

NON-RESERVE vs RESERVE AUCTION

WHICH IS RIGHT FOR YOU?

NON- RESERVE

- Most Productive method for selling a car and the purest form of an auction
- Attracts a higher quality bidder, a more motivated bidder, bidders with more money.
- Promotes “head to head” bidding by competing bidders for your car and raises excitement
- Attracts new bidders

RESERVE

- After an analysis of market trends and a vehicles’ auction potential, a realistic reserve amount will be agreed upon based on the current market.
- A reserve should be viewed as a minimum insurance, not a final sale price or goal. Experience shows that lower reserve cars perform better than higher reserve cars in relation to their overall value.
- Lower reserves increase the probability of a quality sale
- The sooner that a reserve is met, the better a car will perform on the auction.

