

# BID 13



**WELCOME PACKAGE  
FOR FACILITIES**

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## Introduction:

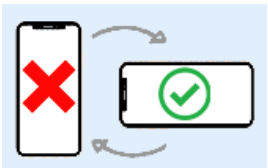
Welcome to Bid13! These topics will assist you in getting up and running, and will cover everything from creating an auction, shooting the video, uploading media as well as bidder interactions, PMS integrations and APIs. If you require further assistance, complete contact information is available on the last page of this document.

## Planning your Shoot

Before you begin shooting, ensure that you have everything you need, including tools to cut the lock and if possible, someone to assist you. Ideally, you want to capture the cutting of the lock and the opening of the door. **However, you don't want to spend a lot of time on this process.** The majority of the recording time should be spent on capturing the contents of the unit so you should plan your shoot in a **20:60:20 format**. This translates to 20% spent on the opening and closing of the door and 60% on showing what is in the unit.



## Orientation



Although the natural default for most people is to hold the phone in portrait mode, we ask that you shoot in **landscape mode** so your video can take advantage of the full width of the field of view. The video content will fill the available screen area, offering a better overall result and a better experience for bidders.

## Video Standards

Bid13 is optimized for Standard HD video at 1920x1080 pixels or 1080p for optimum results. Please do not upload videos that are low resolution, as you will not achieve a good result and bidders will have difficulty discerning the unit contents.



## Video vs Slideshows



When a video isn't possible, a slideshow can be generated using the still images that you upload, however, you will have to contact Bid13 support at 888.992.4313 or [support@bid13.com](mailto:support@bid13.com) and ask for a slideshow to be triggered. **Always include the name of your facility and the unit number(s) when making your request.** Please note that a single image will not create a slideshow and we ask that you include a minimum of 4 images. Once the slideshow is rendered, you will have to go to the pending section of your account and click on the Publish button to finalize the slideshow and publish the auction.

## Render Process



Understanding the render process is key. When you upload a video to your auction and post it, the video is scanned and still images are extracted and posted to your auction page. If you keep your shooting to the 20:60:20 rule outlined in Preparing your Shoot, you should get a good result with the extracted images. As the render engine deems long stretches of content as important, it will tend to focus on those sections of the video. So if you spent 30 seconds on opening the door and 15 seconds on the contents, you would end up with many images of the door and very little coverage of the contents. This is a situation we want to avoid, so again, planning out your shoot is important. If

you do encounter a situation where you have a number of undesirable images, please call support for assistance at 888.992.4313 or support@bid13.com.

## Supplemental Images

You are certainly welcome to add any supplemental images you like, but the rule for this is to **first allow the render process to complete**. You can tell when the rendering is done by either checking the column in your pending section of the right-hand side labeled “Render Progress” and if it reads 100%, you’ll know the render is complete. You can also tell that the render has finished if you see the images posted to the auction page. If you upload images prior to the completion of the render, no images will be generated because the software will interpret this condition as satisfied.



## Creating an Auction:



Log into your Bid13 account and select “**Create an Auction**” from the menu. A form will be displayed with all the necessary data fields used to display the auction and an interface to upload your media.

## Mandatory fields

Please note that any data field marked with a red asterisk (\*) is designated as a mandatory field and **must be completed** in order to create your auction. Failure to complete these fields will generate an error message when you attempt to save/post your auction. Please ensure that each mandatory field is completed.



## Starting price



The **Starting Price** is a dollar value that sets where the bidding starts. By default this value is set to \$25. You can set this to anything you like, but bear in mind that if you set this too high, it may put some bidders off, so put some thought into setting this value. It may take some trial and error to find a happy medium so feel free to experiment with this value.

## Keywords

**Keywords** offer bidders an at-a-glance means of determining what is offered in the storage unit. Let's say you had a dryer, a sofa and a chest of drawers in the unit. Click in the keywords field and type Dryer, then press the enter key. The keyword is encapsulated in a bubble. If the item is made up of several words like chest of drawers, simply use a hyphen to bridge the words into one unit - Chest-of-Drawers - then press the enter key and the group of words is placed into its own bubble. If you make a mistake, you can erase a keyword by clicking on the X in the corner of the bubble.



### KEYWORDS

Mattress

Yard Tools

Chairs

Household Furniture

## Additional Notes



Here you add any text that isn't facilitated by other predetermined fields. For example, if there is a vehicle in the unit, but you can't sell it for one reason or another, you can add an exclusion in this field to make bidders aware of this fact. For example: **\*\*\*VEHICLE NOT INCLUDED\*\*\***. This will make your exclusion visible and serves as a disclaimer and avoids bidder confusion when it comes to items such as this. You can also use this area to state the availability of a title, keys, the working condition of the vehicle, or stipulate that it is sold "as is." Basically anything that you need to communicate to the bidder that isn't available through the default form fields can be stated here.

