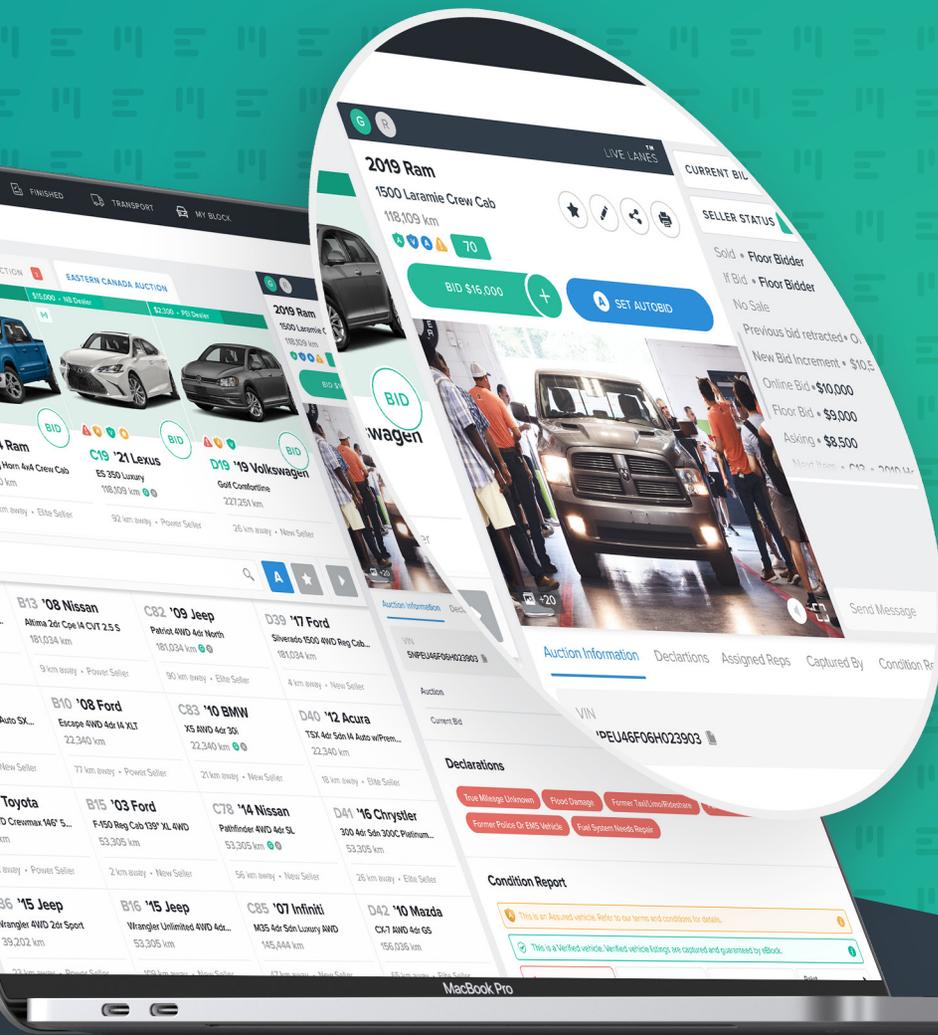




Definitive Guide to Combined Auctions

Why they matter in today's rapidly changing environment.



Thank you for reading “Definitive Guide to Combined Auctions”

In this eBook, we discuss how dealers like you can use combined auctions to improve your efficiency and profitability.

Today, winning in the lanes means casting the widest net to get the most desirable inventory or the most value for your money. This means you can't limit your auction strategy to a single location or attend multiple auctions at the same time. Successful dealers are now using technology to acquire more profitable vehicles and reach more buyers.

As the auction experience continues to evolve, our goal is to help you succeed with the insights in this resource regardless of whether you're in-lane or online.

