# BIG ION RURAL CONNECTIONS RESPECTED VALUES REAL DEALS

Biglron

Jul 19, 2017

Jul 26, 2017

TURED SELLEDS .

FEATURED SELLERS -

Begin Closing at Jul 19 10:00 AM CDT. View Categories

hs Begin Closing at Jul 26 10:00 AM CDT. View Categorie

our equipment with **BigIron** Click here to contact your area rep!

==

# Customer Edition **WEBSITE** GUIDE

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



Scan to visit www.bigiron.com Sell your equipment on BigIron.com Call today! 1-800-937-3558



# RURAL CONNECTIONS RESPECTED VALUES REAL DEALS

# What can you expect from BigIron Auctions?

BigIron is the one and only online auction company started by farmers, which replicates that kind of integrity on a digital platform, for our agriculture, construction, transportation and utility customers.

## **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



www.bigiron.com

# **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 Biglron 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.

Bigiron - GO TO HOME PAGE		Your Account: jsmith1   Help   Sign Out   Suggestions 🖓 Capture 🗿
Any of the words	Home > Your Account	
Search Q	Your Account	
UPCOMING AUCTIONS	Profile	
BROWSE CATEGORIES	Username: jsmit Bidder Number:	th1 Forgot Your Password? Change Profile Picture
AUCTION RESULTS	Name:	Change Contact Information Change Password
YOUR WATCHED - 4+	Email: Primary:	Change Email Address Change Username Change Alert Options and Privacy
2003 John Deere 9650 STS 2WD           Combine           \$15,500           ID# DB2818           5d 9h 44m		Change User Options View Public Profile



#### **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.

#### **Desktop View**



Mobile Phone and Tablet View - Click the line menu button to open and close this menu



#### **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.



Mobile Phone and Tablet View Click the line menu button to open and close this menu

BigIrc	n NS	
Sign In		
Register		
Help		
Upcoming	Auctions	
Categories	~	
Auction Re	sults	
Suggestion	is 🖓	
Capture		

#### **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.

customer.service@bigiron.com 1-800-937-3558	BUYING & SELLING Sell Your Equipment Buying Information Testimonials Shipping Purchases Land for Sale Onsite Auction Results	CUSTOMER SUPPORT FAQ & Tutorials Contact Support Team Terms & Conditions Privacy Policy Suggestion Box	COMPANY INFO About BigIron Management Team Employment Business Opportunities Calendar	SOCIAL MEDIA BigIron Buzz-Company Blog
--	--	---	--	---

#### FEATURED SELLER VIEWS

View the featured sellers as a grid list with photos, a text list, or a photo carousel (shown).

# Sinding 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 Qualifiers**

All of the words

May 31, 2017

Jun 7, 2017

Jun 14, 2017 Jun 21, 2017

Jun 28, 2017

**View All Upcoming** 

BROWSE CATEGORIES >

AUCTION RESULTS >

Jul 5, 2017

UPCOMING AUCTIONS -

Search

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'.

#### 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.

#### Auction Results -

#### **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 Q)
- When clicking 'View More' under a Refining section, 12 of the most frequently used options will show



# **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.

AUCTION RESULTS -	
May 24, 2017	
May 17, 2017	
May 10, 2017	
May 03, 2017	
Apr 26, 2017	
Apr 19, 2017	
Apr 12, 2017	
Apr 05, 2017	
Mar 29, 2017	
Mar 22, 2017	
Mar 15, 2017	
Mar 08, 2017	
View All Past	

#### **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.)

Home > Auction Results > Cate	gories		Home > May 03, 2	017 Auction Resu	ults > Categories	
Categories ALL AUCTIO	N RESULTS		Categories	MAY 03, 2017	AUCTION RESULTS	
BROWSE CATEGORIES			BROWSE CATE	GORIES		
View All 🗸 Agricultur	e Construct	tion	View All 🗸	Agriculture	Con	struction
CATEGORY (View All)			CATEGORY (Vie	w All)		
Accessories (176) Air Compressors (Portab (65) Air Compressors (Shop) (213) Air Seeders/Air Carts (108)	Forage Harvesters (Self (69) Forage Headers (218) Forage Wagons (198) Forklifts (369)	Other Other Parts Parts	Accessories (7) Air Compressors ( Air Seeders/Air Ca Anhydrous Ammo	Fl Shop) (2) Fl arts (1) Fl nia Equ (8) Fl	loaters (5) orage Harvesters (Self orage Headers (2) orage Wagons (1)	Other (1) Parts Parts Parts

## 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  $\mathbf{Q}$ .

All of the words	\$
Search	Q

#### 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.

REFINE BY <del>-</del>	
Select your options an X Clear All	d click <i>Refine</i> Refine <b>Q</b>
Near By X Clear	mi
City	
State \$	68660

