



Oregon

Property Sold-on-Site Overview

How to decide if DAS should sell your item(s) at your location or ours?



Questions to consider when deciding if items should be sold on site or not.

- Will the cost to transport the item(s) exceed the value?
- Is the item too difficult to transport?
- Do you have staff available to answer customer questions?





Contact Person

Who will answer the questions?

- Choose someone knowledgeable about the item being sold
- Choose someone who can respond to phone or email questions within one business day
- The following information is required for the auction:
 - *Name*
 - *Phone Number and Extension*
 - *Email Address*
 - *Hours of Business*
 - *Item Location: City, State, Zip Code*

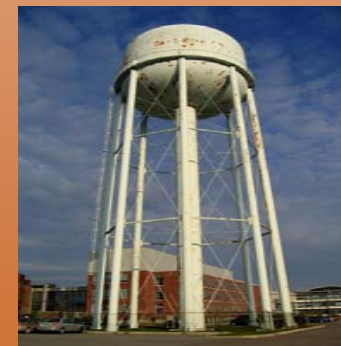




Property Removal:

What happens when the buyer shows up to get the item

- Who will help the buyer at pick-up?
- Is the property easily accessible?
- When work is performed or equipment is removed from publicly owned facilities/lands, the buyer will be required to supply liability insurance documentation (indemnification) when paying for their item





Property Description

You are the eyes for the customer!

- Find the category that is the closest match for your item and select “next” at the bottom of the column

Minimum Description	Medium Description	Maximum Description	Vehicle Description
Pile of Rocks Wood-Timbers Light Poles Broom Cores	Furniture Desks File Cabinets Misc. Items Electronics Tools Storage Tanks Pianos Bridge	Tires Trailers Tractors Generators Power Tools Pumps Forklift Medical Equipment	Cars & Trucks Heavy Equipment Boats Motorcycles
<u>NEXT</u>	<u>NEXT</u>	<u>NEXT</u>	<u>NEXT</u>





Minimum Property Description

- Description and quantity
- Current condition (new or used)
- Visual condition: what does it look like (color and/or type of material)
- Measurements and/or size
- Any damage or deficiencies
- **Back up your written description with a picture**



[Photo Suggestions](#)

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Medium Property Description

- Description & quantity (brand name, model/serial number)
- Current condition (new/used? operational? powers up?)
- Visual condition (what does it look like (color and/or type of material))
- Measurements, capacity, voltage or size
- Any damage or deficiencies
- Any additional features or accessories



[Photo Suggestions](#)

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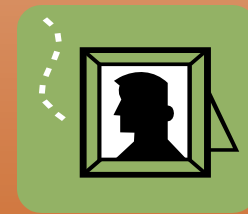




Maximum Property Description

- Description & quantity (brand name, model/serial number)
- Current condition (new/used? operational? powers up? compression? tread left on tires?)
- Technical specifications (motor size, horsepower, fuel type, voltage, amps, mileage/hours, hitch type)
- Measurements/size (lift capacity, tire size, dimensions)
- Any damage or deficiencies
- Any additional features or accessories

Did I send all the required information to DAS (Surplus Property)



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Vehicle Descriptions

Provide multiple pictures to create a great vehicle listing

- Selling a vehicle is more time consuming, and requires more information and pictures
- Important! Most potential buyers may not see the vehicle in person
- Include: equipment and accessories (anti-theft system, towing package, roof rack, tool box, heated seats)
- Condition of the vehicle, including notable damage or problems (scratches, dents, tire tread)

Truckin my way over
to
oregonsurplus.com



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Inspection Form](#)

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Vehicle Photos

- Remember your light source (background light), framing, background, money shot (normally $\frac{3}{4}$ view)
- Light source: shadows and poor lighting can make photos difficult to see online. Shadows from trees and buildings can obscure a clear view. Early morning or late afternoon is generally best for photos. You should have your *back* to the sun and watch for shadows, including your own. Use a flash for interior and engine photos.

Framing: The car should fill the frame of the photograph



Good Example



Poor Example

Background: should be neutral, easier to see the vehicle



Good Example



Poor Example

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Vehicle Photo Guidelines

- Up to 24 Photos Total
- F-front
- I-interior
- R-rear
- S-sides
- T-trouble spots-damage
- Also photos of the following: engine, ID plates, tires, interior gauges and dashboard, any additional features

Remember: Good photos sell the item; poor photos lead to questions and problems.



Tip: Use a flash when there is glare, and that will help fix the issue.