Thank You,
Jai Macker
Chief Product Officer
EBlock

<i>COMBINED AUCTION OVERVIEW</i>	4
<i>TODAY'S CHALLENGES</i>	5
<i>BENEFITS OF COMBINED AUCTIONS</i>	6
<i>CHARACTERISTICS OF A COMBINED AUCTION</i>	7
<i>CHARACTERISTIC 1: CONVENIENCE</i>	8
<i>CHARACTERISTIC 2: CONNECTED</i>	9
<i>CHARACTERISTIC 3: CONSISTENT</i>	10
<i>CHECKLIST FOR COMBINED AUCTION FEATURES</i>	11
<i>ABOUT THE AUTHOR</i>	12
<i>ABOUT LIVELANES™</i>	13

CONTENT

Combined Auction Overview

Combined auctions are a new format in the automotive industry. They allow dealers to buy or sell a vehicle on their terms by accessing onsite and offsite vehicles running in the same event.

Combined auctions provide the same experience as a traditional auction. More importantly, they all have the same information along with the same energy and urgency of a live auction.

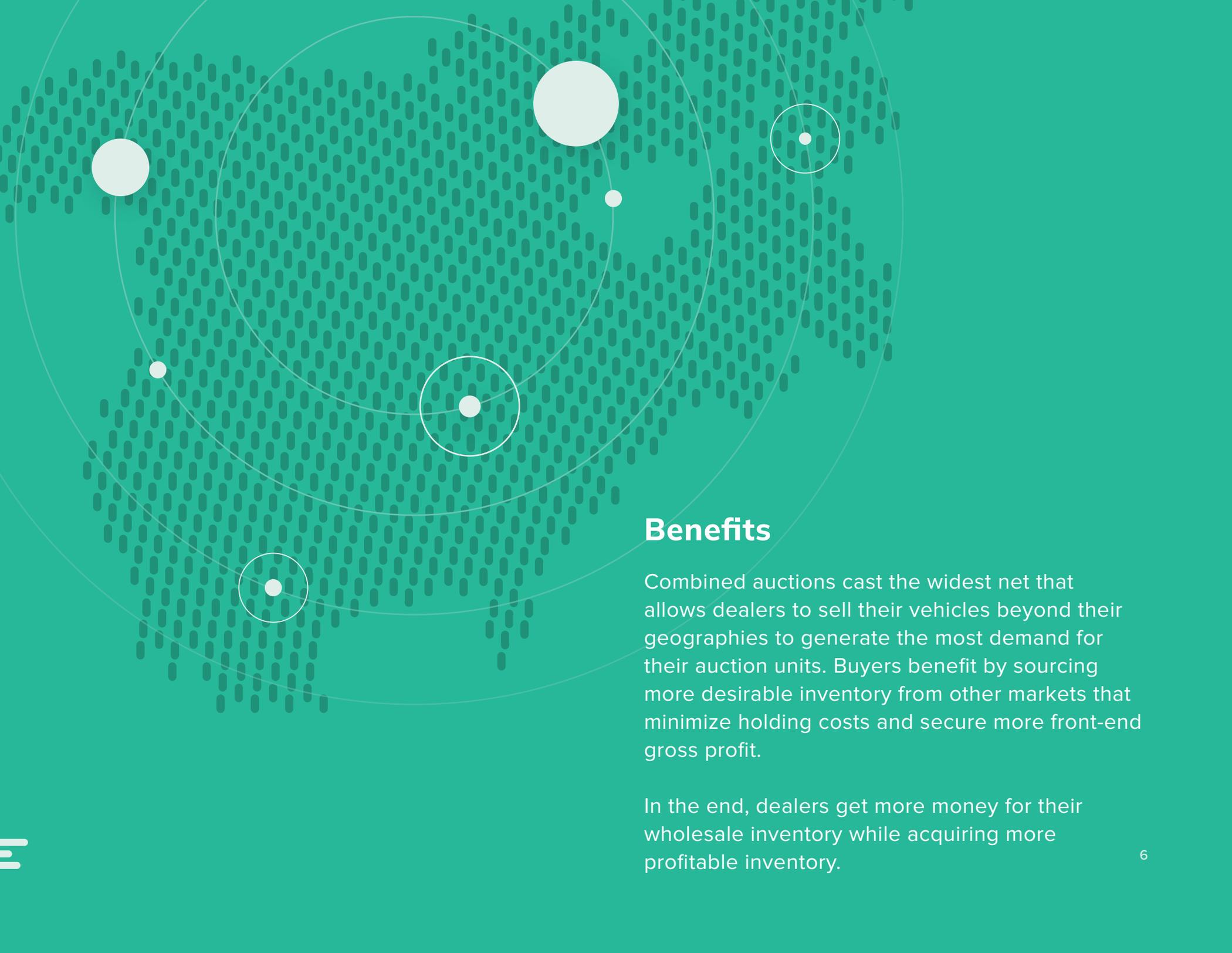




Today's Challenges

Macro trends are bringing back the days of margin compression and the realities of aged inventory. These trends are forcing dealers to buy and sell beyond their geography online or in lane.

