



## **MEDIA KIT**

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## Fact Sheet

<b>Company:</b>	<b>Auction it TODAY®</b>	<b>Employees:</b>	16
<b>Owner:</b>	John Hoose	<b>Headquarters:</b>	Brighton, Michigan
<b>Founded:</b>	May 1, 2004	<b>Franchises:</b>	100 Worldwide and Counting

Founded in 2004 in Brighton, Michigan to tap the immense, online auction market, **Auction it TODAY** ([www.auctionittoday.com](http://www.auctionittoday.com)) is a full-service, eBay drop-off store where we consign and sell items for the local community on eBay. Our drop-off stores specialize in new merchandise, overstock, returns, stale inventory, big-ticket items, business liquidations, charity events, and even estate sales. It takes the average person nearly two hours to list an item on eBay, and most buyers do not want to expose their personal information online, so we remove the risk and take care of this entire, time-consuming process.

*And we can sell just about anything – from small collectibles and antiques to cars, airplanes and real estate – No item is too big or too small!* We also offer franchisees and small-business owners the opportunity to run a global business on a local level with minimal overhead and maximum, franchise-support and training.

### Mission

Our mission is to provide worldwide business owners with the ability to quickly and easily earn additional revenues, liquidate inventory, offer customers new services, and increase traffic flow with high-quality training, minimal overhead, and the personal support and integrity necessary for success.

### Vision

By using an aggressive growth strategy and providing a high-quality, cost-effective, global business on a local level, **Auction it TODAY** strives to become the number one drop-off store in the world.

### How Our Process Works

At **Auction it TODAY**, we:

1. Receive items from the public at one of our local stores (or pick-up large items in quantity or size)
2. Inspect items and determine the approximate value and acceptability for sale
3. Research items and build proper eBay descriptions
4. Take professional photographs of items for maximum exposure
5. Create descriptive listings for a seven-day posting on eBay
6. Monitor the item-auction from start to finish on eBay
7. Process payments from buyers (without posting the seller's personal information)
8. Securely pack and ship the items
9. Charge a commission based on the selling price and subtract any eBay fees (if items do not sell, the seller can pick them up, or we'll donate them to charity)
10. Confirm item delivery and pay the seller

### Why eBay?

eBay currently has nearly 181 million registered users in over 150 countries and indirectly employs over 500,000 people. And eBay Motors is currently the world's largest auto dealer. Everyone has something that they can sell on eBay from small, every-day items like collectibles, video games and sports equipment all the way to large items like tractors and boats!

## **Auction it TODAY is Unique**

- **One of the Fastest Growing Business Opportunities Available**  
With our aggressive growth strategy, we created 100 **Auction it TODAY** franchises worldwide *in less than one year*.
- **Fraud Guard with Unsurpassed Quality and Value**  
To avoid fraud, we conduct personal interviews with big-item sellers and oversee important transactions from start to finish. And we work directly with franchisees to help them obtain and sell items faster than the competition.
- **Key Sales Strategies**  
We offer several, key selling-strategies and a flexible, commission structure that set us apart from the competition. Plus, we provide all the tools necessary to acquire big-ticket items off-site which comprises a good portion of **Auction it TODAY's** business. We:
  1. Assemble off-site sales forces that actively seek out big-ticket items.
  2. Offer a means for the liquidation of businesses with stale inventory or discontinued product lines.
  3. Assist in liquidation of parts of, or an entire estate.
  4. Coordinate fundraising activities for local charity and non-profit organizations.The source of product is seemingly limitless. And franchise owners receive direct knowledge and important tips on how to tap these, and other, lucrative markets.
- **Kiosks**  
**Auction it TODAY** is the definitive originator of the kiosk concept with the first, stand-alone kiosk and the only, eBay drop-off-store franchise currently using this kiosk service. Now, with very low overhead and limited space, small business owners in the most remote locations can have a global business that provides an additional revenue stream, offers customers new, online-auction services and big-ticket items, and increases traffic flow in less than 30 days.
- **Excellent eBay Reputation**  
Recognized as eBay Power Sellers and members of the eBay Trading Assistants Directory, we exhibit exceptional attention to detail and maintain trust, integrity and the highest auction standards. Our customers can take advantage of the highly-respected **Auction it TODAY** corporate brand reputation.
- **Outstanding Support and Training from Experienced and Knowledgeable Staff**  
Our team consists of professional and experienced eBay auctioneers who know how to maximize the value of every item and provide assistance at all times. We provide in-person, one-on-one training, maintain an entrepreneurial spirit and assign a sales specialist to each account to ensure that our family of stores grows successfully.
- **Latest Technology and Tools**  
We create clean and efficient software applications, update equipment and use the most current and appropriate tools necessary to maximize the value of the items and services we sell.
- **Franchisee Independence**  
**Auction it TODAY** intends to lead the industry based on volume and actively avoids being labeled "big brother" by franchisees. We make it possible to start a franchise without any inventory at all, and our initial fees are competitive to the industry.

