

HOW TO CONSIGN TO THE OPENBOOK LANE

Guidelines for Success

Place yourself in prospective buyer's shoes. In that light, please represent your vehicle as you would want it represented if you were the buyer.

Don't exaggerate! Misrepresenting your vehicle's condition is self-defeating for your long-term reputation and success as a seller – and adds risk for costly arbitration and transportation.

Be realistic! Dealers that price vehicles appropriately for a wholesale environment will find the greatest long-term success and have better access to premium run numbers.

Consign early with good pictures! Help us maximize exposure to our wholesale buyers.

With your cooperation, we'll do all we can to get you every dollar we can, while striving to ensure fair transactions for these "sight unseen" transactions for all parties involved.

Step 1 – Select vehicles

Identify vehicles on your lot that are clean to extra clean (Pipeline Preferred). To build this sale, we are currently only accepting consignment that would be widely accepted as being Frontline Ready. For further information, click on the "Pipeline Preferred" logo at www.brashersopenbook.com.

Step 2 – Reserve your number

As early as possible, call our sales office at (801) 478-1800 and have us reserve numbers for as many units as you'd like to consign. Please be prepared to give us basic vehicle info along with realistic lows (reserve prices) so we can get your vehicle sold!

Step 3 – Send us a book sheet

Scan and email or send us faxed copies of NADA or KBB booksheets that include wholesale and retail values, that include:

- 17-digit VIN#
- *Accurate* odometer reading
- Exterior Color, Interior Color, Interior Type (Leather, Cloth, etc.)
- Noteworthy Equipment

Step 4 – Provide photos

To provide us with photos of your vehicle, do one of the following:

- 1) Email us a specific link to your website for each consigned vehicle and we will post pictures for you.
- 2) Email your .jpg images to slaa.inventory.pics@brashers.com with the 17-digit VIN# in the subject field.
- 3) Login to AuctionPipeline at <http://www.BrashersOpenBook.com>
 - Go to "My Account" and click on "Reports."
 - Select your Dealership; Brasher's Salt Lake Auto Auction; and a Report Type of "Consignment/Sold Sheet" and click "Fetch Report"
 - Here, you can update vehicle information for numbers that have been pre-registered to you and upload pictures for your vehicles.
- 4) If you use a third party company (i.e., Platinum Dealer Services, Dealer Specialties, etc.) to photograph and distribute data for your inventory, call and authorize them to include us in their automated data feed. Then, contact us and, once setup, your pictures and vehicle options will feed through automatically!