

ADESA[®] *Simulcast*

REMOTE SELLER USER GUIDE

ADESA[®].COM

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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.com/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 .

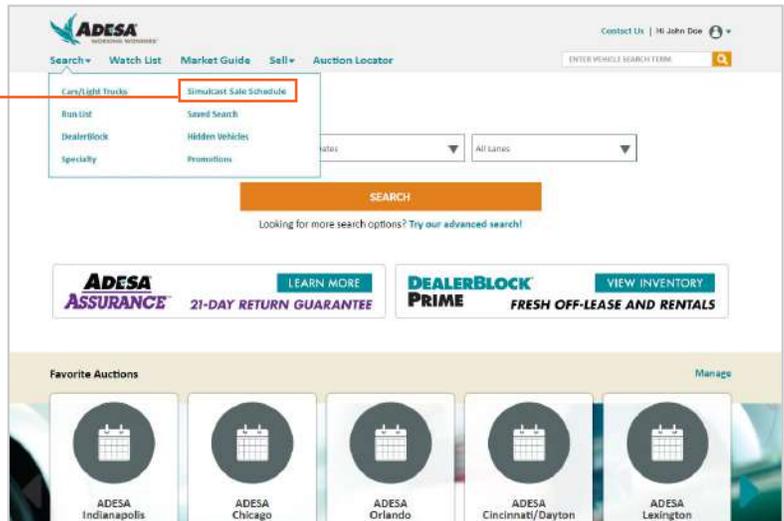
You need to be enabled as a seller to use this feature. Contact your ADESA sales representative to receive permissions needed to join a sale. Allow 5-7 business days for permissions to be granted. Once permissions are granted, log in to ADESA.com to join a sale.

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JOINING A SALE

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



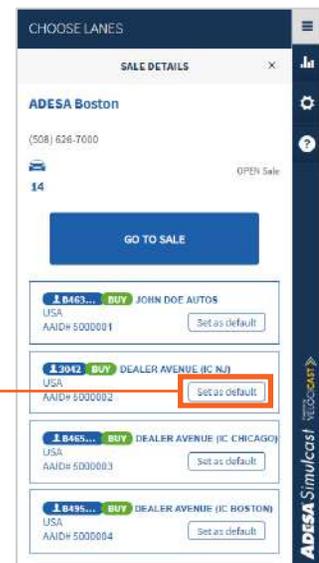
2. The Sale Schedule will appear, select **JOIN** for any current sale. This will automatically launch the ADESA Simulcast bidding experience.

The screenshot shows the ADESA Simulcast search results page. A table lists various sales with columns for 'LOCATION/LANE', 'CONSIGNOR', 'SALE DATE', 'SALE TYPE', 'INVENTORY', 'WATCHES', 'AUTOBIDS', and 'CURRENT'. The 'JOIN' button is highlighted in a red box for the 'ADESA Dallas Lane D' entry.

LOCATION/LANE	CONSIGNOR	SALE DATE	SALE TYPE	INVENTORY	WATCHES	AUTOBIDS	CURRENT
ADESA Dallas Lane A	ADESA Consignment ADESA OPEN FLEET & LEASE CONSIGNORS	09/07/18 3:15 PM EST	Open	107	4		
ADESA Dallas Lane D	Dealer Avenue DEALER AVENUE	09/07/18 3:00 PM EST	Open	115	2	2	JOIN
ADESA Dallas Lane A	ADESA IN-OPS ADESA IN-OPS	09/07/18 2:30 PM EST	Open	27			JOIN
ADESA Dallas Lane B	ADESA IN-OPS ADESA IN-OPS	09/07/18 2:30 PM EST	Open	7			JOIN
ADESA Dallas Lane C	Dealer Avenue	09/07/18	Open	109			JOIN

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

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.

VEHICLE LIST #4DEF56GH789

- #3 - 2019 NISSAN LEAF SV Gold **SOLD** \$25,600
VIN: 1ABC234DEF56GH789 15,203 MI
- #4 - 2017 DODGE JOURNEY SXT Blue **SOLD** \$22,100
VIN: 1ABC234DEF56GH789 47,516 MI

Vehicle List:

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

CHAT

Chat with the Block Clerk/Auctioneer:

Enter your questions and get responses in real-time as the vehicle crosses the block.