Also, our monthly, royalty fees are very reasonable and are calculated at a flat rate to allow hard-working franchisees to keep the money that they earn. And franchisee input is highly valued and used to develop new marketing techniques and operational procedures.

## Services

- **eBay Drop-Off Services for the Public**  
Sell both small and large items quickly and easily. Bring your items into your local **Auction it TODAY** store, and we'll help you make an informed decision about what to sell with an approximate value. And if you have large items or a significant quantity, we can dispatch one of our knowledgeable sales associates to give you the same personalized customer attention that you would receive in our store.



- **Business Liquidations**  
**Auction It TODAY** will help you uncover precious shelf space by liquidating old or excess inventory, discontinued product lines, outdated equipment, unused furniture, and even your entire business.
- **Estate Liquidations**  
Liquidate an entire estate fast. Instead of paying hefty fees to auction companies that only expose your items to the local market, **Auction it TODAY** can handle the entire selling process and get your items exposed to millions of potential buyers. We can help you get cash for antiques and collectibles, appliances, cars, RVs, boats, electronics, furniture, real estate, and more!

### Fund Raisers

If you need to raise money for a charity or non-profit, we can help you reach nearly 181 million buyers in over 150 countries. **Auction it TODAY** stores can serve as a donation drop-off center where people can donate their unused items to your organization. Donors simply specify which charity or fundraising activity they are donating to, and we take care of the rest. We'll sell the donated items on behalf of your charity or non-profit and send a check directly to them once the event ends. Don't use a fundraiser that charges exorbitant prices for inexpensive items. Get more out of your event and give people the opportunity to donate items that they don't even use!

### Franchises

**Auction it TODAY** allows you to own a franchise without investing in inventory and tap into eBay's global, sellers' market. We offer initial and monthly royalty fees lower than all of our major competitors, ongoing support, and the flexibility to make your business yours. We assist you with site selection, lease negotiations, store layout and design, training, the eBay auction software tailored to our business model, marketing, technical support, and much more!

- **Kiosk Services for Business Owners**  
With very low overhead and limited space, now you can have an additional revenue stream, offer customers new, online-auction services and increase traffic flow in less than 30 days.

You will receive personalized training, software and equipment from **Auction it TODAY**. And in less than two weeks, you can use the kiosk service to sell merchandise on eBay that is currently in your retail store, wholesale products, big-ticket and off-site items, and drop-off items from the public.



This store-in-a-store concept of the **Auction it TODAY** kiosk is a simple way to liquidate stale inventory and increase existing cash flow, especially during off-seasons and in remote locations. With the unique, **Auction it TODAY** kiosk system, you receive all the tools you need to be successful!

## Fees

### Seller Commission Fees

Our fee structure is simple, and there are no upfront fees on our standard auctions. Our most basic plan includes a seven-day, professional listing on eBay including a detailed, well researched description and quality photographs. Our standard auction package includes a \$9.99 or a \$19.99 starting bid, with no reserve. If you require a higher minimum purchase price, you may specify a reserve price for an upfront fee of \$20.00. If your item sells, then this \$20.00 will be credited back to you. Fees may vary for reserve prices over \$1,500.00. If you have an item worth over \$1,000.00, we will work with you and often reduce the commission rate!

For any item that sells for less than \$500.00, **Auction it TODAY's** commission is 38%. For any item that sells for \$500.00 and up, **Auction it TODAY's** commission is reduced to only 30%! If you have several items that will sell for over \$500.00, you will receive the reduced 30% rate.

A \$2.50 eBay listing fee will be charged per SOLD item. If an item does not sell with a starting bid of \$19.99 or less, a \$5.00 listing charge will apply. A \$20.00 fee will be charged for items with a reserve price, "Buy It Now," and/or high, minimum bid, which will be refunded if the item sells. (Different charges apply to items listed on eBay motors.)

These fees include eBay Final Value Fees and all PayPal fees, but they DO NOT include shipping, packaging and insurance fees (always paid by the buyer). Sales tax charged where applicable. Unsold items not picked up within 15 days are donated to charity. A cleaning service is available for dirty items for a fee.

### Franchise Fees due at Signing: (10 Year Term)

Individual Unit: \$22,000.00 Full-line Store, \$14,000 Kiosk  
 Kiosk Package: \$ 5,000.00 (kiosk stores only)  
 Royalty Fees: Fixed Monthly Fee: \$1,200.00 (fixed for the entire term of the contract),  
 Kiosks 4% of sales up to a maximum of \$1,200  
 Advertising Fees: Fixed Monthly Fee: \$450.00 Full-line stores,  
 \$100 Kiosks (for national advertising campaign)  
 Renewal: Unlimited 10-year term renewals with the same territory and royalty fees- \$1,000.00  
 Transfer: One-time fee of \$2,500.00 upon approved transfer

<p>Opening Support:</p> <ul style="list-style-type: none"> <li>• Site Selection and Lease Assistance</li> <li>• Store Layout Assistance</li> <li>• Initial Training Program</li> <li>• Operations Manual</li> <li>• Individual Website Set-up Assistance</li> <li>• <b>Auction it TODAY</b> Branded Software</li> </ul>	<p>Ongoing Support:</p> <ul style="list-style-type: none"> <li>• Advertising and Promotion Assistance</li> <li>• Group Pricing Discounts</li> <li>• Personal Attention and Assistance</li> <li>• Access to a Password-Protected Franchise Informational Website</li> <li>• Ongoing Training and Support</li> </ul>
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### Ownership Options:

- Semi-absentee ownership or full-time owner management
- Single-unit franchise
- Area development agreement

Investment Range: Average investment from \$50,000.00 to \$100,000.00 depending on location, equipment and market conditions

Potential franchisees must have effective management and customer service skills and be financially qualified.

