

ADESA[®] *Simulcast*

REMOTE SELLER USER GUIDE

ADESA[®].CA

JANUARY 2020

WHAT IS ADESA SIMULCAST?

ADESA Simulcast lets you join live sales anytime from your desktop. ADESA Simulcast has a responsive, user-friendly design that makes it faster and easier to bid, buy and sell cars online. Learn more about ADESA Simulcast at ADESA.ca/Simulcast.

ADESA Simulcast is based on technology from Velocicast, a proven platform used by more than 150 independent auctions across North America.

WHAT IS REMOTE SELLER?

Remote Seller is a feature of ADESA Simulcast that allows sales representatives to join a sale and interact with the auctioneer in real-time as inventory crosses the block. Make informed selling decisions to maximize your margins when you leverage real-time vehicle and sale data .

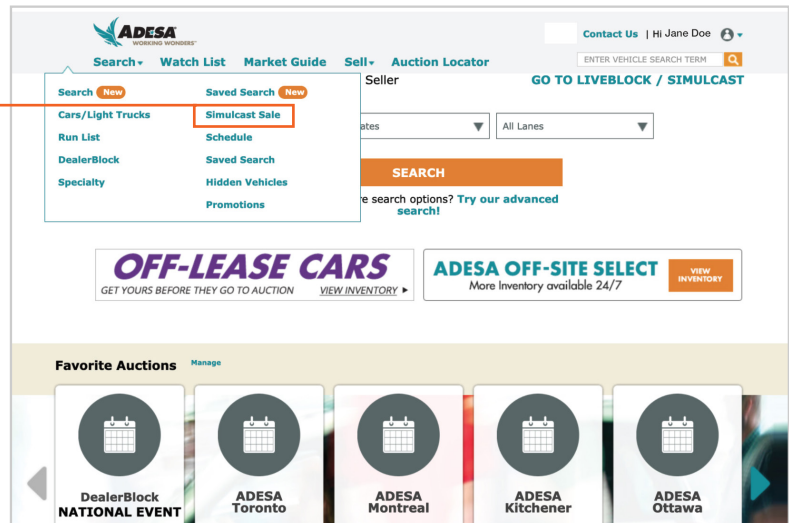
You need to be enabled as a seller to use this feature. Contact your ADESA sales representative to receive permissions needed to join a sale. Allow 5-7 business days for permissions to be granted. Once permissions are granted, log in to ADESA.ca to join a sale.

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JOINING A SALE

1. From ADESA.ca, hover over **Search** on the top navigation bar and click on **Simulcast** in the drop-down menu

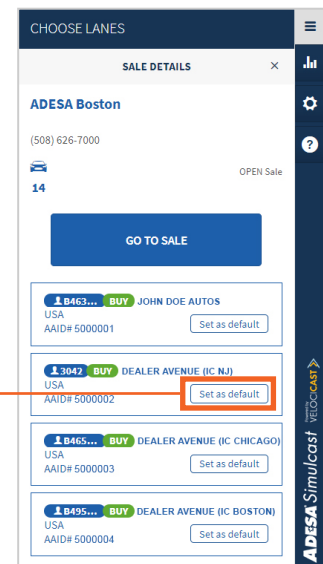


2. The Sale Schedule will appear, select **JOIN** for any current sale. This will automatically launch the ADESA Simulcast bidding experience.

Note: **JOIN** button is available an hour before the sale start time.

LOCATION/LANE	CONSIGNOR	SALE DATE	SALE TYPE	INVENTORY	WATCHES	AUTOBIDS	CURRENT
ADESA Dallas Lane A	ADESA Consignment ADESA OPEN FLEET & LEASE CONSIGNORS	03/07/18 3:15 PM EST	Open	107	4		
ADESA Dallas Lane D	Dealer Avenue DEALER AVENUE	03/07/18 3:00 PM EST	Open	115	2	2	JOIN
ADESA Dallas Lane A	ADESA IN-OPS ADESA IN-OPS	03/07/18 2:30 PM EST	Open	27			JOIN
ADESA Dallas Lane B	ADESA IN-OPS ADESA IN-OPS	03/07/18 2:30 PM EST	Open	7			JOIN
ADESA Dallas Lane C	Dealer Avenue	03/07/18	Open	129			JOIN

3. Select the seller profile(s) that you want to rep as, and click **GO TO SALE**. You may set the default profile for each new lane as you open it.