#1 - 2017 NISSAN FRONTIER S

Scannable VINS:

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

Announcements:

Announcements:

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

REPORTS

Watches & Pre bids Purchased Reported Items

Report type Summary

Date 12/06/2019 Auction ADESA Boston (57 Items) Lane Lane B (40 Items)

SUMMARY REPORT

SALES

SOLD	19 of 40	47.5%	\$494,990	AVG SOLD AMOUNT	\$24,947
IF DEALS	2 of 40	5.0%	---	AVG GRADE ALL ITEMS	4.4
NO SOLD	4 of 40	10.0%	---	AVG GRADE SOLD ITEMS	4.4

SOLD PRICING

AVG SOLD RESERVE	\$23,135	AVG GUIDEBOOK	\$20,543
AVG OVER/UNDER RESERVE	100.0%	AVG OVER/UNDER GUIDEBOOK	100.0%

GUIDEBOOK PRICING

MODEL SUMMARY

Model	% Sold	Items	Min	Max	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	1	4.2	\$33,343	\$33,500	\$37,200	13.0%
2017 CHEVROLET SILVERADO 1500 (1 TRIM)	0.0%	1	1	0	0	---	---	---	---	---
2017 CHEVROLET SILVERADO 1500 (2 TRIM)	0.0%	1	1	0	0	---	---	---	---	---
2018 CHEVROLET SILVERADO 3500 (1 TRIM)	100.0%	1	1	1	1	3.8	\$43,000	\$43,000	same	---
2018 CHEVROLET SILVERADO 3500 (2 TRIMS)	100.0%	2	1	2	2	4.0	\$18,300	\$16,900	-9.3%	---
2017 DODGE JOURNEY (1 TRIM)	100.0%	1	1	1	1	4.2	\$12,000	\$22,100	84.2%	---
2018 FORD EXPLORER (1 TRIM)	0.0%	1	1	0	0	---	---	---	---	---
2018 FORD F250 S/D (1 TRIM)	100.0%	1	1	1	1	4.0	\$12,000	\$20,100	67.5%	---
2018 FORD F250 S/D (1 TRIM)	0.0%	1	1	0	0	---	---	---	---	---
2017 FORD F350SD (1 TRIM)	100.0%	1	1	1	1	---	---	\$22,500	---	---
2018 FORD FUSION (1 TRIM)	0.0%	1	0	0	0	---	---	---	---	---
2018 FORD 5-D-C (1 TRIMS)	50.0%	2	1	1	1	4.1	\$70,230	\$77,000	10.0%	---
2018 FORD T200 VANS (1 TRIM)	100.0%	1	1	1	1	4.2	\$30,324	\$35,000	15.4%	---
2017 FORD T200 VANS (1 TRIMS)	50.0%	2	1	1	1	4.1	\$12,000	\$10,900	-9.2%	---
2018 FORD T200 VANS (1 TRIM)	100.0%	1	1	1	1	4.1	\$12,000	\$13,900	15.8%	---

VEHICLE LIST #4DEF56GH789

- #3 - 2019 NISSAN LEAF SV Gold **SOLD** \$25,600
VIN: 1ABC234DEF56GH789 15,203 MI
- #4 - 2017 DODGE JOURNEY SXT Blue **SOLD** \$22,100
VIN: 1ABC234DEF56GH789 47,516 MI
- #5 - 2017 FORD TRANSIT CONNECT SXT Silver **OFFER** \$23,500
VIN: 1ABC234DEF56GH789 17,386 MI
- #6 - 2018 HONDA SANTA FE EX-L Black **RESERVE** \$23,000
VIN: 1ABC234DEF56GH789 31,206 MI
- #7 - 2017 CHEVROLET SILVERADO 3500 (1 TRIM) Micon **OFFER** \$38,000
VIN: 1ABC234DEF56GH789 25,240 MI
- #8 - 2018 FORD F250 S/D LARIAT Purple **SOLD** \$20,100
VIN: 1ABC234DEF56GH789 14,730 MI
- #9 - 2018 RAM 1500 SPORT Purple **SOLD** \$35,500
VIN: 1ABC234DEF56GH789 18,706 MI
- #10 - 2018 GMC SIERRA 2500 HT Maroon **SOLD** \$37,300
VIN: 1ABC234DEF56GH789 13,320 MI
- #11 - 2017 KIA FORTE EX Beige **RESERVE** \$20,000
VIN: 1ABC234DEF56GH789 38,200 MI
- #12 - 2017 FORD T350 VANS Orange **SOLD** \$19,000
VIN: 1ABC234DEF56GH789 48,613 MI
- #13 - 2018 HONDA SANTA FE LIMITED (1 TRIMS) White **SOLD** \$37,000
VIN: 1ABC234DEF56GH789 24,003 MI

CHAT

Me - Go all the way!

Me - Need \$1,000 more (\$34,800)

Announcements:

RECONSTRUCTED

Notes:

#1 - 2017 NISSAN FRONTIER S

Current Bid 127.5%
\$15,300
Reserve \$12,000

Online Bidders 5/7 Watch Count 2

SELL MORE PASS

Reserve \$12,000
Guide \$11,500
AMG NAT AVERAGE \$11,093

MODEL AVG THIS ITEM
Grade - + 4.6
Miles - + 45,642
Sold (-) - + \$25,200

4.6 AutoGrade
45,642 mi
Reserve \$12,000

★ REP

Repped Vehicle Icons:

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

Car, Wrench, Camera icons

More Information Icons:

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

MANAGING YOUR LANES

Lane Navigation Menu

 Add lanes at any time by opening the lane navigation menu.