## Bios

### John Hoose, President and Founder

A dedicated and aggressive business leader, John Hoose, 42, is the creator of **Auction It TODAY**. When he was only 12 years old, he started working at the local A & W Restaurant in his hometown of Milford, Michigan. Soon, food preparation and service became an obsession. And at age 16, John was employed simultaneously at three different jobs in the restaurant business.

After graduating from Milford High School in 1981, John worked his way up from dishwasher to executive chef for a major restaurant corporation. In his early twenties, he decided to create The Honeydew Café and catering services in Howell, Michigan. And even though restaurants have a significant failure rate in the first year, John's café flourished. Soon, he was serving local dignitaries, politicians, business people, and an overflow of regular customers on a daily basis.



In an effort to expand into a new building, John personally raised \$150,000.00 in investments in only three weeks. He then spent hours renovating a new space and opened the larger restaurant in just two months. As the café gained popularity, John also expanded his catering business, serving the governor and large corporations like General Motors. Seven years later, John's restaurant reached capacity with four stories of space, two bars, seating for 200 people, and 185 employees. But after working extensive overtime for so many years, John decided he wanted a lifestyle change and sold the restaurant.

John moved on and became a loan officer with Shore Mortgage. And in his successful, driven fashion, he became a branch manager and one of the organization's key leaders in only two years. While there, he spoke directly to small business owners like himself and learned about their particular, financial and business needs.

In 2002, John decided to explore eBay and realized that he could use this technology, coupled with his unique experience, to help other small business owners on an international basis, 24/7. After extensive work, John created the first **Auction It TODAY** drop-off store in Brighton, MI in the spring of 2004 and left the mortgage business. As a pioneer of the eBay drop-off store concept, John worked diligently to motivate people, solve problems, create excitement, and increase sales. With this passion, John sold his first franchise in May of 2005. Less than a year later, **Auction It TODAY** has grown from 3 to 16 employees and has sold over 50 kiosks and over 100 franchises on an international level. John attributes this phenomenal growth to a team of hard-working, intelligent employees who focus on quality, honesty and the highest of work standards.

An official graduate of "the school of hard knocks" with extensive, real-life, business experience, John is an expert in franchising and conducting business locally on a global level. When John is not working and setting extremely high goals for himself and his organization, he enjoys fishing, hunting and spending time with his family.

**Scott Hoose, Director of Franchise Sales**

Scott, a top graduate of Motech Technical School in Livonia, has several years of experience in technical support and business management. After graduation, he worked his way up the corporate ladder to become the vice president of operations for The Davar Corporation in Bay City, Michigan.

Later on, Scott resigned from Davar to begin a career in the mortgage banking industry. He started as a loan officer and went on to become a part of a successful mortgage company's management team where he was recognized as a multi-million dollar producer. Scott also trained and mentored new loan officers hired into the company. He has more than eleven years of management experience and over nine years of sales and financial experience.



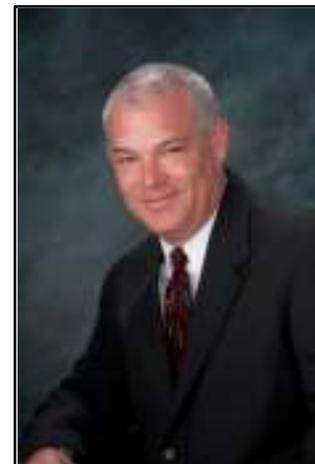
At **Auction It TODAY**, Scott leads a successful franchise sales team and assists in the daily administration of a rapidly growing corporation.

In his spare time, Scott coaches the Orchard Lake St. Mary's High School Ski Team and was awarded the Men's Class A, Coach of the Year Award in 2002 by the Michigan High School Coaching Association. He also enjoys vacationing with his wife and three children.

**Dave Bryant, Director of Franchise Support**

Dave has more than fifteen years of experience in sales and customer service in both the automotive and mortgage banking industries. He has several years of leadership, training and recruiting experience and headed a major customer service and satisfaction initiative in the retail automotive industry.

As an award winning and highly successful salesman, Dave provides assistance to all **Auction It TODAY** franchise owners by helping them develop and maintain their internal sales and customer service programs. He currently manages a team of support specialists that are dedicated to assisting franchisees in opening and operating their online auction business.



Dave enjoys spending as much time as possible with his adorable five-year-old son.