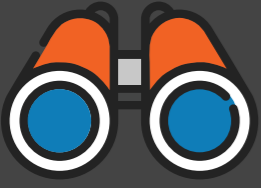


9 WAYS TO IMPROVE YOUR ONLINE CHARITY AUCTIONS

1 Stage Your Unit to Show Well.

You are not required to follow the same laws for a charity auction as you would for a storage lien sale. Position your donated items within the unit to photograph well.



Items like collectibles, tools, furniture, musical equipment all sell well. Make sure valuable items are prominently displayed.



2 Take Clear, Quality Photos.

Photos are your MOST IMPORTANT tool



Ensure camera flash is ON

Set camera resolution settings to **1600 x 1200**

3 Practice our Proven Photo Formula.



1 Main Photo
Full unit, outside threshold



4 Quadrants of Unit
Upper left, upper right,
lower left, lower right



6+ Detail Shots
Individual close-ups of marketable items



10 to 15

TOTAL PHOTOS
More quality photos means higher sale prices

5 Time it Right.

- Consider your open hours and weekends when you set your end date.



- Run your auction for at least 7-14 days - you'll see higher sale prices.



Set your cleanout time to fall over a weekend to encourage buyers from farther away to bid.

4 Be Specific with Your Auction Details.

Use general descriptors - tools, clothing, boxes, etc.

Be accurate.

Match descriptions to categories.

Describe visible and marketable items first. This should support items visible in photos.



6 Prepare for the Auction Sale.

\$100 cleaning deposit is recommended.

*\$100 is the default amount, but not required.



Set a recommended 72 hour clean-out time to encourage bidders from farther away.

*Clean-out time is required.

7 Preview & Review.

- Preview your auction posting for accuracy.
- Verify you have provided adequate pictures/details.
- Review all components for accuracy before you post.



POST YOUR AUCTION!

9 Let Us Help.

Got questions? We can help!

Charity Storage Support:

Call: 480.499.8292

Email: info@charitystorage.org

Live Chat is available on StorageTreasures.com for real-time auction support



8 Plan Ahead.



Start prepping your online auction listing as soon as your unit is nearly full.



Set it and forget it with our scheduling tool, or post manually when the time is right.

