



ONLINE IMPOUND AUCTIONS

Why we're the best value in the impound auction market

"Free to Sellers" doesn't guarantee that you won't experience some lost potential revenue. You lose revenue for every auction in which buyers are required to pay exorbitant fees. Let's face it: Vehicles have a ceiling price. Savvy bidders understand the cost of bidding and will adjust down to accommodate for the back-end fees they know they'll encounter. Your goal as a tow lot owner is to not only hit this ceiling sales price but keep as much of the revenue in *your* pocket as possible, not watch it bleed away in excessive fees paid to other platforms.

Online Impound Auctions competitive pricing is the lowest in the industry.

Let's look at a price comparison:

An auctioned vehicle sells for its \$1,000 maximum "ceiling" value.

Joyride charges you \$150, while Online Impound Auctions charges you \$30.

For a 100-car auction, your JoyRide fees are \$15,000 compared to the modest \$3,000 charged by Online Impound Auctions. That's a **\$12,000 gain for you** using Online Impound Auctions instead of JoyRide. For a *single* auction...

Now let's expand this price comparison industry wide:

An auctioned vehicle sells at the \$1,001.00 vehicle ceiling price:

	Buyer Fees		Cost	Lost Revenue
	Per Car	%Of Sale		
JoyRide	\$0	15.0%	\$150.15	\$120.15
Rocket	\$0	15.0%	\$150.15	\$120.15
Peak	\$0	13.5%	\$135.14	\$105.14
TowLot	\$30	1.5%	\$45.00	\$15.00
Online Impound Auctions	\$30	0.0%	\$30.00	\$0.00

For a 50-car auction:

	Buyer's Fee	Lost Revenue
Online Impound Auctions	\$1,500	\$0.00
JoyRide	\$7,508	\$6,007.50
Rocket	\$7,508	\$6,007.50
Peak	\$6,757	\$5,256.75
TowLot	\$2,250	\$750.00

"Online Impound Auctions...their competitive host **pricing can't be beat!**" *Page Porter, A Tow; Atlanta, GA.*

"Our sales prices have **substantially increased our overall auction revenue!**" *Donna Robards, Twisted Hook LLC, Griffin, GA*

Keep your revenue in *your* pocket with Online Impound Auctions.

Read more about us in the April 2022 issues of *American Towman*, *Tow Times* and *Tow Professional*