#### 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.

Bigliron - GO TO HOME PAGE		Help   Sign Out   Sugg	estions 🖓 Capture ဝ
Home > May 31, 2017 > 2014 New Holland SP.365F Self-propelle	d Sprayer	r i	
More from this auction »			More from this seller »
2014 New Holland SP ID# DE2878 Location: St Charles, MO Closing: 5d 11H 22m	2365F Self-propelled Sprayer	Cur	Watch +

**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.*)

Exact phrase	\$
Dustin Edwards	Q





#### **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.



#### **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 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.

\$10,750	2006 Ag-Chem RoGato ID# DH5827 Location: Eaton, CO Auction: Jun 7, 2017 Closing: 12d 11h 3m	D6 Ag-Chem RoGator 874 Self-Propelled Sprayer         DH5827         ation: Eaton, CO         tion: Jun 7, 2017         sing: 12d 11h 3m         13 Bids		
Place Your Bid Enter bid and Submit. Ch Next Bid: \$11,000	eck Max Bid and BigIron will bi	id for you.	×	
\$ 11000	Max Bid	(Places bids up to your max)		
YOUR BID AMOUNT Type bid amount here. By default, the "Next Bid" amo will show.	unt checked by	JM BID OPTION max bid, this box must be checked ing submit. (It should already be y default)	<b>SUBMIT BUTTON</b> After setting bid options, click submit to place the bid.	



#### **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.

	2008 Ag-Chem Terra-Ga ID#AM2312 Location: Oklahoma Closing: 2h 58m	ator 8204 Combi	nation Liquid/Dry Floater Current Bid: \$32,7	Watch + 750 (KS)
\$32,750	You have the highest bid.			BID

#### 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**.

THE C	Blu-Jet AT5000 All Terra	in Injection NH3 Applicator	Watch +
	Location: Lebo, KS Auction: Jun 7, 2017		
Mar All	Closing: 12d 11h 5m	10 Bids	Current Bid \$1,700 (IA)
\$1,700			BID

## **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



Your Watched list.

WATCH ITEM



# 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.

Bigiron - GO TO HOME PAGE				
Any of the words	Home > Your Watched			
Search Q	View Older Watched Items »			
UPCOMING AUCTIONS	Your Watched		× Clear All	
				SORT: Sale Time: Earliest - Latest SHOW: All
BROWSE CATEGORIES	SORT:		SHOW:	×
AUCTION RESULTS	<ul> <li>Sale Time: Earliest - Latest</li> <li>Sale Time: Latest - Earliest</li> <li>Added: Most Recently</li> </ul>		✓ All Active Inactive	
	\$15,500	2003 John Deere 90 ID# DB2818 Location: Bluffton, IN Closing: 5d 10h 30m	550 STS 2WD Con 67 Bids	mbine REMOVE – Current Bid \$15,500 (IL) BID

## **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.

Any of the words	<b>*</b>	Home > Your Watched			
Search	Q	View Older Watched Items »			
UPCOMING AUCTIONS		Your Watched	-		× Clear A
		·		SORT: Sale 1	Time: Earliest - Latest SHOW: A
BROWSE CATEGORIES			2003 John Deere 9	650 STS 2WD Combine	REMOVE -
AUCTION RESULTS			ID# DB2818		
			Closing: 5d 10h 19m	67 Bids	Current Bid \$15,500 (II
					BID



#### **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.

#### **Your Account**

Profile



Username: joebidder1 Bidder Number: 164671 Name: Joe Bidder Company: BigIron Email: joe.bidder@bigiron.com Primary: 402-678-2411 Address: PO Box 266 Forgot Your Password? Change Profile Picture Change Contact Information Change Password Change Email Address Change Username Change Alert Options and Privacy Change User Options View Public Profile

#### 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.

#### Messages

Please verify your phone number by clicking here.	HIDE
Congratulations! Your bidder application has been approved. Your bidder number is 164671.	HIDE
SHOW ALL	

#### **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.

**Bidding & Buying** View Your Watched Items View Items You Have Bid On View Your Invoices **Selling** View Your Selling And Sold Items View Your Settlements



### **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.





Now has a payment code

## **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 items are indicated with the red \*\*\*ITEM NOT PAID\*\*\*

Payment codes can be matched up with the payment codes on the buyer's invoice.





# AGRICUTURE CONSTRUCTION TRANSPORTATION

# Why buy and sell on BigIron.com?

# **Buying with Biglron 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.

Ready to register for a Biglron bidder number?

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

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.

BigIron Auction Professionals are available to help you with your selling needs. Call today! 1-800-937-3558



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