



auctioneer SOFTWARE

ONLINE | SIMULCAST | MULTIPAR | LIVE CLERKING | APPS



Message from the President



As we come up on our 24th anniversary this year, it is a time to reflect on where we have been over these past years to get where we are today. Our experience in the auction industry before we started had an impact on why we chose this industry to service. Auctioneer Software came into existence in 1999 providing online auction software and website development to several auction companies. Auctioneer Software had 3 employees when we started, and we continue to grow today as we now employ 29 full-time employees.

Family has been very important to us as we have grown over the years with all 5 of our children contributing to the growth of the company. We have worked together, conversed together, and we have traveled together to auction companies and NAA trade shows.

Our family business has only gotten stronger as we have upheld the principle of treating others how we would want to be treated and giving thanks to our Father in heaven for the blessings that He has bestowed on us.

As we have gotten to know you in the auction industry, it has become evident that the majority of the companies we have interacted with are patterned after the same values and beliefs that we hold, therefore the relationships we have established over the years have become very close to our heart.

Over the past 24 years we have continued to expand our services. We have also put an emphasis on being self-sufficient with all the services that we provide. I give credit to our staff - from our sales staff, to our finance staff, to our software developers, to our systems administrators, to our marketing team, and to our administrative staff. We know they will continue to provide answers to questions, provide solutions to problems, provide uninterrupted services, and provide a welcoming atmosphere for all of our clients, no matter if they call on the phone or visit us in person at our office.

We are confident that we can single handedly fulfill every need of the auction industry by ourselves as we continue to innovate and listen closely to the industry.

A warm thank you to all our clients for the relationships that you have allowed us to have with your company over the years. You are very important to us and our hope is that we can continue to establish a growing confidence that you have in our company in the years ahead.

Come see us July 18-21 in Oklahoma at the NAA conference & show this year! We would like to show you the updated software that we have been working on along with all of our other services, including a FREE on-site seo and marketing analysis!



Sincerely,
Kurt Kaptein

President of Auctioneer Software

Our Software offers you *tailored* features, benefits, and more!

Online Auction Software

From the ease of design to the simplicity of process - you just have to see it!

Live Clerking Auction Software

Catalog auctions, clerk, print invoices, and settle with consignors.

Multi Parcel Real Estate Software

Sell real estate for maximum dollars and get the highest ROI for your sellers!

Live Simulcast Auction Software

Receive bids from across the world in real-time.



White Label Branding



Cataloging App



Email & Text Alerts



Mobile Responsive Development



Reporting Features



Online Marketing & Social Media



User Management Features



Custom Website Design



Search Engine Optimization



Consignor & Seller Features



Credit Card Payments



Content Management Admin Management

LET'S CHAT AND SCHEDULE YOUR FREE DEMO TODAY!