ADESA Simulcast is FAST

- Nothing to download or install
- Compatible with all browsers
- Responsive – fits all screen sizes

REVIEWING YOUR VEHICLES

Sellers can now join sales and review their vehicle details one hour prior to start time.

CHAT

Chat with the Block Clerk/Auctioneer:
Enter your questions and get responses in real-time as the vehicle crosses the block.

The screenshot shows the ADESA Simulcast interface during a live auction. At the top, there's a live video feed of the auction block. Below it, the current bid is \$14,400, and the reserve is \$14,000, with a 102.9% indicator. The vehicle list on the left shows various vehicles with their VINs, colors, and reserve prices. A chat window is visible at the bottom left of the vehicle list.

VEHICLE LIST	#CDEF45678GH	70,648 KM
#64 - 2017 NISSAN VERSA NOTE SDR HB AUTO 1.6 SV	White	SOLD \$7,900
VIN: 123ABCDEF45678GH	73,649 KM	
#65 - 2017 DODGE GRAND CARAVAN SXT	White	REP Reserve \$14,000
VIN: 123ABCDEF45678GH	74,648 KM	
#66 - 2017 NISSAN VERSA NOTE SDR HB AUTO 1.6 SV	White	REP Reserve \$8,000
VIN: 123ABCDEF45678GH	81,625 KM	
#67 - 2014 FORD ECONOLINE CARGO VAN	White	REP Reserve \$14,000
VIN: 123ABCDEF45678GH	82,968 KM	
#68 - 2015 NISSAN NV200	White	REP Reserve

Vehicle List:

Scroll through a lane's upcoming vehicles and click on the listing to open a full condition report.



Announcements:

Announcements:

On-the-block announcements will always be visible in the wide and narrow lane views.



#1 - 2017 NISSAN FRONTIER S

Scannable VINS:

Scan vehicle barcodes with your favorite valuation VIN reading app, like Autoniq.



More Information Icons:

Click the car, wrench and camera icons to get vehicle details, inspection information and photos.



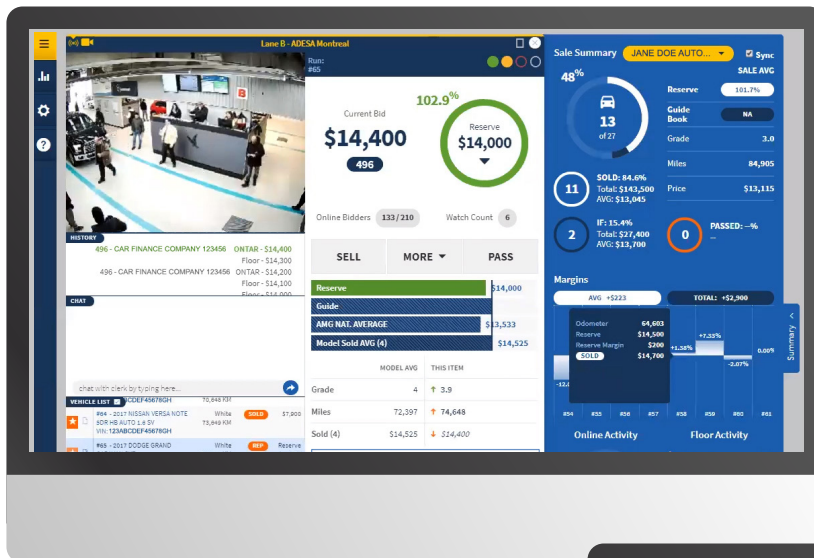
Repped Vehicle Icons:

Look for the orange icons on a vehicle to indicate that you are repping it.