Dealers need to know the vehicles they acquire from auction move quickly and for the most money. They also need to know if they bring in a trade from a consumer, they have access to enough buyers to wholesale it quickly if needed.



Benefits

Combined auctions cast the widest net that allows dealers to sell their vehicles beyond their geographies to generate the most demand for their auction units. Buyers benefit by sourcing more desirable inventory from other markets that minimize holding costs and secure more front-end gross profit.

In the end, dealers get more money for their wholesale inventory while acquiring more profitable inventory.

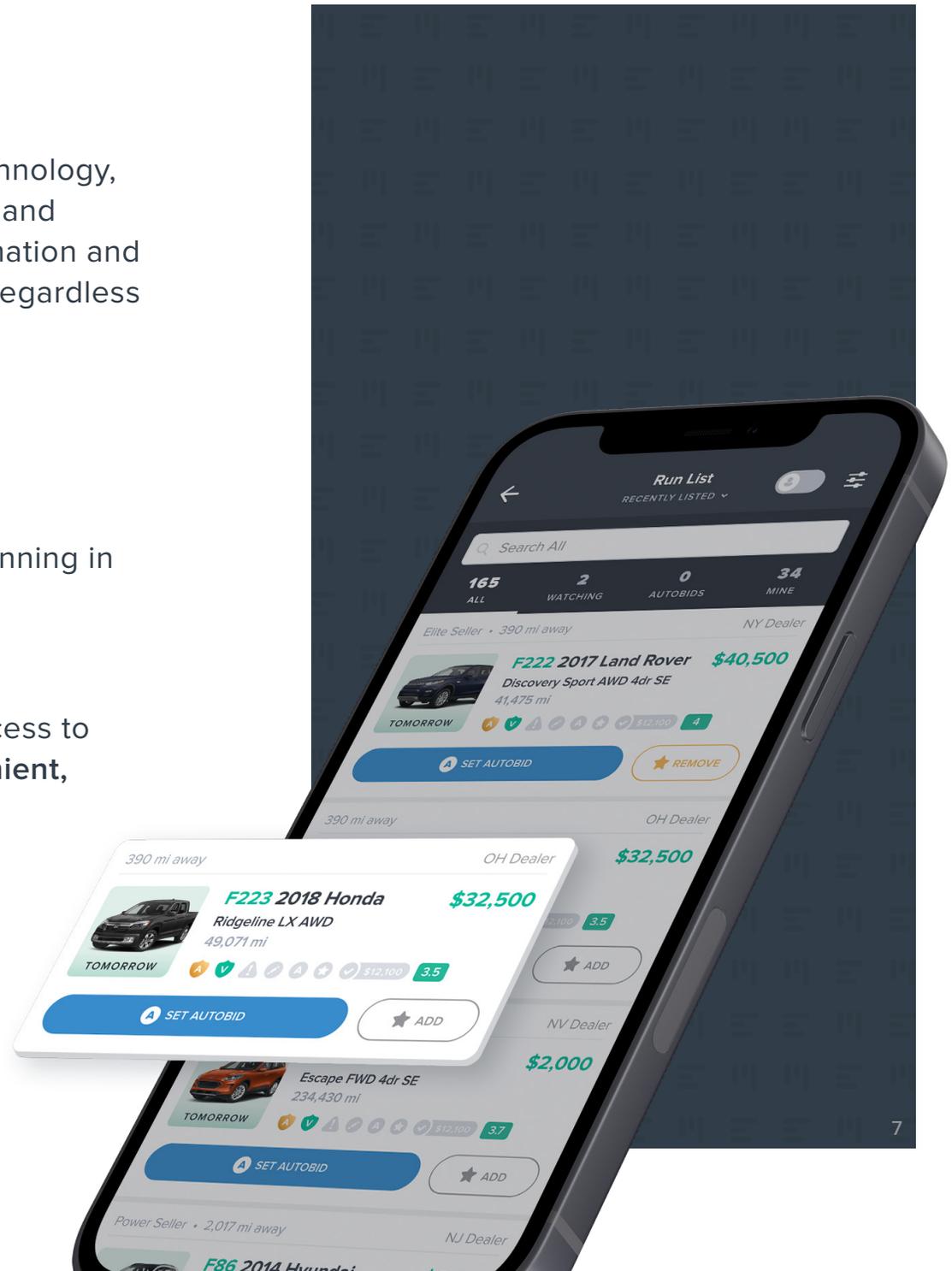
Characteristics of a Combined Auction

Leveraging the combination of land and technology, combined auctions rival traditional auctions and provide dealers with the same critical information and tools while allowing them to quickly adapt, regardless of whether the dealer is online or in lane.

Features of a combined auction include:

- A single run list
- Consistent condition reports
- Access to onsite and offsite vehicles running in the same event
- Communication tools with auction staff

With combined auctions, you'll have live access to digital and physical auctions using a **convenient, connected and consistent** platform.