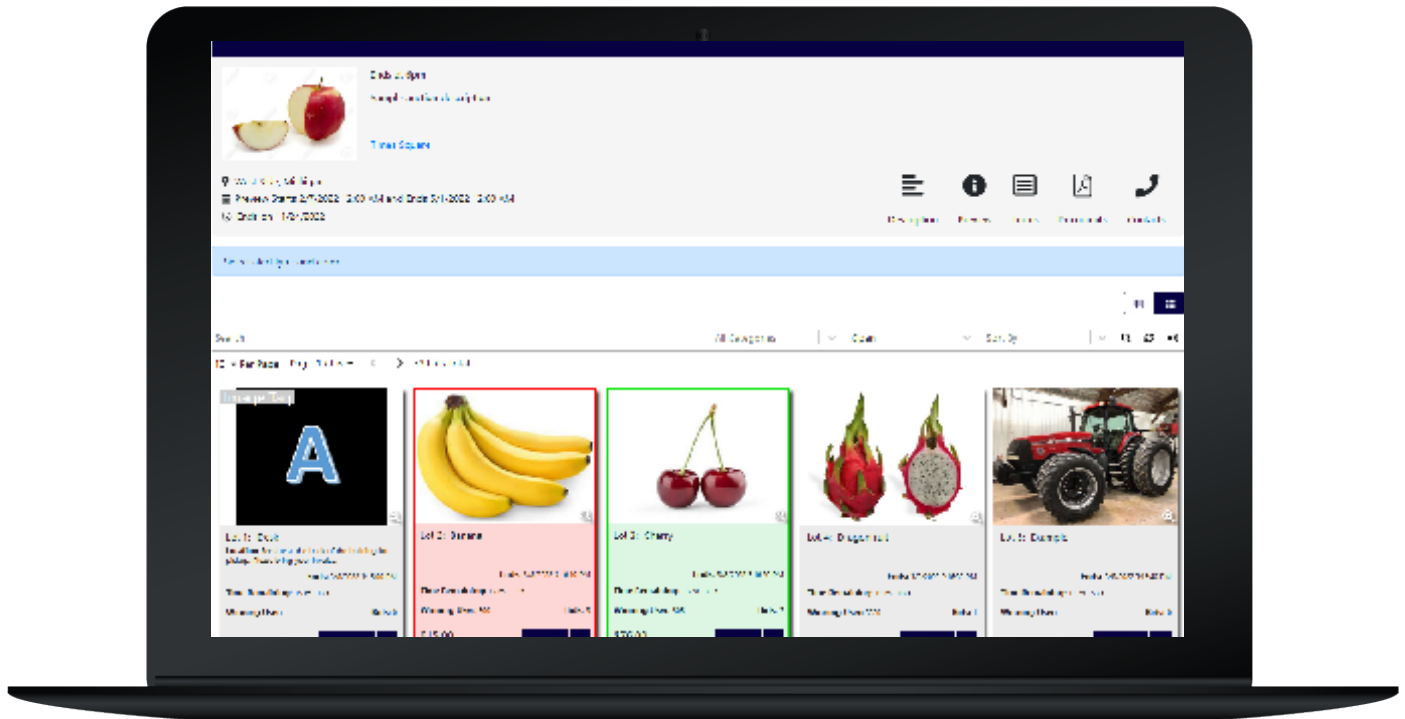
Call Us: (866) 773-2638 | (616) 538-2914

or Email: sales@auctionersoftware.com

ONLINE AUCTION SOFTWARE

Empowering auctions with commission free software.

People have been buying and selling items through auctions for hundreds of years and now online auction sites are part of everyday life. OUR online auction software will meet ALL of your needs from cataloging lots to securing alternative payment methods. Better still, your site will be customized to reflect your organization's unique identity.