Lane View Options:

 Select small square for “mini bidder” view.

 Select larger rectangle for wide and narrow view.

 Switch/swap from mini bidder view to a wider view by clicking the arrows icon.



Audio/Video Options:

Toggle by selecting the icons in the top of the larger views. The yellow bar indicates the lane where audio is playing.

Test your online connection for audio/video: visit <https://adesa.velocicast.io/conn-test>

ADESA Simulcast is FLEXIBLE

- Join an unlimited number of lanes
- You choose how to view your lanes
- Use multiple screens

The screenshot displays the ADESA Simulcast interface with several components:

- CHOOSE LANES:** A sidebar menu on the left with three lanes: LANE A (TEST EVENT ONLY), LANE B (TEST EVENT ONLY), and LANE C (ADESA CONSIGNMENT). Each lane has a small square icon for the "mini bidder" view and a larger rectangle icon for the "wide lane view".
- REPORTS:** A central panel showing a "SUMMARY REPORT" for "ADESA Boston" on "12/06/2018". It includes sections for "SALES", "AVERAGES", and "GUIDEBOOK PRICING".
- VEHICLE LIST:** A table at the bottom left listing various vehicles with columns for Model, % Sold, Price, Mileage, and more.
- VEHICLE DETAILS:** A large panel on the right showing details for a specific vehicle, including a current bid of \$15,300, a reserve of \$12,000, and a "SELL MORE PASS" button.
- SALE SUMMARY:** A panel on the far right showing overall statistics like "DEALER AVERAGE", "SALE AVG", and "MARGINS".

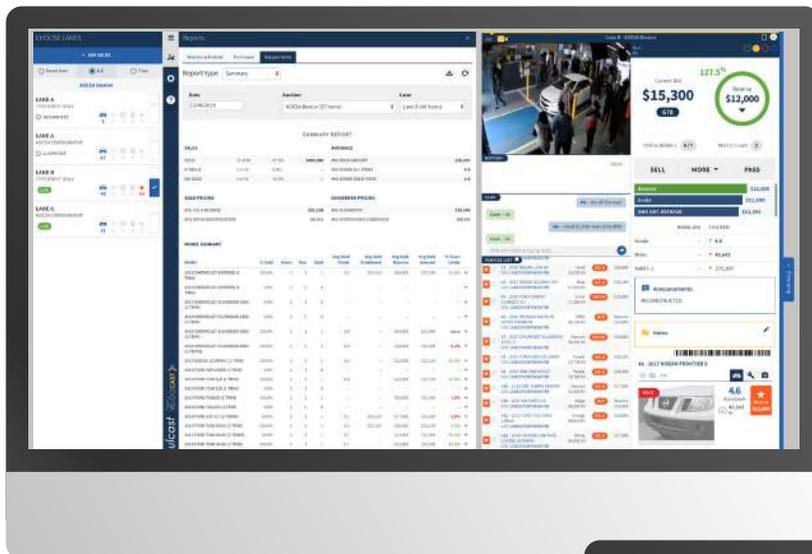
Zoom Your View:

From your keyboard, hold down **Ctrl** (or **Command** if on a Mac) and + at the same time to enlarge or – to shrink your screen view.