## Tamper tags and Tag Numbers

While tamper tags are not mandatory, their use is encouraged as a means to provide additional assurance to bidders that the unit has remained sealed since the video was recorded and it has not been tampered with. The tags are applied to the lock hasp and lock. They can only be removed by cutting them off. Each has a unique number which should be recorded in the Tag field on the auction creation page.



## Cleaning deposit

Use this field to set a cleaning deposit to protect yourself against cherry pickers and bidders who refuse to abide by the clear out rules. This is a sum that is collected from the winner of the storage unit and preferably paid in cash. By requesting this deposit in cash you can quickly hand it back to the customer without having to deal with structured refunds and the delays they entail. This amount can be anything you like, but most facilities set this value to \$200.



## Pickup Timeline

This is the amount of time you are allowing the winner to pick up the unit. By default, this value shows as a blank field, and is set to 3 days (72 hours) but can be modified by adding a value to this field. **The values should be expressed in days, not hours**, so acceptable values would be 2, 1, 4, etc. Again, if you leave it blank, the timeline will automatically be set to 3 days.



## Lien vs Non-Lien



This checkbox denotes whether the auction is a standard lien auction where the contents are being auctioned off for non-payment of the unit rental, whereas the non-lien option would be for a sale of items from various sources that do not have a lien against them and can also be classified as a Manager's Special.

## Tenant Info

This is an important set of fields and if at all possible, should always be completed. If the tenant of a unit attempts to bid on their own unit, this information will assist our system in detecting them and ending their attempts to bid. Adding this information is highly recommended.



## Scheduling



Scheduling your auction is simple. All you need to do is set a start date and time and an end date and time. To do so, click in the start date field and a date picker will pop up. Choose the start date from the picker. Do the same with the start time, but please note that **time is expressed in 24-hour format**. So 1pm is 13:00, 6pm is 18:00 and midnight is 0:00. Follow the same procedure to set the end date and time. Now before you can post your auction, you have to add the auction media. You may schedule the auction to suit your needs, be it one week, 12 days, or whatever suits your purposes.

## Uploading Media

Move up to the top of the auction creation page and look for the area that is marked **Drag and Drop files here**. You can locate your video file and click and drag it into this area, and when you release your mouse, the file will upload. Alternatively, you can click the Choose File button and navigate to the correct file and select it. Either method will upload your file. Once the file is uploaded 100%, you can scroll back down to the bottom of the page and click the Post Auction button. At this point the render process will begin and your auction will be moved into your Pending section.



When the render is complete the video will be ready for review and the still images will have been generated and posted to the page. A new button will appear in your pending section beside your auction labeled **Publish**. Click this button to review the video. A pop up window will open with the video and includes a second publish button that will finalize the publishing process, and depending on your scheduling settings will automatically move to your current auctions section and be promoted to live status or will be placed in your scheduled section if the scheduled date has not yet been reached.

## Uploading Media Directly from your Phone

- Log on to the bid13.com website.
- Under *My Account*, click *Create Auction*.
- Click the Drag and Drop area and a menu will appear.
- From the available options, choose *Gallery*.
- Locate your video and select it to begin uploading.
- While you're waiting, enter your start price, date and time and keywords describing the visible contents of the unit. For example: *boxes, tools, bicycles, etc.* Anything meaningful that will offer a little more insight to bidders.
- When your video has finished uploading, click *Post Auction* and your auction will be placed in a pending queue while your video is rendered.
- Our team will assess your uploaded materials and if there are no issues, your auction will be promoted to live status on the scheduled date.



## Uploading Files Transferred from your Android Phone to your PC

- If you're using an Android based phone with a Windows PC, plug your phone into any open USB port on the computer, then turn on your phone's screen and unlock the device.
- Swipe your finger down from the top of the screen, and you should see a status notification about the current USB connection. At this point, it'll probably tell you your phone is connected only for charging. Select your internal storage, and then a folder labeled *DCIM*. Within the *DCIM* folder, select *Camera* and locate your video file and copy it to your desktop.
- In a separate browser window, log into your bid13.com account and under *My Account*, click *Create Auction*.
- Drag and drop your video file from your desktop to the Drag and Drop interface to begin the upload process.
- Once your file upload is complete, click *Publish* and you'll be given the opportunity to audition the video to ensure it's what you want to post.
- If you're happy with the video file, click save and the auction will move out of pending, and if the scheduled start date has been met, the auction will be promoted to live status. If the scheduled date has not been met, the auction will reside in the "Scheduled" section until the start date is met.