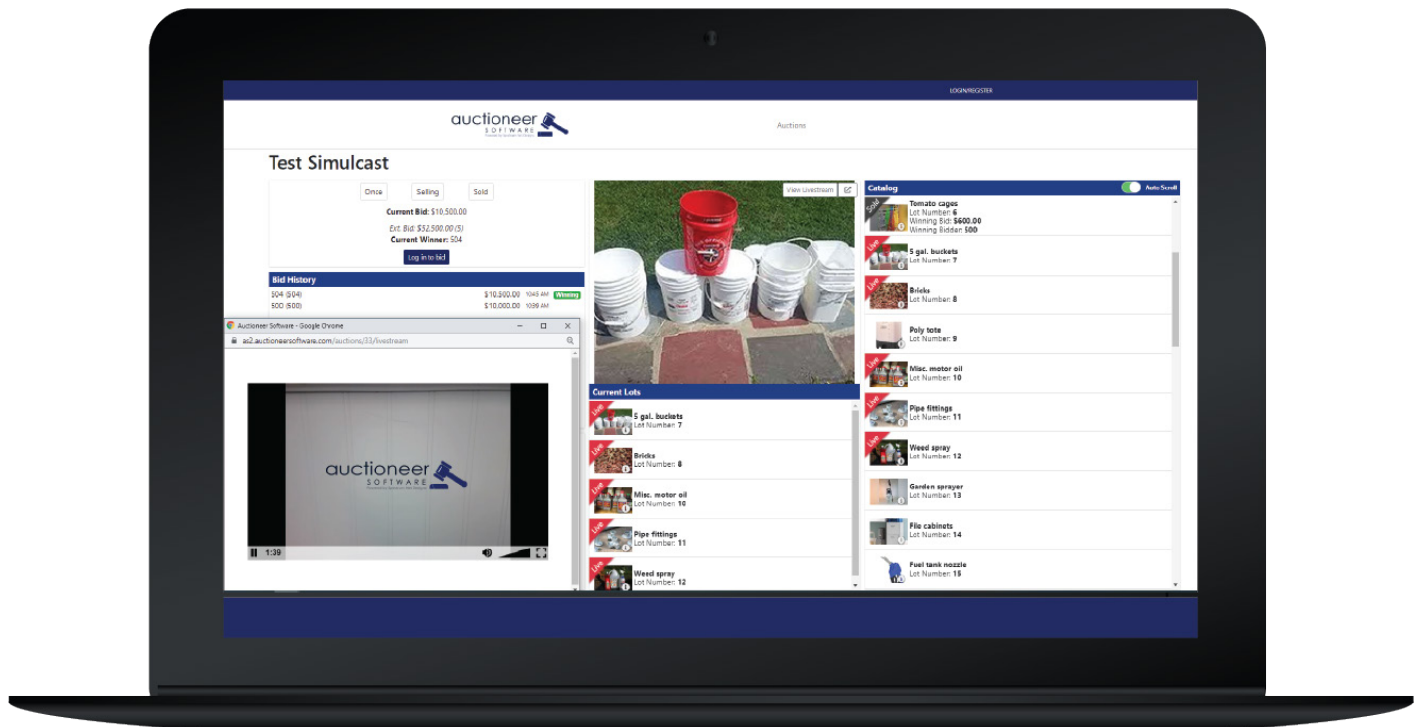
Benefits of Our Software

- Built by People with Industry Knowledge & Experience
- 13 Dedicated Developers on Staff
- State of the Art Hosting Environment
- Web Based Admin Access
- Client Support Specialists ready to help
- Responsive Design
- Custom Development for Your Needs

SIMULCAST AUCTION SOFTWARE

Live internet bidding at your fingertips.

Simulcast style auctions have been around for quite a while now. A long description about what simulcast auction software provides is probably not needed at this point. However, there are some differences in the way that we provide this type of auction software for you. The main difference with Auctioneer Software is that we don't give your commission away! Read on to find out what simulcast auction software looks like with us as your provider. Our simulcast auction software was developed around the wishes we heard from auction companies as they used other software that couldn't meet their needs. After hearing "I wish it could do this" or "I wish it had this" we created our unique software to serve you best.



Software Features

- Live Auction Bidding Platform
- Immediate Invoicing Features
- Seamless Integration/Online Auction
- Private, Secure Bidder Database
- Low Latency Live Streaming
- Bidder Messaging
- Pre-Bidding Available
- Buyer Choice

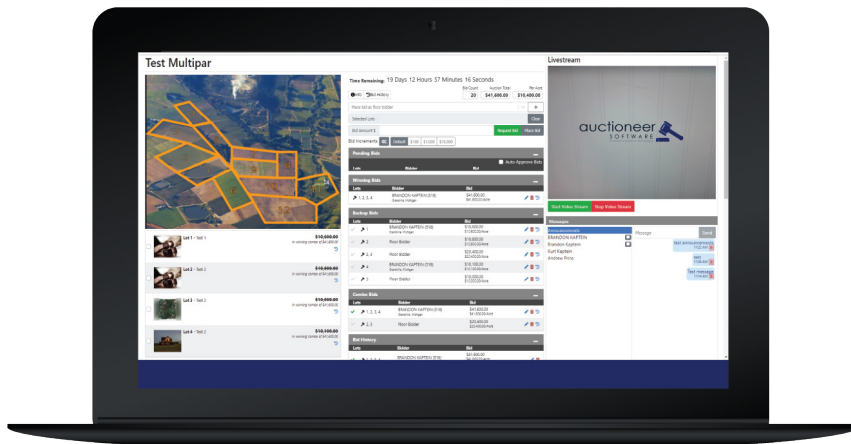
MULTI-PAR AUCTION SOFTWARE with SIMULCAST OPTION

1 property or 100 parcels - Get the most for your real estate!

Online bidders compete in REAL TIME with your bidders on site!

Have you been looking for online real estate software where you can sell real estate in parcels in a format that guarantees that it will be sold for maximum price? You can do this now with our Multi Parcel Real Estate Software. Our newly custom developed online real estate software is on a custom platform that lets you sell in 3 ways.