Tip: Rainy or cloudy days are good for pictures, less glare.

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Examples of Vehicle Photos (Very Good \$\$\$\$\$)



These are actual photos we used in our listings- good photos help sell the merchandise!



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Examples of Vehicle Photos (NOT the Best)



These are examples of what NOT to do



Partial photos lead to questions and misunderstandings



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Photos for Success

Pictures speak a Thousand Words

- Photos are a **HUGE** part of selling your item online. Customers pay attention to pictures more than they read the description
- Non-vehicle items-12 photos total
- Remember your light source (light behind you), background, framing
- If item has a defect, take a picture!



If it opens up or powers on, take a picture



Front, Back, Bottom and Top



Picture of the entire lot & individual photo



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Personal Property Photo Guidelines

<i>Electronics</i>	<i>Mechanical</i>	<i>Misc.</i>
Powers Up/Printed Page	Motor/Engine	Stamped Markings
Buttons or Control Panel	Control Panel	Doors, Drawers, Anything that Opens
Owners Manual	ID Plates or Stamped Markings	Owners Manual
Connectors	Connectors	

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Sample Pictures



Main Photo



Main Photo



More Detail



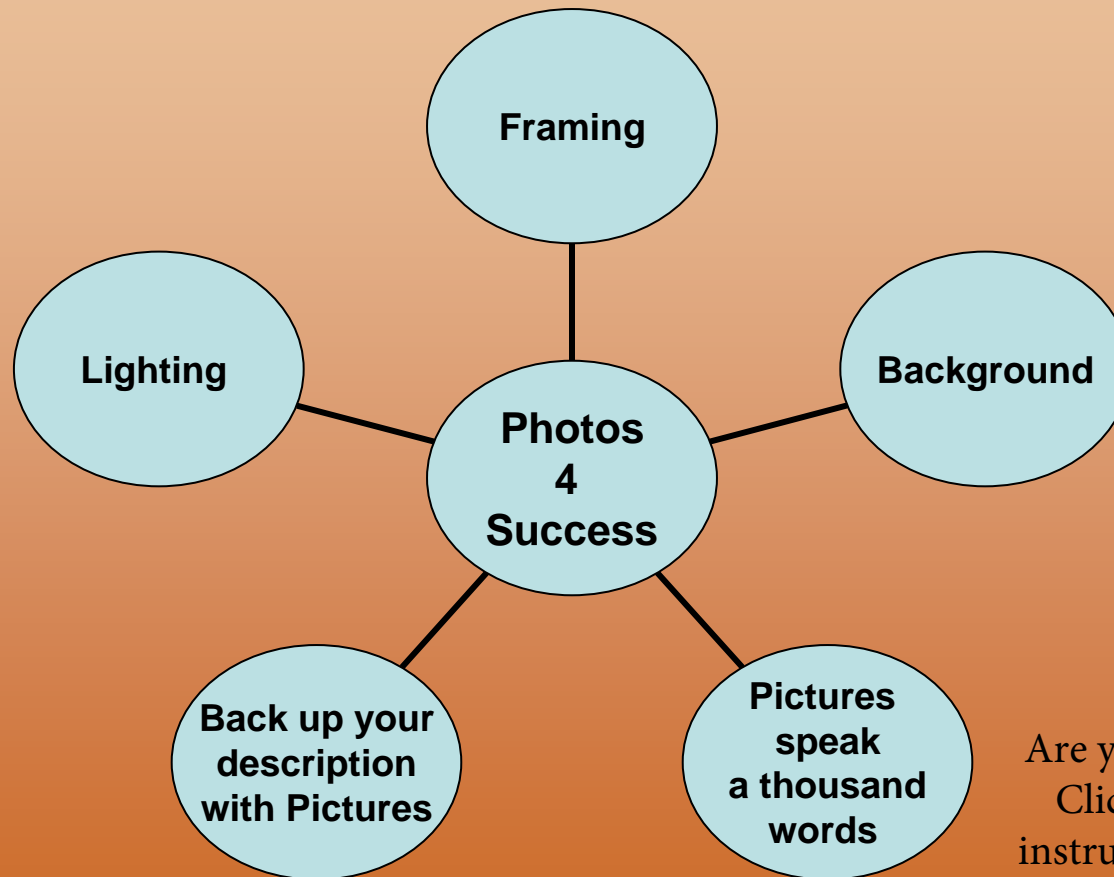
ID Plate

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Picture Strategies and Principles



Are you ready to do this?
Click here to get final instruction on submitting your property for a "Sold On Site" auction now!