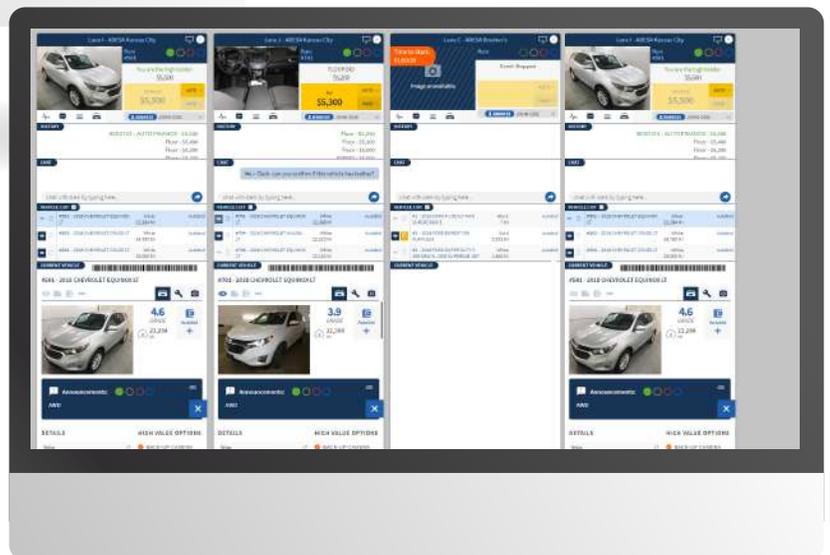
USING MULTIPLE MONITORS

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 displays the ADESA Simulcast interface. On the left, there's a 'CHOOSE LANES' sidebar with options for Lane A, B, and G. The main area shows a 'Reports' section with a 'Summary Report' for 'ADESA Boston (57 items)' in 'Lane B (40 items)'. The report includes sections for SALES, AVERAGES, SOLD PRICING, and GUIDEBOOK PRICING. Below this is a 'MODEL SUMMARY' table with columns for Model, % Sold, Items, Run, Sold, Avg Sold Grade, Avg Sold Guidebook, Avg Sold Reserve, Avg Sold Amount, and % Over/Under.

On the right, there's a 'Lane B - ADESA Boston' bidding page for a '2017 HYUNDAI ELANTRA SE'. It shows a current bid of \$15,300 and a reserve of \$12,000. A drop-down arrow icon is highlighted in an orange box. Below the bidding page is a 'VEHICLE LIST' table with columns for Item, Year, Make, Model, Color, Mileage, and Price. A 'RESERVE' button is highlighted in an orange box next to the '2017 HYUNDAI ELANTRA SE' entry.

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

The modal form shows the 'RESERVE' field for 'Run: #8' and '2017 HYUNDAI ELANTRA SE'. It includes a 'cancel' button and a 'save' button. Below the form is a small input field with a mobile phone icon.

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
Reserve	+ \$100	+ \$200
Guide		
AMG NAT. AV	+ \$300	+ \$500
	+ \$1000	+ \$1500
Grade	more amount... ✓	
Miles	OFFER	
Sold (--)		

Current Bid: \$15,300 (678)

Reserve: \$12,000

127.5%

Online Bidders: 6/7 | Watch Count: 2

SELL MORE ▾ PASS

Reserve: \$12,000

Guide: \$11,500

AMG NAT. AVERAGE: \$11,093

MODEL AVG THIS ITEM

Grade: 4.6

Miles: 45,642

Sold (-): \$15,300

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.

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.

CSA Boston

Current Bid 127.5% Reserve \$12,000

678

Online Bidders 677 Watch Count 2

SELL MORE PASS

Reserve \$12,000

Guide \$11,500

AMG NAT. AVERAGE \$11,093

	MODEL AVG	THIS ITEM
Grade	--	↑ 4.6
Miles	--	↑ 45,642
Sold (-)	--	↑ \$15,300

Announcements: RECONSTRUCTED

Notes:

#1 - 2017 NISSAN FRONTIER S

SOLD 4.6 AutoGrade 45,642 mi Reserve \$12,000

Announcements: RECONSTRUCTED

DETAILS EQUIPMENT

Trim 5 2 PASSENGER

Sale Summary DEALER AVENUE Sync

63% SALE AVG

25 of 40

Reserve 125.8%

Guide Book 133.0%

Grade 4.1

Miles 27,208

Price \$17,075

19 SOLD: 76.0% Total: \$494,900 AVG: \$26,047

2 IF: 8.0% Total: \$41,000 AVG: \$20,500

4 PASSED: 16.0% \$72,000

Margins AVG: +\$5,233 TOTAL: +\$109,900

Online Activity 6 of 7

Floor Activity Floor Bids 83 Floor Purchases 0

Online Bids 324 Online Purchases 21

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.



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.

The screenshot shows the 'User Preferences' window with the following settings:

- 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

The gear icon in the navigation menu is highlighted with an orange box, and lines connect it to the text instructions on the left.

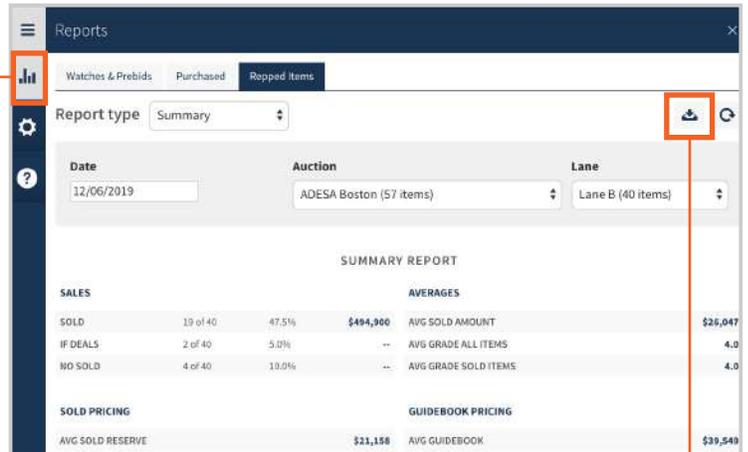
REVIEWING REPORTS



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.



QUESTIONS?

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