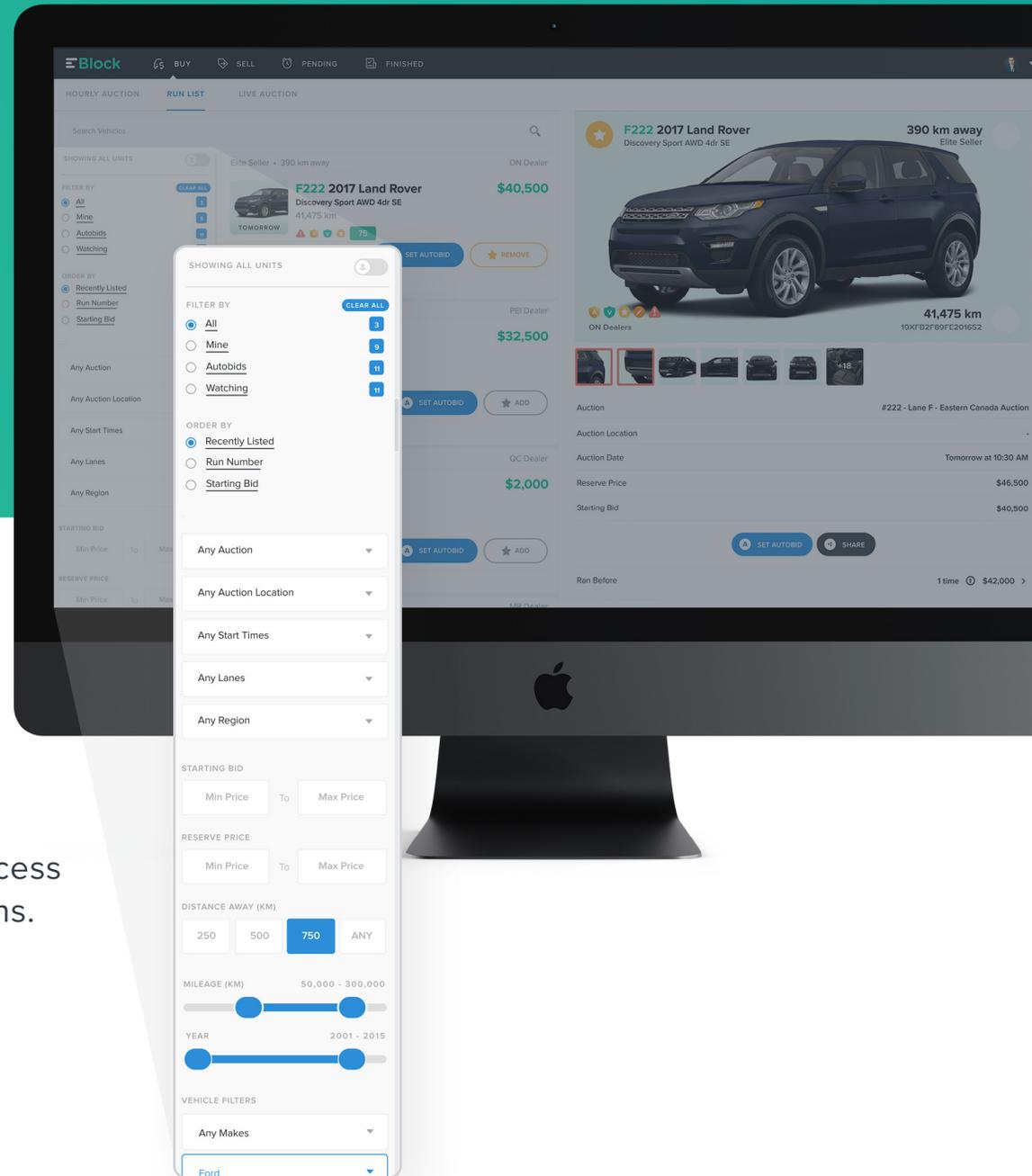
Convenient

A combined auction provides unmatched convenience to dealers because they allow them to buy and sell on their terms.

It doesn't force a dealer to choose between digital and physical. As a result, a dealer has access to more buyers and units than traditional auctions.

Features included in the best combined auction platforms include:

- Customized filters
- Ability to modify notifications
- Sell wholesale vehicles in both digital lanes and/or physical auctions



Connected

Combined auctions expand a dealer's reach.