Multi-Par Admin



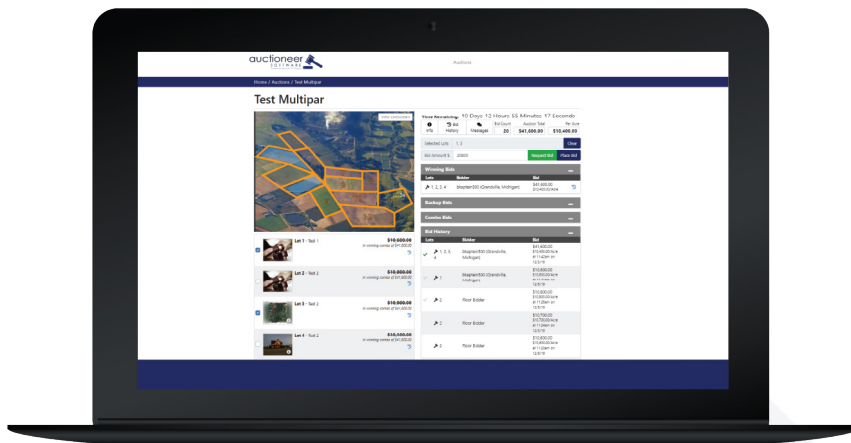
Ways You Can Sell

- In Its Entirety As One Lot
- By Individual Parcel
- ANY Combination of Parcels

Features of Our Software

- Customizable Features
- Bid on Single or Multi Combination
- User Friendly Design
- Bidding by Acre Option

Bidder Interface



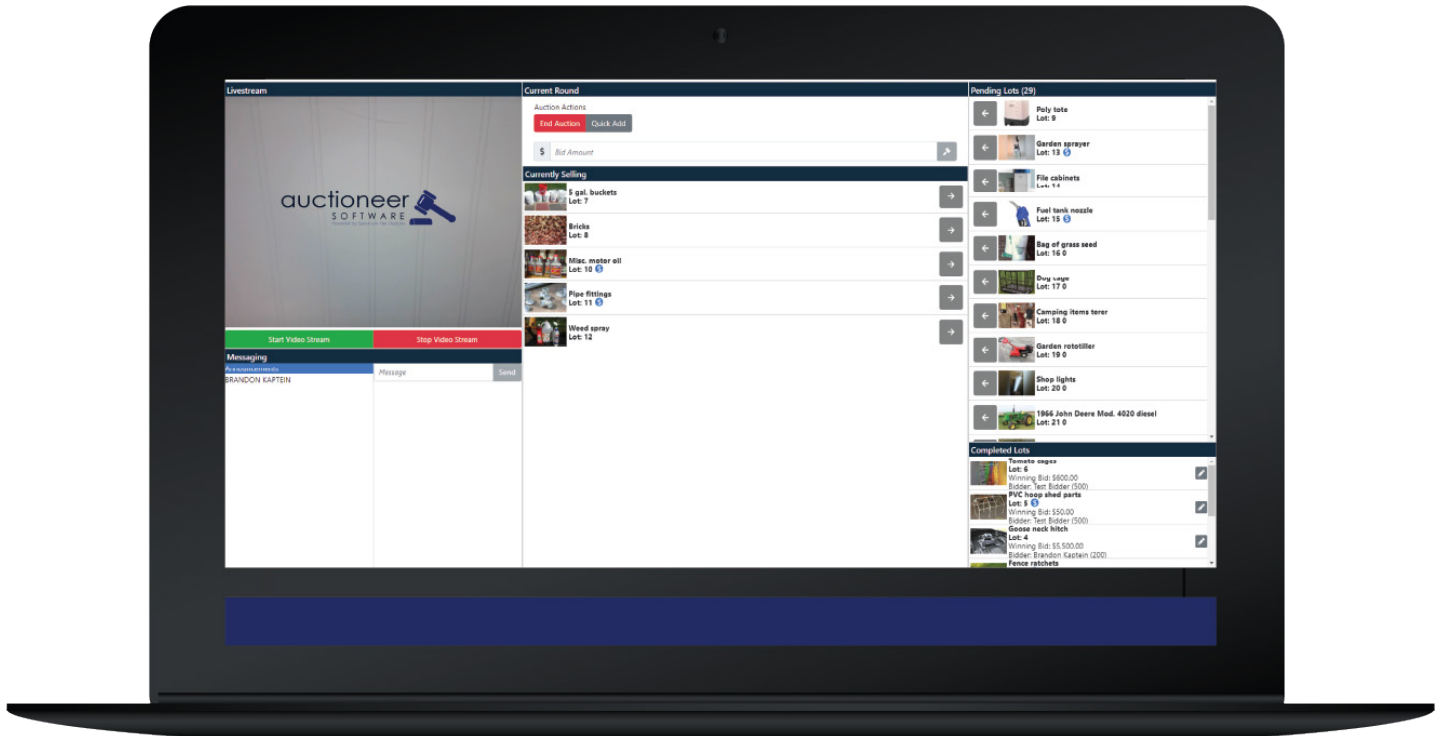
Benefits of Our Software

- (1) Website Address (Domain)
- Industry Knowledge & Experience
- 13 Dedicated Developers on Staff
- Web Based Admin

LIVE AUCTION CLERKING SOFTWARE

We now offer the FULL solution to all auction companies.