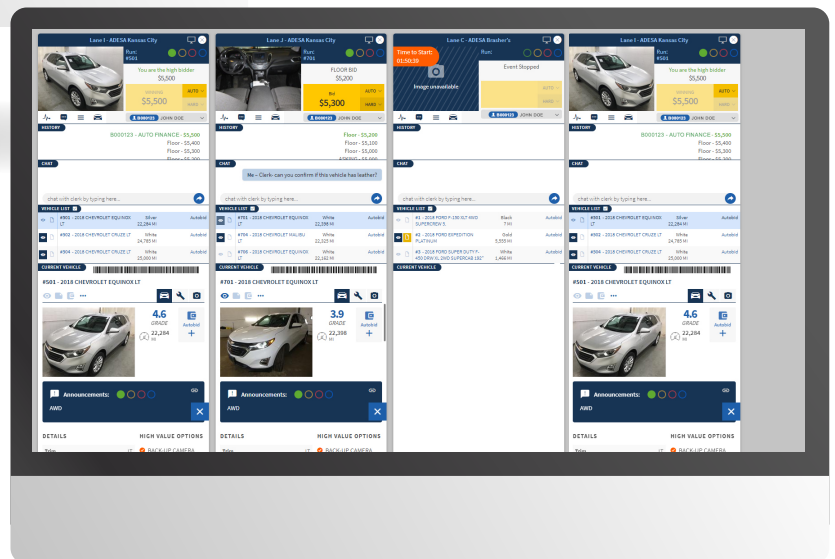
USING MULTIPLE MONITORS

If you are using a Google Chrome, Internet Explorer or Microsoft Edge browser, **right-click on the tab where you have ADESA Simulcast open** and select **Duplicate**. **Drag** the new duplicate tab onto your second monitor.

If you are on a FireFox or Safari browser, **add a new tab from the top navigation**, then just copy the web address from your first tab into a second tab and click **Enter**. **Drag** the newly created tab onto your second monitor.



Monitor 1
(seller view)



Monitor 2
(buyer view)

ADDING AND EDITING RESERVE/FLOOR PRICE

It is important to have the reserve/floor price for a vehicle set before it crosses the block. This ensures that buyers, the auctioneer and the clerk all understand the minimum price you will accept for a vehicle. Ideally, these will be set prior to a sale, but with ADESA Simulcast you are able to add and edit even after the sale has begun.

You can review and edit the reserve/floor price from several places. If no reserve/floor price has been set, **Min Price – not set** will appear in the dollar amount space.

Edit the reserve/floor price at any time

From the orange bidding activity section look for the drop down arrow icon. Add or edit the dollar amount of your reserve/floor and click **SET**.

The screenshot shows the ADESA Simulcast interface. On the left is a sidebar with 'CHOOSE LANES' and 'ADESA Boston' selected. The main area is 'Reports' with a 'Summary Report' for 'ADESA Boston (57 Items)' and 'Lane B (40 Items)'. The report includes sections for 'SALES', 'AVERAGES', 'SOLD PRICING', and 'GUIDEBOOK PRICING'. Below these is a 'MODEL SUMMARY' table. A red box highlights the 'Vehicle List' section, specifically the '2017 HYUNDAI ELANTRA SE' row. A red arrow points from the 'Edit the reserve/floor price at any time' text to the 'Vehicle List' section. Another red arrow points from the 'Edit the reserve/floor price at any time' text to the 'Reserve' field in the 'Vehicle List' section.

Model	% Sold	Items	Run	Sold	Avg Sold Grade	Avg Sold Guidebook	Avg Sold Reserve	Avg Sold Amount	% Over/Under
2018 CHEVROLET EXPRESS (1 TRIM)	100.0%	1	1	1	4.2	\$33,143	\$33,500	\$37,200	11.0%
2019 CHEVROLET EXPRESS (1 TRIM)	0.0%	1	0	0	--	--	--	--	--
2017 CHEVROLET SILVERADO 1500 (1 TRIM)	0.0%	1	1	0	--	--	--	--	--
2018 CHEVROLET SILVERADO 1500 (1 TRIM)	0.0%	1	0	0	--	--	--	--	--
2019 CHEVROLET SILVERADO 3500 (1 TRIM)	100.0%	1	1	1	3.9	--	\$43,000	\$43,000	same
2019 CHEVROLET SILVERADO 3500 (2 TRIMS)	100.0%	2	2	2	4.0	--	\$18,500	\$16,900	-9.2%
2017 DODGE JOURNEY (1 TRIM)	100.0%	1	1	1	4.2	--	\$12,000	\$22,100	84.2%
2018 FORD EXPLORER (1 TRIM)	0.0%	1	1	0	--	--	--	--	--
2019 FORD F250 S/D (1 TRIM)	100.0%	1	1	1	4.0	--	\$12,000	\$20,100	67.5%
2019 FORD F350 S/D (1 TRIM)	0.0%	1	1	0	--	--	--	--	--
2017 FORD F350SD (1 TRIM)	100.0%	1	1	1	--	--	\$32,500	\$32,000	-1.5%
2018 FORD FUSION (1 TRIM)	0.0%	1	0	0	--	--	--	--	--
2019 FORD S/D C/C (2 TRIMS)	50.0%	2	1	1	4.1	\$78,230	\$77,000	\$75,000	-2.6%
2018 FORD T350 VANS (1 TRIM)	100.0%	1	1	1	4.2	\$35,324	\$35,000	\$35,100	0.3%
2017 FORD T350 VANS (2 TRIMS)	50.0%	2	1	1	4.1	--	\$12,000	\$19,000	58.3%
2018 FORD T350 VANS (1 TRIM)	100.0%	1	1	1	4.1	--	\$12,000	\$13,500	12.5%
2018 FORD T350HD VANS (1 TRIM)	0.0%	1	0	0	--	--	--	--	--

