Customer Edition

Website Guide

Ultimate Handbook to Rural America's #1 Unreserved Online Auction Website!

Sell your equipment on BigIron.com Call today! 1-800-937-3558

Scan to visit www.bigiron.com
RURAL CONNECTIONS
With straightforward, efficient buying and selling, we are seamlessly connecting buyers and sellers from all across rural America and beyond.

RESPECTED VALUES
With our honest, safe, and reliable auctions, you can be confident in your decision to buy or sell with BigIron.

REAL DEALS
With our unreserved auctions, at the drop of the hammer everything sells to the highest bidder.

“I was a buyer on BigIron before I was a seller, and was always impressed with their professionalism and service.”

--Ron Buttenhoff, Lincoln, KS
BigIron Website Guide

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Introduction

The BigIron website works seamlessly on all platforms – from desktop computers to tablets or phones. Customers use their bidder number or email, along with their password, to log into the site. New visitors will need to complete registration process to setup their account and receive their login information. In either case, once registered, customers will instantly be able to enjoy all of the features of the BigIron website.

Exciting features include:

• Bidding activity will automatically update so customers don’t have to refresh to see the most current bids.
• Website design is easier to use on mobile phones and tablets.
• Browsing and searching options to find equipment – search by keyword (including zipcode), category, make or state and even narrow results further with a new ‘refine by’ option.
• Watched Items list allows customers to keep an eye on items they’re interested in and quickly get to the items they have placed bids on. The Watch List is available on all devices and on the mobile app.
• Invoices and settlements statements are available on the customer’s “Your Account” page.
• Sales tax can be automatically removed from invoices if the customer has provided required certificates.

Usernames

Q: What is my BigIron username?
A: The website auto generates usernames when you register for a BigIron account. You can use the username to sign in instead of your email address or bidder number. Once you log in, your username is visible in the title bar. To change your username, click on your user name in the title bar. This will take you to the Your Account page where you can change your username.
Easy Navigation

Home Page
Upcoming auctions are listed on the home page. From here customers can click the date or title (in blue) to view items on that particular auction. They can also see the number of items on that auction, when items begin closing, as well as the featured sellers.

Customer Menu
Located from the black top bar, customers can register, sign in, access their account information, or go to the Help Center page.

Browsing Menu
From the browsing menu, customers can search by keyword, view upcoming auctions browse categories to search for a specific type of equipment, and see results from past auctions.

Footer Menu
From the footer menu (located at the bottom of the page), customers can access links to info about selling on BigIron, shipping costs from transportation companies, tutorials and answers to frequently asked questions, view terms & conditions, career opportunities, testimonials, buying information, and more.
Finding Items - Searching & Browsing

NOTE: Using the Keyword Search or Browse Categories features from the home page will search or browse ALL upcoming auctions. Navigating to a specific auction and then using Keyword Search or Browse Categories feature will only show items from that specific auction.

Keyword Search
Locate the search bar towards the top of the screen. Click where it says "Search here" and type in one to a few words that summarize what you are looking for. Click the yellow button with the magnifying glass to search.

Browse By Auction
From the browsing menu, click "UPCOMING AUCTIONS" to open the Auctions menu. Select a desired auction or click "View All Upcoming" for the complete list of upcoming auctions.

Browse By Category
From the browsing menu, click "CATEGORIES" to open the Categories menu. Select a category or click "View All" for a more complete list of categories to choose from.

Refine By
On a desktop, customers have a "REFINE BY" option on the left of their screen (Hint: They may have to scroll down to see it). Use the Refine By to narrow search results by Location, Industry, Category, Make, State, Seller, Auction, Year, Miles, etc.

- Clicking on a box will automatically refine the list (no need to click on the refine icon)
- When clicking 'View More' under a Refining section, 12 of the most frequently used options will show

Keyword Search Qualifiers
To alter how the website searches for keywords, customers can pick from three qualifiers to narrow or broaden your search. Choose between ‘Any of the words’, ‘All of the words’, and ‘Exact phrase’.
Auction Results

Customers can browse either all auction results or the results of an individual auction. From the home page, click on ‘AUCTION RESULTS’ in the left side bar and click on an individual auction or click 'View All Past' on the bottom of the list. After making a selection, customers can begin searching by category or by using the keyword search.