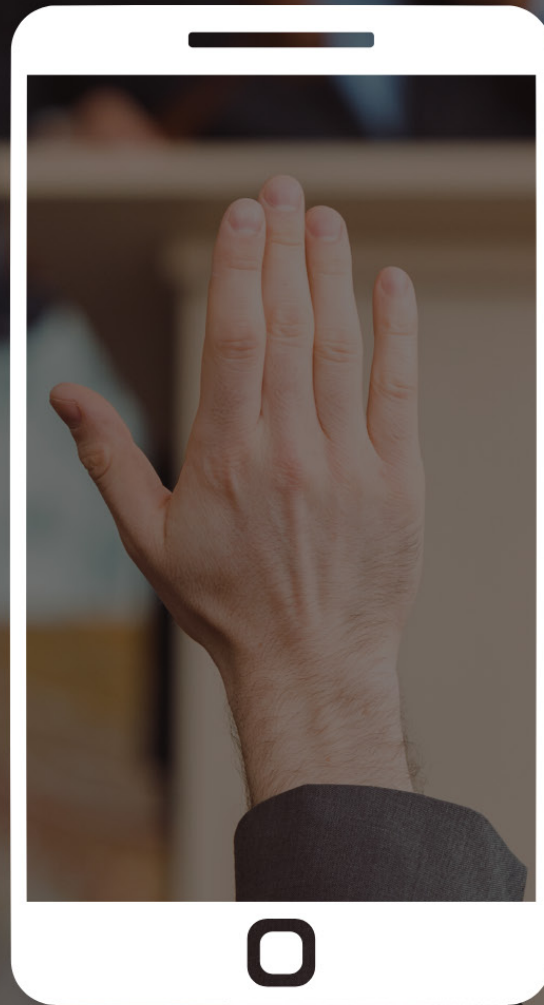
Our current list of auction software now includes Live Auction Clerking Software. With simply an internet connection, you have the ability to load items, print clerking sheets, and clerk an entire auction from your computer or your iPad / tablet.



Software Features

- Item Entry
- Bidder Registration
- Printable Clerking Sheets
- Easy to Enter Winning Bids
- Reporting
- Accept Payments Instantly
- Invoicing
- Merging Lots
- Duplicating Lots
- and much more!

WE'VE BEEN HARD AT WORK AND NOW
it's here and ready for you!
INTRODUCING THE MOBILE BIDDING APP