## Uploading Files Transferred from you iPhone to a PC

- Connect your iPhone to your PC with a USB cable.
- Windows Explorer will launch after recognizing the device, however if it does not, you'll have to do it manually by opening up Windows Explorer and selecting "This PC."
- Click "This PC" and you will see your iPhone displayed as a Portable Device.
- Double click the Portable Device icon and select "Internal Storage."
- Look for a folder labeled "DCIM", this is the location where all of your photos and videos are stored.
- Right-click and copy or drag the file to a location on your PC and the file(s) will be transferred.
- In a separate browser window, log into your bid13.com account and under *My Account*, click *Create Auction*.



- Drag and drop your video file from your desktop to the Drag and Drop interface to begin the upload process.
- Once your file upload is complete, click *Publish* and you'll be given the opportunity to audition the video to ensure it's what you want to post.
- If you're happy with the video file, click save and the auction will move out of pending, and if the scheduled start date has been met, the auction will be promoted to live status. If the scheduled date has not been met, the auction will reside in the "Scheduled" section until the start date is met.

## Relisting



If you've had to cancel your auction or if it did not work out for one reason or another, you may easily relist the unit. Clicking the Relist button simultaneously cancels the auction and prompts you to add a new set of start/end times so you don't have to go through the entire creation process from the top. This only applies to units that have remained unsealed and untouched. **If the unit has been opened up, a new video will have to be created and uploaded.**

## Bidder Interactions:

### How will I know when a unit has been sold?

When a winner is declared and the buyer's fee is successfully collected, you and the winner will receive an automatic notification indicating the winner's details, the final auction price and a unique confirmation code that you can use to compare and verify the winner with. If the buyer's fee was not successfully collected, you and the winner will receive a payment failure notification. AT that point, our staff attempts to reach out to the winner to have them resolve the issue, however, we only allow a window of 24 hours for this to be completed.



### I received a notification advising me to not release a unit



As outlined above, if the winner's credit card declines the buyer's fee, a notification that the winner's credit card has been declined and not to release the unit will be sent to you and a notification of the failure will be sent to the winner. The winner's account is immediately banned until the issue is resolved. If the issue has not been resolved within the 24 hour window, the facility has the option to move on to the next highest bidder, or relist the auction at their discretion. Call support at 888.992.4313 or email support at bid13.com and request assistance to move on to the next highest bidder.

## Winner defaults and backup bidders

If a winner defaults and does not resolve the issue within the 24-hour grace period, their account will remain banned. At that point we will contact you (or you may contact us) and ask if you would like to move on to the next highest bidder in the bidding history. If you accept, Bid13 will send out an offer to the backup bidder for the amount of their last bid. These offers have a 24-hour lifespan. If there are no bidders to move on to, you may relist the unit.



## Dealing with unacceptable behavior



No one is required to accept rude, belligerent or threatening behavior. If you encounter this type of behavior, which extends to acts of cherry picking and not conforming to rules and policies, you can prevent further incidents of this type by banning the bidder from your facility. You'll find this tool in your past auctions setting and it applies to winners of the auction. Clicking the Ban Bidder button will prevent the bidder from participating in future auctions at your facility. You will also be asked to add a reason for the ban, so **we ask that you always provide a clear reason.**

## Right of refusal



Further to dealing with unacceptable behavior, as a facility, you always retain the right to refuse any bidder/winner. If you encounter a problem situation, you have the right to stop the transaction at any time.

## General:

### Fees



Bid13 does not charge any fees for using our service. We also do not charge for cancellations. Bid13 generates revenue by charging auction winners a 15% buyer's fee that is calculated based on the final auction price and is over and above the final auction price. For example: An auction goes for \$450. 15% of that amount is \$67.50 and that is charged to the winner on our end and **because it is a premium, you receive 100% of the proceeds from the auction.**

## Setting the Tax Rate

It's a good idea to ensure that the tax rate is set for your particular state or province. This way, the tax rate you charge will automatically be posted to every auction you create and there's no surprise or guesswork for the bidders. You'll find the field for the tax rate by navigating to Facilities in your account, clicking the blue Edit button and scrolling down the page and locating the field labeled Sales Tax, and entering the appropriate percentage in this field.



## PMS Integrations and Prebuilt Plugins



Currently we support integrations with **StorEdge** and **SiteLink**. Contact us for assistance in setup and configuration.

## APIs

If you have a need for any programmatic interfacing with Bid13 to streamline your management processes, please contact us and we would be happy to help. There are no costs for custom API integrations, just tell us what you need and we will build it for you.



## How to Contact Us



We can be reached by phone at **888.992.4313** or by email at [support@bid13.com](mailto:support@bid13.com). You may also contact us through the web chat app on the Bid13.com website.