Browsing Auction Results by Categories
After navigating to a page of auction results, click on ‘CATEGORIES’ from the left side bar. A list of all categories will appear to click and browse.

(Note: To ensure you are browsing auction results, look for the “AUCTION RESULTS” banner by the page heading.)

Searching Auction Results by Keyword
After navigating to a page of auction results, locate the keyword search box at the top left of the page. Select a qualifier from the options above the text box (‘Any of the words’, ‘All of the words’, or ‘Exact phrase’). Then type the keywords to search and click the yellow button with the search icon.
Q: How do I find items located near my area?
A: By keyword search - From the home page, type your zip code in the keyword search and submit for items in a 500 mile radius around your zip code. In the Refine By options, you can change the mile radius for your search.

Q: How do I find a specific piece of equipment?
A: Several Ways -

By keyword search - Select your qualifier first (above the search text box), and then type 1-3 words in the keyword search that summarize what you’re looking for. You can narrow your search results by using the Refine By options. (Note: Using the keyword search from the home page searches items on ALL upcoming auctions. Using the keyword search from within a specific auction page searches items within that auction only.)

By category - Open the Browse Categories menu and select View All Categories. At the bottom of the page you have the option to choose a state to view all items within that state. (Note: Using the Browse Categories from the home page searches items on ALL upcoming auctions. Using the Browse Categories from within a specific auction page searches items within that auction only.)

By refining - Refine By options are available within auctions, categories, and within keyword search results. The Refine By options allow you to narrow the items by Location, Industry, Category, Make,

Q: How do I see all items a seller has? Or find items from a specific seller?
A: Several Ways -
On an item’s detail page, there is a link towards the top “More from this seller”. Clicking this link will open all items that seller has on that particular auction.

By keyword search - From the home page, type the seller’s name in the keyword search and submit for a list of items associated with that name. (Note: Have your qualifiers set to ‘Exact phrase’ and search both the first and last name to get more accurate search results.)
**Bidding**

**Acknowledging Changes**
After a customer clicks the 'Bid' button, the bidding box appears and the customer may be alerted to acknowledge changes to the item's description. They must acknowledge these changes before they will be allowed to place a bid.

**Before You Place Your Bid - This item's description has been updated. Please review and indicate you are aware of the changes to this listing.**

- [ ] I Acknowledge the Change(s)

**Placing Bids**

**Q: What is the difference between placing a Hard (one-time) Bid and setting a Max Bid?**

**A: Max Bid -** The defaults on BigIron will have you set a Max Bid. You will enter the maximum dollar amount you would bid on that item, and then click the 'SUBMIT' button. The system will place bids on your behalf up to that maximum amount you set. As other bids are placed on that item, your bid raises only as high as necessary to make you the current high bidder. If bidding ends below your maximum, you only pay the amount of the last bid.

**Hard Bid -** To place a Hard (one-time) Bid, enter the amount desired in the bid box, uncheck the Max Bid option, and then click the 'SUBMIT' button.
Bidding Feedback

Q: How can I tell if I am the high bidder or not?
A: After you have bid on an item, there will be several ways to tell if you have the high bid or if you were outbid. If you are the high bidder, a message will appear on the screen for 15-30 seconds and the current price banner over the item photo will be green. It will be red if you were outbid. You can also view the bid history by click the # Bids link on that item and see if your bidder number and state is at the top with the current bid amount.

Winning
A message will appear (in green) - “You have the highest bid.”
The item will pulse with a green glow.
The current high bidder’s state abbreviation will show (in green) next to the ‘Current Bid’ price.
The current bid price banner will turn green.

Outbid
A message will appear (in red) - “You were outbid!”
The item will pulse with a red glow.
The current high bidder’s state abbreviation will show (in red) next to the ‘Current Bid’ price.
The current bid price banner will turn red.