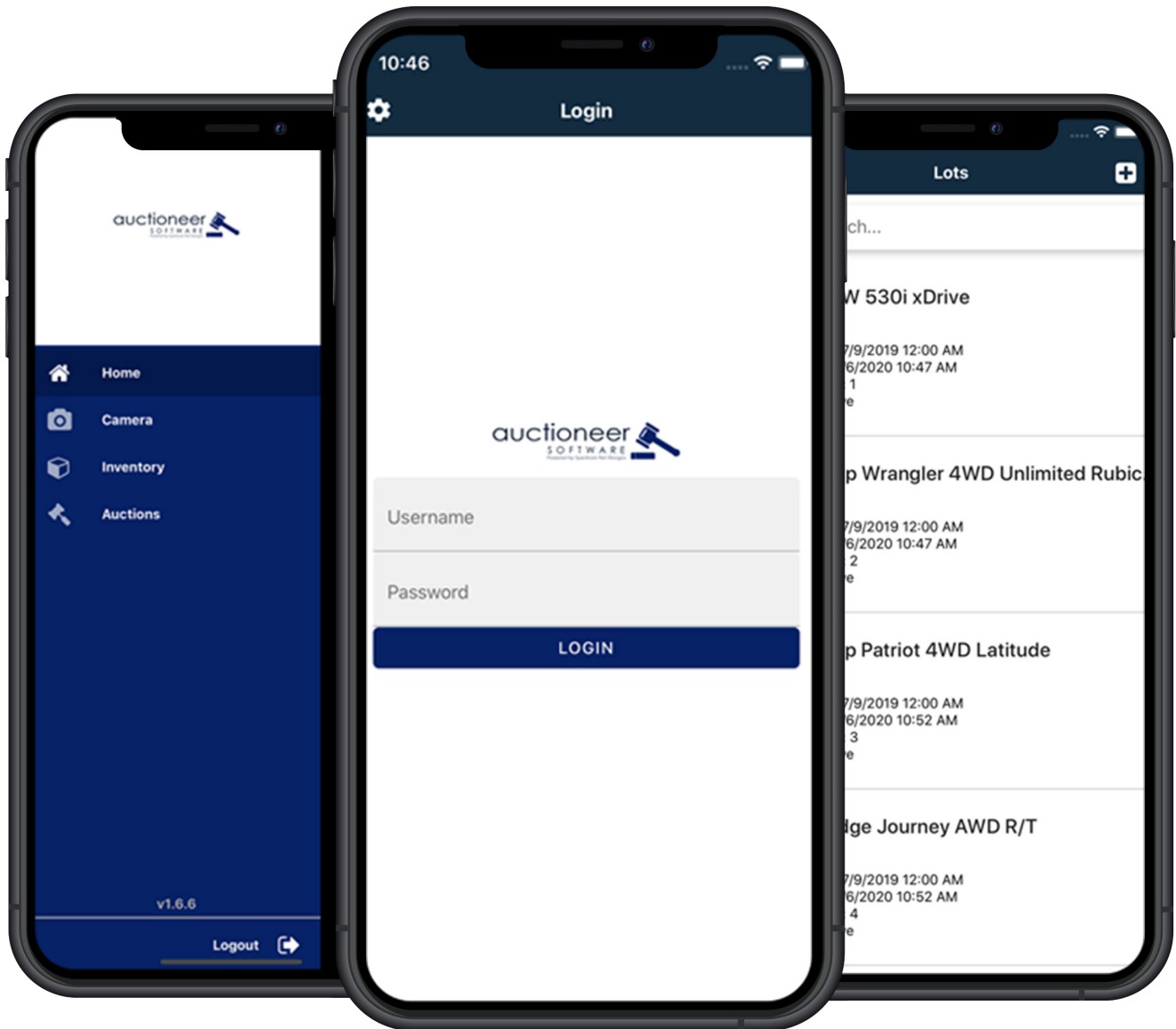
The perfect extension of your auction website for bidders on the go!

Let's setup a demo!
For inquiries, call (866) 773-2638
Email info@auctioneersoftware.com

auctioneer
SOFTWARE 

Cataloging App

Now you can always be on the go! Not only does it give you easy access to our software wherever you are, it lets you work on-site to catalog items and gives you the ability to quickly add a last-minute lot before the auction begins. Our online auction cataloging app is included in your software package for no additional cost!



Manage all your auctions and lots in the same place and add lots quickly on the go, editing descriptions & images right in the app.



WITH auctions happening constantly, it may be difficult for you to keep up with posting & engaging with your audience. That is why we can create a unique plan to fit your business to get the most out of your online marketing. With social media management, we effectively target the audience most likely to respond to your auctions and lots. This not only increases traffic to your website, but also revenue - ensuring you are getting the most out of your marketing efforts for your auction clients.



Digital Marketing & SEO for Auctions

Online Auction Marketing should be your first priority. There are a wide range of auction marketing services that we offer to help your auctions stand out!

Search Engine Optimization & Google Services

Auctioneer Software has taken auction marketing to the next level with specialized plans and optimization that will position your company a step above your competitors. Your auctions and lots need attention when it comes to being recognized on the search engines. Each lot and all of the items can be specifically targeted with SEO from optimized titles, headers, image optimization, and more.

Advertising & Branding

Facebook, Instagram, and LinkedIn are great platforms to engage with current and potential clients using organic and paid advertising. Create a campaign to target a specific demographic of bidders when promoting your next auction! Ever wonder where your online traffic is coming from? With Google Analytics, Webmaster Tools, and Google MyBusiness we can help you track key site data to help improve your website and marketing tactics.

Auction Marketing & Graphic Design

With auctions happening constantly, sometimes business moves at a faster pace than realized. It may be difficult to keep up with posting, engagement, and other crucial tasks that go along with connecting with your audience. That is why we create a custom plan and strategy to fit your auction business - including custom branding and auction graphics!