The combination of land and technology allows dealers to buy and sell online or in lane with access beyond local geography.

- Ask questions to auction staff about vehicles on the block
- View audio and video for physical auctions
- See run lists for vehicles at physical auction

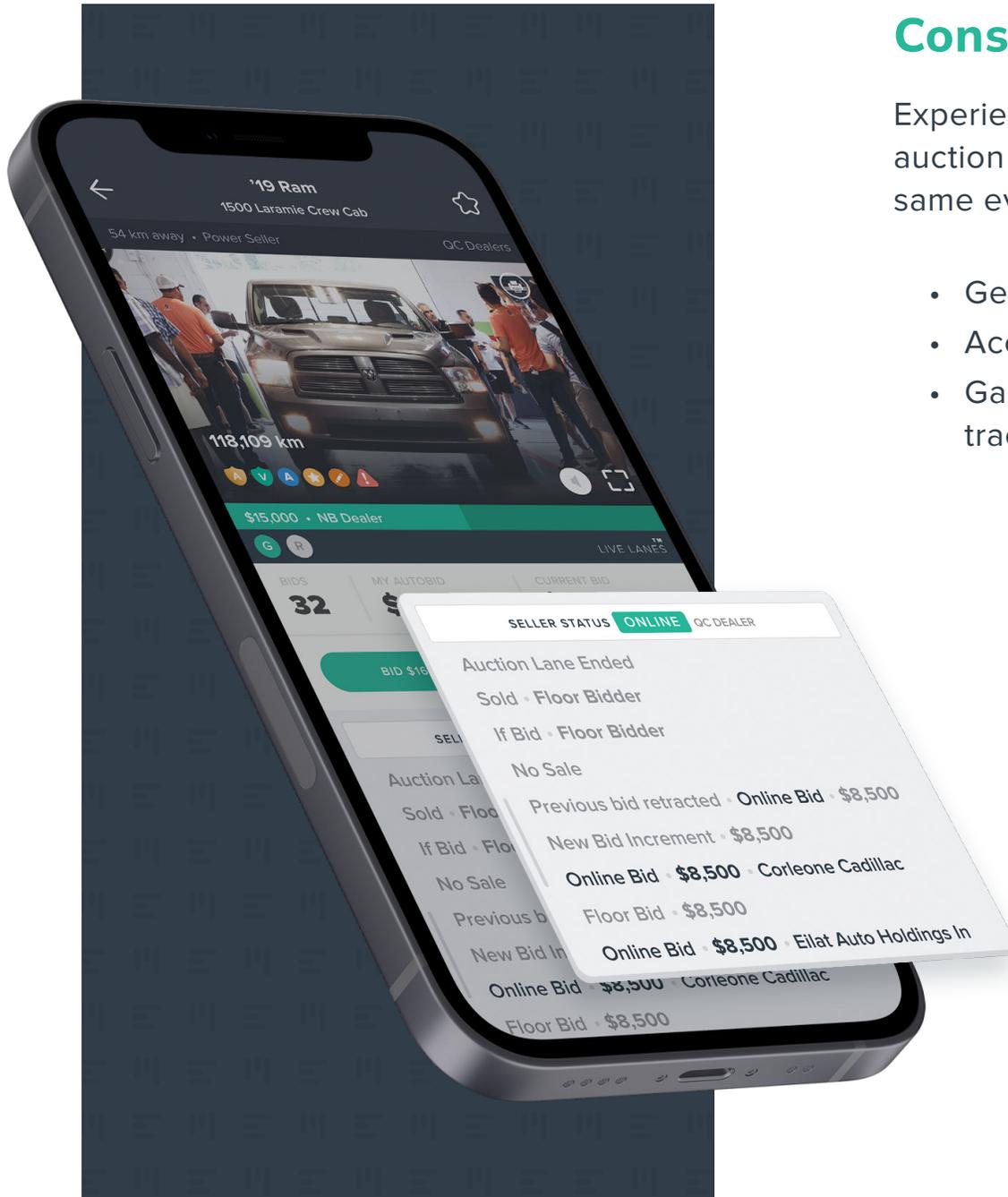
The screenshot displays the Block auction platform interface. The top navigation bar includes 'Block' and tabs for 'BUY', 'SELL', 'PENDING', 'FINISHED', 'TRANSPORT', and 'MY BLOCK'. Below this, there are sections for 'TIMED AUCTION', 'RUN LIST', and 'LIVE AUCTION'. The main content area is divided into several sections:

- Eastern Canada Auction:** A grid of four vehicles for sale, each with a 'BID' button. The vehicles are: A32 '15 Ford F-150 4WD SuperCrew 145" XLT (82,990 km), B12 '14 Ram 1500 Big Horn 4x4 Crew Cab (82,990 km), C19 '21 Lexus ES 350 Luxury (118,109 km), and D19 '19 Volkswagen Golf Comfortline (227,251 km).
- Vehicle Details:** A detailed view of a 2019 Ram 1500 Laramie Crew Cab (118,109 km) is shown. It features a current bid of \$15,000 and a 'SET AUTOBID' button. The seller status is 'ONLINE' and the dealer is 'QC DEALER'. The vehicle is sold to a 'Floor Bidder'.
- Chat:** A chat window is open, showing a 'Send Message' input field and a 'CHAT' button.
- Declarations:** A section for vehicle declarations, including 'True Mileage Unknown', 'Flood Damage', 'Former Police Or EMS Vehicle', and 'Fuel System Needs Repair'.
- Condition Report:** A section for the vehicle's condition report.

Consistent

Experience the same energy and urgency of a live auction with onsite and offsite vehicles running in the same event.

- Generate a single run list
- Access a consistent condition report
- Gain a detailed event timeline allowing users to track interest and activity on a vehicle



Checklist For Combined Auction Features

- ✓ A Combined Experience
- ✓ A Single Run List
- ✓ Consistent Condition Report
- ✓ Auction Communication Tools
- ✓ Audio and Video for Physical and Digital Auctions
- ✓ Custom Filters
- ✓ Set and Customize Filters

The screenshot displays the eBlock auction platform. At the top, there's a navigation bar with options like BUY, SELL, PENDING, FINISHED, TRANSPORT, and MY BLOCK. Below this, a 'LIVE AUCTION' section shows a grid of vehicle listings from an 'EASTERN CANADA AUCTION'. A detailed view of a '2021 Lexus ES 350 Luxury' is shown on the right, with a current bid of \$15,000. A pop-up window provides detailed information for this vehicle, including:

- Auction Information:** VIN 5NPEU46F06H023903, Auction #19 - Lane C - Eastern Canada Auction, Current Bid \$15,000.
- Declarations:** True Mileage Unknown, Flood Damage, Former Taxi/Limo/Rideshare, Former Daily Rental, Former Police Or EMS Vehicle, Fuel System Needs Repair.
- Condition Report:** This is an Assured vehicle. This is a Verified vehicle.
- AutoGrade:** 4.4 with 5 exceptions found.
- Tires:** TPMS - Pirelli 275/55/20 10/32.
- Paint:** 4.5 - 4.5 - 4.5 - 6.2 - 4.5 - 4.5 - 4.5 - 4.5 - 4.5 - 7.1.
- Options:** AM/FM Stereo, CD Player, Dual Airbag, ABS.
- Seller Notes:** Major accessory - Rear window power sunshade doesn't work.
- Vehicle Details:** Year 2017, Make Land Rover, Model Discovery Sport, Trim AWD 4dr SE, Stock # C8800A, Vehicle Mileage 27,553 km, Doors 4, Passengers 5, Body type SUV, Exterior Colour Black, Interior Colour Black, Transmission Automatic.

About Jai Macker

As Chief Product Officer for EBlock, Jai is responsible for driving and delivering on innovation that will enable deeper product penetration and scale in both current and new markets.

Jai Macker is a senior product and engineering leader with a passion for building and bringing innovative products to market and 19 years of experience doing so across startups and enterprises in the automotive industry.

In his prior role as Senior Vice President of Product and Engineering, Consumer Solutions at Cox Automotive, Jai had responsibility for the two largest and most trusted automotive consumer brands in the US - Autotrader and Kelley Blue Book. In this role, Jai partnered across the enterprise to create a focus on value delivery and develop a true innovation pipeline.

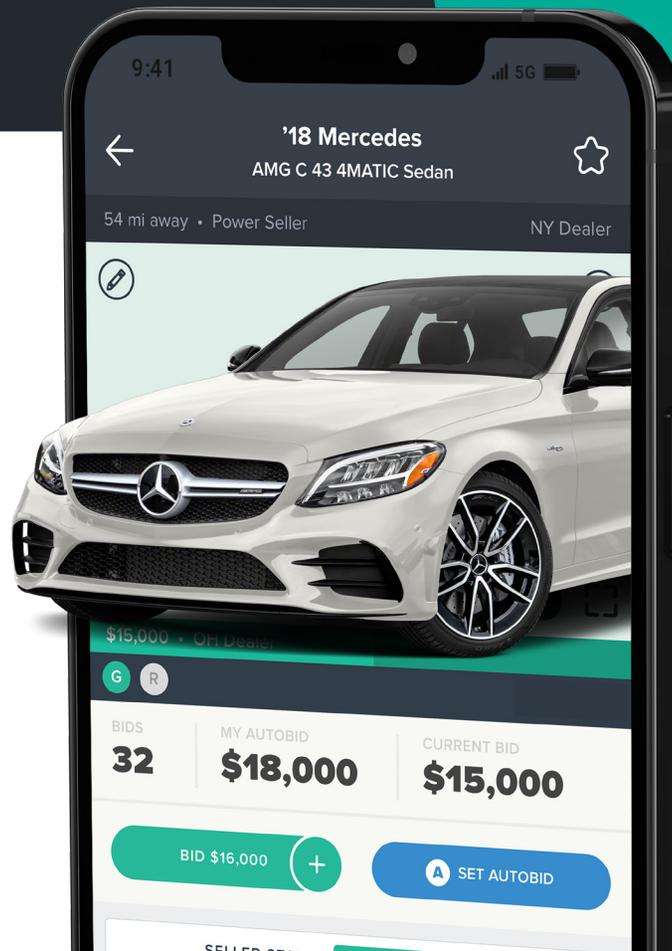
This resulted in faster speed to market across the board, including launching the “All-New Autotrader”— a faster, more personalized online shopping experience that delivers true price confidence for consumers, resulting in more engagement, higher quality leads and actual car sales for dealer clients.



About LiveLanes™

LiveLanes™ is the **industry's first combined auction experience** that seamlessly blends physical and digital inventory together with a single auction event. Unlike Simulcast or physical auctions, LiveLanes™ provides a combined auction platform that rivals a real auction with the most critical information and tools to adapt to a dealer's rapidly changing needs, whether they are online or in lane.

Learn More about
LiveLanes™





Block
buy & sell cars in less time.