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- Edward Bridger-Stille, Auction Director of Historics at Brooklands



## HISTORICS AT BROOKLANDS INCREASES SALES AND MANAGES RISK WITH PROXIBID

Online bidding is an incredible asset in growing a business. Offering buyers the opportunity to purchase online can drastically increase reach as well as sales. Historics at Brooklands, a UK-based auction company specializing in classic and sports cars, quickly learned how important online bidding can be to the overall success of an event. Although the company originally leveraged several online providers to make online bidding available for its auctions, Historics at Brooklands quickly learned that not all providers are equal when it comes to managing risk.

After a frustrating experience where the company was left with a non-paying bidder on a highly priced item, Historics at Brooklands signed an exclusive agreement with Proxibid, which is uniquely poised to protect sellers of expensive assets. In the Proxibid Marketplace, sellers are safeguarded by an industry-leading risk management system designed to keep unqualified buyers from transacting, as well as a dedicated team of risk professionals on hand to pursue fraudulent buyers.

"We were attracted to Proxibid because of the company's expertise in providing a secure place for buyers and sellers to transact online," said Edward Bridger-Stille, Auction Director of Historics at Brooklands. "Proxibid's capabilities for delivering and vetting qualified buyers means we have more active participants in our sales. And, buyers have confidence in knowing their transactions are secure when they buy in the Proxibid Marketplace."

Historics at Brooklands transacts safely and securely with Proxibid as the sole provider of online bidding. Proxibid's risk management system is both automated and manual, which provides an extra layer of protection against fraud. On average, 94 percent of all activity is automatically approved through this robust toolset. The remaining activity is either declined or vetted manually by our in-house risk management staff using data provided by key third-party relationships. All that hard work pays off. The Better Business Bureau has recognized Proxibid with an "A" rating and the Proxibid Marketplace has an industry-low, non-pay rate of 0.15 percent.

Using Proxibid as its exclusive provider for just three sales, Historics at Brooklands has seen increases in online sales and online participants as more buyers discover the convenience and security of bidding online in the Marketplace.

"We're thrilled with Proxibid's efforts. We have peace of mind with Proxibid, so we can focus on what we do best – delivering an excellent service to our customers and attention to detail to showcase unique automobiles. We have been delighted with the results Proxibid delivers," said Bridger-Stille.