

**Auction it**  
**TODAY** on eBay®  
*A Global Business on a Local Level*

# Franchise Information





## ABOUT AUCTION IT TODAY

**Auction it TODAY**, Inc. first began operations in 2004 when the pilot store opened for business in Brighton, Michigan. The company was created with the intention of franchising, and founder/president John Hoose, with a combination of an entrepreneurial background and a small, but highly effective team of people, began selling **Auction it TODAY** franchises in May of 2005. Since that time, **Auction it TODAY** has grown at an astounding pace.

The phenomenal growth rate of **Auction it TODAY** may be attributable to a combination of managerial innovation, determination, and the rapid expansion potential of the emerging eBay drop-off store industry. The company has been able to pull ahead of many other organizations in this highly competitive industry by creatively marketing its services and constantly seeking new and effective means of operations.

**Auction it TODAY** prides itself on being a “franchisee friendly” business by charging highly competitive initial and ongoing franchise fees and actively avoids the label of big brother. “We supply our franchisees with every tool necessary to succeed, yet we do not require them to follow extreme guidelines like many franchise systems because we feel that the combined effort of our corporate team and our franchisees will make **Auction it TODAY** a household name.”

The **Auction it TODAY** franchise system provides many people with the opportunity to own their own business that may not have been able to meet high franchise fee requirements or strict franchising guidelines. Specifically, the business model has been refined to give people in remote locations the oppor-

*“Anyone walking into Auction it TODAY corporate headquarters will feel the energy that pushes our company forward so rapidly.”*

tunity to own and operate their own business with a **Kiosk**, or store-in-a-store. **Auction it TODAY** stores have the unique ability to sell items all over the globe, allowing small town entrepreneurs to own an international business.



Each independently owned and operated **Auction it TODAY** store provides its services to two customer sets. The store consigns items from its local community, handles the entire eBay selling process and then ships the items to buyers all over the world.

**Auction it TODAY** stores:

- Research items
- Build proper eBay descriptions
- Take professional photographs
- Monitor the auction of the items on eBay
- Process the payment from the winning bidder
- Pack and ship the item to the buyer
- Charge a commission and pay the seller

The system has such outstanding potential because everyone has something to sell on eBay. Children may want their parents to sell their old bicycle so that they can buy a new one. Elderly people may want to downsize and rid themselves of dusty collectibles. And everyone in between may just want some extra cash in their pocket. One reason why **Auction it TODAY** has been so successful is because the stores accept items as small as a pocket watch and as large as an airplane. The only limitations on what stores can sell are the rules governing eBay.

**Auction it TODAY** has also spent extensive time and effort formulating a strategy for its stores to sell wholesale product without the middle man. Stores can purchase product to sell online directly from the manufacturer instead of using local liquidators that add considerable cost to the product.

Another reason why **Auction it TODAY** has done so well is because franchisees are well trained in auction management, sales and customer service to ensure the positive growth of the brand. Royalties are even set at a flat rate so that store owners are motivated to exceed sales expectations because they are the ones that will benefit from their hard work.

Some business analysts claim that the eBay drop-off store industry is one of the fastest growing businesses ever and no one can dispute the level of success that eBay itself has achieved. **Auction it TODAY's** staff and franchisees will tell you that they are confident that they will be the undisputed leader of the exciting drop-off store industry in the very near future.



## AUCTION IT TODAY STORES

**Auction it TODAY** offers two types of franchises. Full-line stores, which are typically located in shopping centers, and **Kiosk** stores that are placed inside existing businesses.

### Full Stores:

Full stores are, on average, between 1,800 square feet and 2,400 square feet. **Auction it TODAY** has already developed the layout, paint, tile and counters for full-line stores, as well as signage, posters, brochures and even flyers to distribute to customers. The company even offers assistance in site selection and lease negotiation.

*"We have created partnerships with many technology companies across the world to ensure that we are always at the cutting edge on all levels."*



### Kiosk Stores:

The **Auction it TODAY Kiosk** package includes everything necessary to open a **Kiosk** store. Designed to be an add-on to existing businesses, **Kiosk** stores may be used as a tool to offer customers an exciting new service. Store owners are provided with a stand alone Kiosk structure, a computer, printer, digital camera, print materials and more.



## TRAINING AND SUPPORT

Franchise support is **Auction it TODAY's** number one priority. **Auction it TODAY's** franchise support team assists franchises in opening their business step by step and offers a comprehensive training program that provides franchisees with the knowledge necessary to:

- Create effective eBay listings
- Take high quality digital photographs
- Manage selling with auction software
- Acquire big ticket items and large accounts
- Advertise and market effectively



## WHY EBAY?

eBay is considered to be one of the fastest growing companies of all time and Meg Whitman, eBay's president and CEO, is considered to be one of the most powerful women in the world. There are nearly 181 million registered eBay users located in over 150 countries across the globe. Most of those users are buyers, which gives sellers an enormous market to sell in.



“Technology is an enormous part of our business and much of the value that we create for our franchise system is based on new technologies in listing and displaying products online.”

## WHY AUCTION IT TODAY?

There are several eBay drop-off store franchises available and many people sell through eBay from their home. So why purchase an **Auction it TODAY** franchise?

**Auction it TODAY** has a bright, bold brand that people remember. By teaming up with **Auction it TODAY** entrepreneurs are able to take advantage of the company's reputation as an eBay seller and won't have to reinvent operational procedures and marketing materials. **Auction it TODAY** has already developed and tested methods and are constantly updating procedures to ensure that the system incorporates the latest concepts in technology and marketing. Trial and error can be very costly.

**Auction it TODAY** has already done all of the work and continues to allocate resources to research and development.

**Auction it TODAY** freely invites potential franchisees to check out the competition because of the level of confidence the company has in its system. “At **Auction it TODAY** we want you to be successful. Our royalty fees are not based on a percentage of sales, so you can benefit the most from your hard work. Our advertising fees are directly spent on promoting the **Auction it TODAY** brand to make our business a household name, making the money you spend on advertising and promotion for your store more effective.”

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For more information on *Auction it*  
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Headquarters or visit our website to  
learn more.



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