To edit from the **Vehicle List**, click on the dollar amount. A field will appear; enter your desired amount and click **save**.

The screenshot shows a 'RESERVE' modal form for '2017 HYUNDAI ELANTRA SE'. The form has a 'Run: #8' label, a 'cancel' button, and a 'save' button. A text input field is visible below the buttons.

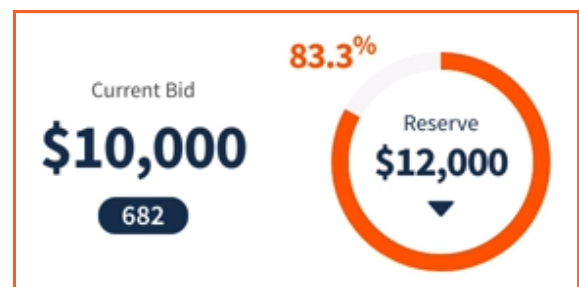
REPPING YOUR VEHICLES

To help you make profitable decisions during the sale, ADESA Simulcast provides you with real-time data on bidding activity, auction attendance, pricing guidance, and comparisons to past auction performance.

Click the **SELL**, **MORE** or **PASS** buttons to communicate to the auctioneer and block clerk – the button will turn orange. An alert message will be sent to the auctioneer and block clerk on the action you would like taken. If you change your decision, you may click the button again to rescind your decision – the button will go back to grey.

Use the **MORE** drop down menu to quickly ask for additional money. See your message reflected in the chat section.

See at-a-glance how the current bid compares to your reserve price.



SELL MORE PASS

+ \$100 + \$200

+ \$300 + \$500

+ \$1000 + \$1500

more amount... ✓

OFFER

Current Bid: \$14,400 (496)

Reserve: \$14,000

102.9%

496

Online Bidders: 133 / 210 Watch Count: 6

SELL MORE PASS

Reserve: \$14,000

Guide: \$13,533

AMG NAT. AVERAGE: \$13,533

Model Sold AVG (4): \$14,525

MODEL AVG THIS ITEM

Grade: 4 3.9

Miles: 72,397 74,648

Sold (4): \$14,525 \$14,400

Announcements: RECONSTRUCTED

Notes:

#1 - 2017 NISSAN FRONTIER S

4.6 AutoGrade

45,642 Mi

Reserve: \$12,000

Announcements: RECONSTRUCTED

Note: these messages do not complete the sale, they only send the alert.

Reserve		\$14,000
Guide		
AMG NAT. AVERAGE		\$13,533
Model Sold AVG (4)		\$14,525

	MODEL AVG	THIS ITEM
Grade	4	↑ 3.9
Miles	72,397	↑ 74,648
Sold (4)	\$14,525	↓ \$14,400

ANALYZING YOUR SALE SUMMARY

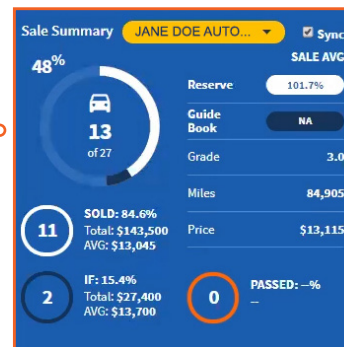


On the block visual analytics are available in real-time during the sale, so you have the insights to help you adjust your pricing and get the most out of your sale. Just click the **Summary** tab on the right edge of the wide lane view.

Sale overview widget

Data will update in real-time each time a vehicle is transacted throughout the sale:

Check the **Sync** box to see data for only the current organization you are repping for in this lane.



