

# YOUR OWN MARKETPLACE FOR HIGH MARGINS

– The AlphaSalessystem  
keeps you in the driver's seat.

**alphasalessystem**

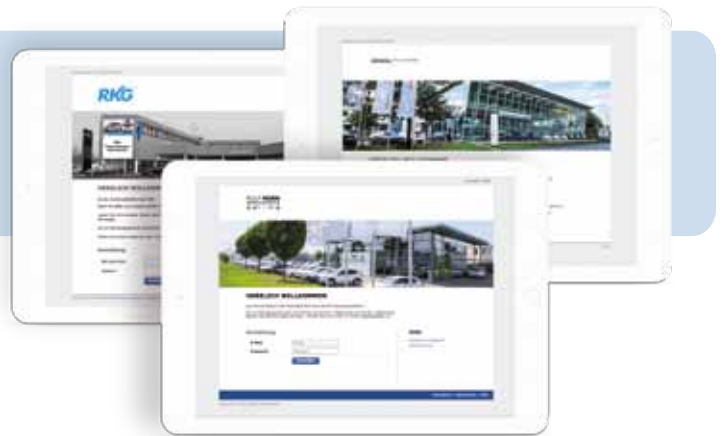
AN ALPHA ONLINE GMBH SERVICE

## Factors ensuring a successful resale business

- ⊕ Short turnover time
- ⊕ Adequate resources
- ⊕ Transparent sales
- ⊕ Minimal marketing costs
- ⊕ Use of the right sales channels

## Our solution – Successful sales by using your own marketplace!

We provide an easy to implement online auction platform for your dedicated resale business.



## The benefits are obvious

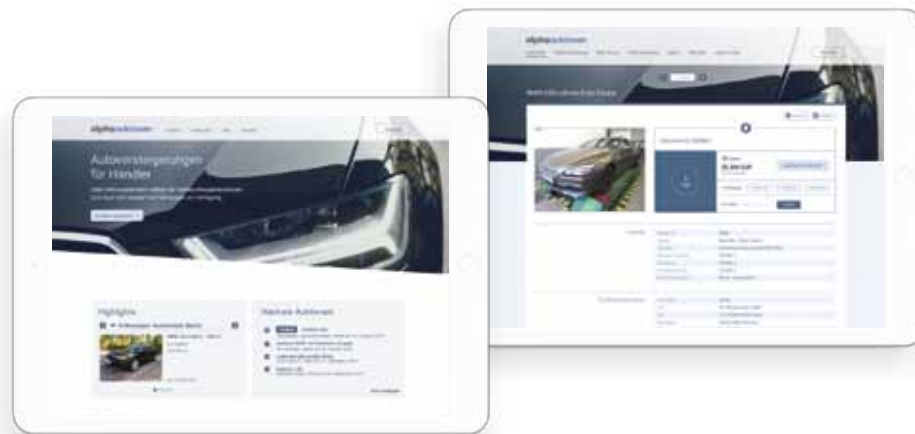
- ⊕ Margin optimisation
- ⊕ High turnover rate
- ⊕ Process reliability and audit-proof operations
- ⊕ Your own corporate design
- ⊕ Easy bidder communication
- ⊕ Demand-driven auction configuration
- ⊕ Recruitment of new resellers
- ⊕ Payment functionality

# Auctions in just three easy steps

1. Simple data import from **AlphaController** or by uploading a CSV file
2. Individual auction settings and automated auction start
3. Extensive options to communicate with your bidders before, during and after the auction

## Your options at a glance

- Individual and bundle auctions
- Premium auctions and bidder groups
- Hotbid phase
- Buy now
- Reserve management
- Fixed fee listings
- Hidden bids
- Community auction

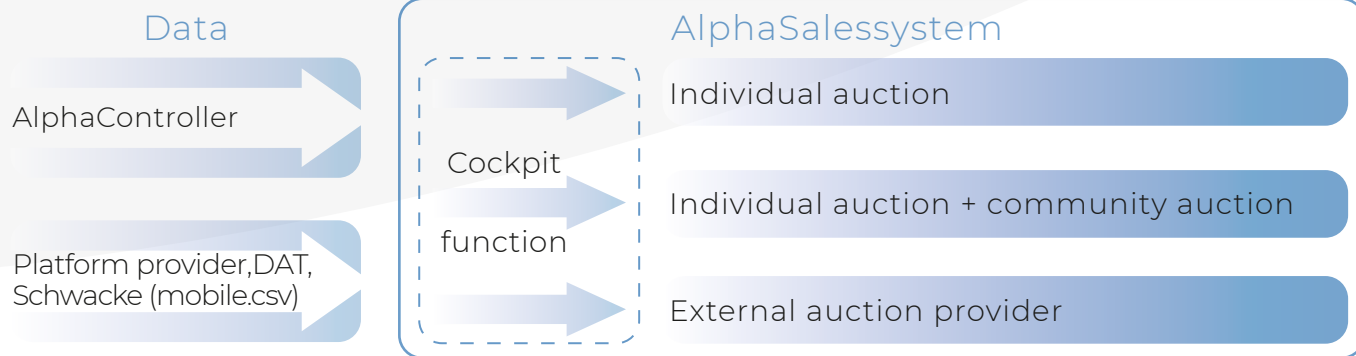


## Community auction add-on

The choice is yours:

- Your platform, your bidders or
- Your platform, expanded group of bidders with additional access to more than 1,000 verified dealers = community auction

# Activate the right sales channel



Use our proven technology, practical customer service and market expertise

## Our references

- 1 million auctioned lots
- 10.000 satisfied dealers and customers
- 17 years of market experience

DAIMLER Die Drehscheibe · Audi eAuktion

DAIMLER TruckStore · Rheinische Kraftwagengesellschaft · BMW Hans Brandenburg · Beresa · Rolf Horn · Kuhn & Witte · Autohaus König · Erkner-Gruppe · Autohaus Ostmann · Glinicke Gruppe Volkswagen Automobile Berlin · Tölke und Fischer · Autohaus Heisig · and many more

## Last but not least, attractive pricing

! EUR 20 listing fee  
for sellers

or

! EUR 0 for sellers

No costs for buyers

Buyers bear the cost:  
EUR 49 fixed additional fee

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