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

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<th>Medium Description</th>
<th>Maximum Description</th>
<th>Vehicle Description</th>
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<td></td>
</tr>
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</table>

NEXT       NEXT       NEXT       NEXT
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

Need help? Contact our Online Auction Administrator Rhonda Mann 503-378-2195, or rhonda.mann@oregon.gov

Photo Suggestions

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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)
- Please note: remove all labels, stickers, numbers, etc. from the vehicle, as they cannot be sold with these intact!

Truckin my way over to oregon surplus.com

Download Vehicle Inspection Form

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Vehicle Photos

- Remember your light source (background light), framing, background, money shot (normally ¾ 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

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

Main Photo

More Detail

Main Photo

ID Plate

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Picture Strategies and Principles

Photos 4 Success

- Framing
- Background
- Lighting
- Pictures speak a thousand words
- Back up your description with Pictures

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