White= number of items sold

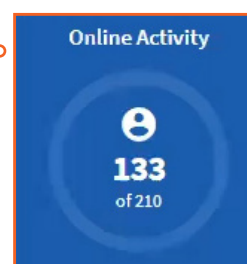
Dark blue= number of items offered on an IF Deal

Orange= number of items passed

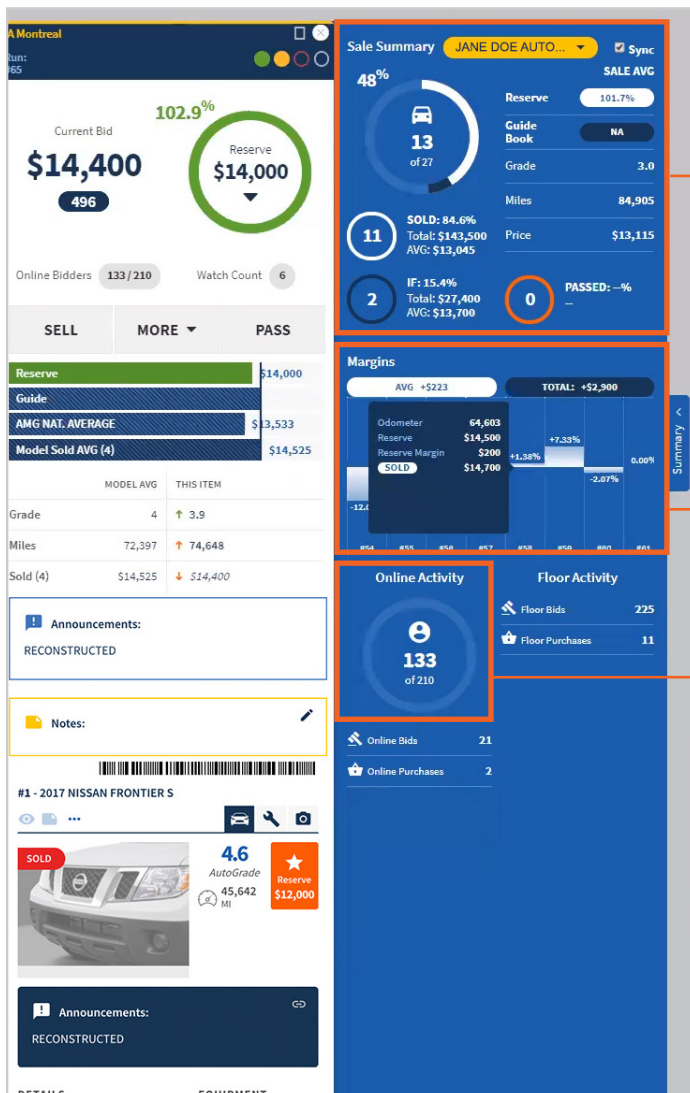
Light blue= number of items left in the sale



See side-by-side vehicle sales stats, over/under reserve per vehicle and sale total. You can **CLICK THE GRAPH** for more details and to scroll through all of your runs.



At any time you can see the total number of online attendees, bids and purchases from online and floor bidders for this sale.



USING ALERTS

If you are managing multiple sales, you can set alerts with ADESA Simulcast to receive notifications when a vehicle you're repping will cross the block.

☒ Alert when repped item is

10 ▼



Click the **Gear** icon from the navigation menu to open your notification preferences. Choose how many vehicles away you would like to be alerted.

A small pop up will display in the lower half of your desktop window when your repped vehicles are approaching the block.

User Preferences

MY PREFERRED LANGUAGE

English

NOTIFICATIONS

☐ Email me the results of my AutoBids

☒ Alert when AutoBid item is 0 ▼ away

☒ Alert when watched item is 0 ▼ away

☒ Alert when repped item is 10 ▼ away

ADESA Simulcast

REVIEWING REPORTS



You can see all of your repped vehicles at any time within Simulcast during the sale by clicking the **Reports** icon from the main navigation and clicking the **Repped items** tab.



Download and save your reports after every sale for future reference and to further analyze the results.

</

Click through the **Report type** drop down menu in the upper-left corner of the report frame to find four options: Summary report, Repped Items, IF Deal List and Buyer Activity; each provide insightful details on your sale(s). Filter by **DATE** or **AUCTION** to find the statistics you need.

The first screenshot shows the 'Summary' report type. The second screenshot shows the 'Repped Items' report type. The third screenshot shows the 'IF Deal List' report type.

QUESTIONS?

Contact our helpful Customer Connection representatives with any questions you have about ADESA Simulcast. 888-526-7326 or CustomerConnectionCanada@ADESA.com.