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CLASSIC CAR AUCTIONS RELIES ON PROXIBID LOGISTICS AGENTS FOR SUPPORT

Not every auction is conducted from a familiar location. Remote sites provide challenges when implementing online bidding. When unstable internet connections and unreliable phone reception threaten the success of an online sale, Proxibid's Logistics team is an invaluable resource to keep events running. Classic Car Auctions, Ltd., a UK-based specialist auction house for the sale of "everyman" classic cars, found similar challenges during a two-day auction which took place in a field in Western England.

Classic Car Auctions (CCA) utilized Proxibid's Logistics team for its event at England's Car Fest, a two-day charity car auction which attracted tens of thousands of car enthusiasts. The Logistics team, trained and accustomed to powering events in adverse conditions, worked in difficult conditions and overcame challenges with internet connectivity and virtually no phone reception. But that did not impact the success of online bidding, with 116 approved buyers from disparate locations including Australia, Hong Kong, and Qatar logging in and participating. Even from the middle of a field, Proxibid maintained its connection to the online bidding platform throughout the entire event, relaying bids to a team in the United States, ensuring CCA's online audience would have the full auction experience.

"We were extremely impressed with the resourcefulness of Proxibid's team," said Guy Lees-Milne, General Manager of Classic Car Auctions. "Their number one priority was keeping our auction online, and it paid off when we were able to sell more than 16 percent of the sale to online buyers during the first day."

Proxibid's Logistics Agents are the Swiss Army Knives of the auction industry. Each year, this talented team manages more than \$1.5B in inventory being sold in the Proxibid Marketplace. The Logistics team is available to operate the Proxibid live bidding software onsite at a seller's event, or remotely from Proxibid's headquarters in Omaha, Nebraska. With agents on the ground at an auction, the team provides an extra pair of hands to assist the auctioneer in preparing for the sale. Before an event ever begins, Proxibid's agents are an asset for sellers by completing principal photography and video, in addition to cataloging inventory. Post sale, agents assist with reconciling and invoicing, and even work with sellers to provide post auction reports.

"Without Proxibid's team onsite to keep the auction up-and-running, we would have missed several big sales to online bidders. We want both our onsite and online buyers to keep coming back, and when buyers have an excellent experience on Proxibid, they are more likely to bid in future events," said Lees-Milne.