Bid History
To view bid history, click the link that shows the number of bids an item has. The list of bids will expand below the item. The most recent bid will be showing at the top of the list. The customer may have to scroll to see to the bottom of the list.
Adding Items

Q: How do I add items I'm interested in on my Watched List?
A: Any item you bid on will automatically be added to Your Watched list. To add other items to your Watch List, locate and click the Watch + at the top right of the item's description to add to Your Watched List. After clicking, the Watch + will change to Watched.

Viewing Your Watched List

Q: How can I find my Watched List?
A: On a desktop, Your Watched items appear on the left side of your screen. On a tablet or phone, Your Watched List is accessible from the collapsible menu at the top right of the screen.

The Watched List is also available on the mobile app. After adding items to your Watched List, you can access them easily on any device, anywhere.
Finding & Sorting Your Watched List

Q: How do I find items on my Watched List?
A: On Your Watched page, sort your list by Sale Time or Recently Added, or show Active or Inactive Items, to help you locate specific items.

Finding Older Items on Watched List

Q: Can I still find items after I cleared them from my Watched List?
A: When you’re on the Watched List page, you can click on the link at the top of the page ‘View Older Watched Items’ and a list of older/cleared Watched Items will appear.
Your Account

Changing Your Profile
Customers can edit and change their personal information by going to the Account page (accessed from the top black menu bar) and selecting options shown in the list of links in the Profile section.

Messages
Notifications about important information regarding a customer's account will appear in their Messages box. Messages alert customers when their bidder number is approved, or remind them they need to verify their email or phone number.

Buying and Selling Activity
Links at the bottom of the Account page give customer's access to view their bid on and watched items, their invoices, items they are selling or sold, and settlements.
Your Account (cont.)

Your Invoices
Clicking ‘View Your Invoices’ at the bottom of Your Account page will bring up a list of that customer’s invoices. On Auction Day, an invoice will be available online approximately one hour after the entire auction closes. Once available, customers will receive an email with a link to open the invoice online.

Your Settlements
Clicking ‘View Your Settlements’ at the bottom of Your Account page will bring up a list of that customer’s settlement statements. On Auction Day, the settlement will be available online approximately one hour after the entire auction closes. Once available, customers will receive an email with a link to open the settlement online.

Unpaid invoices are indicated with the red ***ITEM NOT PAID***
Payment codes can be matched up with the payment codes on the buyer’s invoice.

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Your Invoices
Thank you for using BigIron Online Auctions. If you have any questions, please contact our office at 1-800-937-3558. Click here to less storage and commission payable to me. Removal shall be at the expense, liability and risk of the buyer.

Your Settlements
Click here for Credit Card Payment Information. Click here for Wiring Instructions. *** International transactions must be paid via wire transfer ***

Payment Is Due Within 48 Hours Following The Auction.

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Unpaid Invoice
Payment is Due Within 48 Hours Following The Auction.
Payment must be in US Funds, acceptable forms of payment must be accompanied with a bank letter of good standing. Please refer to echeck payments to Demoresales@bigiron.com.

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Paid Invoice
Now has a payment code

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BigIron Website Guide - Your Account
Buying with BigIron is always straightforward and efficient.

UNRESERVED
Our auctions are ALWAYS unreserved - every item sells to the highest bidder.

NO BUYER FEES
BigIron doesn't believe in charging our customers to buy on BigIron.

AUCTIONS WEEKLY
Auctions close every Wednesday, but bidding is open several weeks prior.

Take advantage of our proven selling system.

UNRESERVED
No reserves ensure maximum buyer interest to get your market prices.

FULL SERVICE
From listing to payment, we handle it all and give you the check.

GLOBAL MARKETING
We maximize reach with our specialized targeted marketing approach.

Ready to register for a BigIron bidder number?

Go to www.bigiron.com/Register to apply for a bidder number.

BigIron Auction Professionals are available to help you with your selling needs. Call today!

1-800-937-3558

www.bigiron.com