Social Media Marketing & Management

We know that in today's reality of socially driven relationships and conversations of business completely online, it is essential to know who is talking about your company and where they are so that you can target your products and services in the right atmosphere. Social media impacts every part of your business from development, reputation and engagement with your clients. Let us help you improve those relationships, increase your brand recognition, and bring your marketing plan together.

Intentional social media management is crucial to every business marketing strategy in today's day and age of digital marketing.

Auction Website Design Tailored to Your Brand

Mobile responsive auction website design specifically created for your auctions

Your website is your face to the world. Yes, it should be attractive and appealing but it needs to do more. It should convey the right impression from the very beginning. Your auction website design should reflect your identity and brand promise. It needs to speak to both your current and potential customers. And if you want bidders to stay on your page, you need to make sure that it is a mobile responsive website for ease of use on mobile devices.

Auction website design looks a little different than traditional web design. That's where Auctioneer Software comes in. With our impeccable software development, auction industry focus, and tailored customization options, you know that we will build you a custom auction website that perfectly reflects your company.



Auctioneer Software will create a custom auction website that is:



Functional

You will work with our team to develop a functional website that gives your visitors the information they are looking for with a responsive auction website design.



Easy to Use

Working with our team of expert developers, we will make your website something that your visitors will want to come back to because it is easy for them to navigate and use.



Professional

We have professionally trained auction website builders who know the auction industry and understand your needs for your custom auction website.



Simple to Maintain

Since website design is not your specialty, we will give you the tools that you need to easily update your website on your own.



Auction Hosting & Development

Auction Website Hosting

Have you ever noticed when you're on the internet and you lose a connection to a website that you are on? Spectrum Net Designs (Auctioneer Software) has invested heavily into our website hosting infrastructure so that this does not happen to you. Whether you are a bidder on an auction site or an online auction site owner, we understand that you cannot have these outages.

Built from the Group Up

The Switch Pyramid data center is the first purpose-built data center in West Michigan. The facility is benchmarked to TIA 942, Tier 3, and Tier 4 standards and incorporates enhanced security, power, and fire suppression all monitored 24 hours a day, 7 days a week, 365 days a year.

Network & Cloud Hosting

We have immediate access to industry leading Network Services up to 100G for your advanced WAN technologies. Add in the ability to connect to a diverse upstream connection and privately peer with several Tier 1 internet providers and the possibilities are endless. Customers will have access to seven other Midwest data centers to create a compliant and affordable disaster recovery plan.



“Choose a *company* that understands the importance of being a *single source* provider for the *auction* industry.”

Kurt Kaptein | President



Meet Our Team

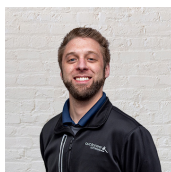
Behind great companies are great people. Our employees have the same goal - which is to provide efficient and long term solutions to our clients. Those that are looking for a company to genuinely help them with their online presence and marketing strategies can be assured that we will put forth our best efforts to assist you!

Sales



Brandon
Kaptein

Network, Email & IT Support



Seth
Cummings



Joseph
Rosenbaum



Dean
Giles

Administrative & Scheduling



Sierra
Fenech



Kelly
Smidstra

Marketing & Advertising



Shannan
DuShane



Ashlee
Berger



Jenna
Sobanski



Zachary
McCormick

Accounting



Laura
Lubbers



Annika
Potjer

Customer & Software Support



Jason
Besley



Karen
Marlowe



Matt
Chambers



Mike
Dwyer



Jon
Haynes

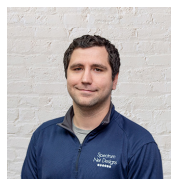
Web & Software Development



Kris Thompson



Chris Kolkman



Jacob Cole



Joe Schlaf



Eddie Lovejoy



Sarah Sipple



Abinashi Singh



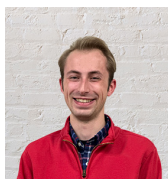
Zach Potjer



Jake Ikola



Alex Waller



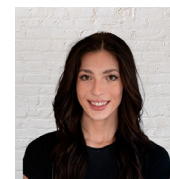
Wyatt Miller



Carolus Huang



Alex Wong



Lauren Cvengros



Montrell Pegues

WHEN YOU NEED RESULTS

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DIGITAL
MARKETING

DESIGN &
DEVELOPMENT



AUCTION
SOFTWARE

SEARCH ENGINE
OPTIMIZATION

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& Social Media

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& Training

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