

B4 Auctions.com

There are many ways to sell used vehicles when they hit 60 days!

- Run the vehicles through the auction and accept the loss. Last resort!
- Sell the vehicle to a wholesaler and accept the loss. These are retail vehicles!
- Reduce the price and put a bonus on the sale and accept the loss. Should never be done!
- Transfer vehicles to your other lots or to other dealers and hide the loss. Happens all the time!
- Take profit away from new inventory to cover losses. Just moving money around!

Now there is a better way!

- Let hundreds of Franchise and Independent dealers know about these vehicles!
- Let thousands of local consumers who are looking for deals know about these vehicles!
- Try to reduce your loss by holding your own 7-day auction on those vehicles!
- Send those vehicles to a physical lot by the auction where hundreds of dealers and thousands of consumers pass daily. (Coming in late 2026).
- Replace those vehicles using B4Auctions.com with fresh inventory that other dealers are getting rid of on the site!
- Pick up retail customers with possible trades and pick up finance income! Increase your database!

Install a True 60 Day Turn Process in your Dealership!

- When a vehicle hits the 50-day mark – post the vehicle on B4Auctions.com.
- Pricing is automatically set at \$500 over average MMR. You set reserve!
- It starts an online auction that can be attended by Dealers and Consumers.
- If it sells, deliver the vehicle and attempt to make back-end money.
- If it doesn't sell, send the vehicle to the auction and replace that vehicle.

Why B4Auctions.com

- Reduce expenses by hiring Used Managers that obtain vehicles and then spend time in the dealership turning those vehicles quickly.
- Stop selling retail vehicles to wholesalers that make money on your inventory.
- Reduce auction fees and wholesale losses.
- Increase used gross profit by having fresh inventory to sell.

Q&A

- We already have a process in place, why change? Do you think that letting hundreds of Dealers and thousands of customers know will help your process!
- We are still going to lose money, why change? Turning inventory is the number one way to make maximum gross on that inventory. Just like stocks. Get rid of the losers and reinvest in possible winners.
- Why can't I just reduce prices on my existing sites? That would be wholesaling on your retail lot. It would affect your other vehicles and their pricing and let salespeople steer customers to vehicle they may not want.



Special Free Trial Introductory Program

B4Auctions.com is a new concept based on existing Programs that have proven to be successful. Phase one is the beta testing phase using the Dealer's database.

B4Auctions was designed to allow the dealership to attain a true 45-60 day turn on used inventory by offering those vehicles to consumers and dealers B 4 they go to either the auction or wholesalers.

In order to get the site up and running and loaded with vehicles for sale, B4Auctions.com is offering a free trial. There will no charges on the first 2 sales. Once 2 sales are completed the agreement pricing will start and the agreement will be in force until cancelled per the agreement terms.

There may be glitches and problems we may encounter during this initial phase of our program, which is the reason for the free trial period.

There will also be improvements to the website as we get recommendations from our dealers and see the need for improvements.

The second phase will be the exciting part of this program. When the physical lot is up and running, the increased exposure for those vehicles will increase immensely due to the location of the lot.

As an initial dealer, you will be grandfathered on any increases in the future

I understand the free trial program and agree to be a part of this exciting journey. I am authorized to sign this document.

Signed: _____

Name

Position

Date

Order Form & Agreement

B4AUCTIONS.COM INFORMATION	DEALER INFORMATION	EFFECTIVE DATE
B4Auctions.com		
24 Shadow Creek Circle		RESELLER
Palos Heights, IL 60463		

This Agreement between B4Auctions.com, LLC, an Illinois corporation with its principal offices located at 24 Shadow Creek Circle, Palos Heights, IL 60463, United States, and the party identified above ("Dealer"), which the parties acknowledge and agree is subject to and incorporates herein by this reference the then-current Standard Terms and Conditions on <http://B4Auctions.com/terms>, is made and entered into as of the date executed below (collectively, the "Agreement"). The individual signing below represents that he or she has full authority to execute this order and the standard Agreement on behalf of Dealer.

Pricing Schedule (Make a Selection)

Website Posting for a 7 day Auction Period

Dealer agrees to provide an api connection to B4Auctions.com to populate their retail inventory. Dealer will have the ability to select which vehicles they want to post into a 7 day auction where they will provide a reserve figure for the auction. The Buy Now pricing will be automatically set at \$500 over average MMR or Kelly Blue Book in order to provide a consistent advertising message of buying Retail Vehicles at Wholesale Prices B 4 they go to the Auction. The Reserve figure must be under the Buy Now Pricing which the dealer will set. The Auction will create a urgency on behalf of the consumer or the Dealer. B4Auctions.com agrees to advertise the site in order to get maximum exposure to Consumers and Dealers. If the vehicle is sold, the Dealer will complete the sale and deliver the vehicle.

Vidcalls Option: Vidcalls is an on demand video connection to a salesperson. The Vehicle description will have a button to connect the customer to a live salesperson to see the vehicle in person and handle any questions. Vidcalls will also be available for dealer's website, service personnel and sales personnel.

XBert Virtual Receptionist: XBert is a virtual AI receptionist who can answer almost any questions a customer can ask. XBert can also connect the customer to a live person or set up an appointment to see the vehicle. Xbert can also be integrated into dealer's phone system to provide a 24/7 Receptionist.

Physical Lot Space (Coming in late 2026 or early 2027)

Dealer will select B4Auctions.com physical site instead of at the Dealership. Dealer will deliver the vehicle to the lot to be available for viewing and test driving before they purchase. All pricing and auction bids will be on the B4Auctions website. If sold, the dealership will complete the sale and B4Auctions.com will deliver the vehicle. If the vehicle is not sold, B4Auctions.com will arrange to deliver the vehicle to the auction. All sales are between the dealership and the customer. The Dealer agrees to insure the vehicle until it is sold or taken to the auction. The only vehicles allowed on the physical lot a ready to go retail vehicles under 9 years old and under 100,000 miles.

ACH Wire Information			
Bank Name			
Business Name on the Bank Account			
Bank Routing Number			
Bank Account Number			
Contact Name			
Contact Email		Contact Phone #	

—OR—

Credit Card Information			
Credit Card Type		Expiration Date	
Credit Card Number		Code	
Card Holder's Name			
Billing Address	City	St	Zip

*There will be a 3% charge added for the use of a credit card

I confirm that I have read and understood all Standard Terms and Conditions as made available on B4 Auctions.com's website and incorporated herein.

The undersigned hereby confirms the terms of the above agreement and agrees to the terms hereof; including the terms and conditions contained in the following Schedules and Amendments. Additionally, the undersigned agree they have the authority to execute this agreement and authorize charges. The monthly fees and per customer fees will be charged on or around the 5th of each month.

Client Signature: _____ Date: _____

Printed Name: _____ Title: _____

B4Auctions: _____ Date: _____

Printed Name: _____ Title: _____

Schedule A: Term & Fee Schedule

- A. **Term.** The initial term of this Agreement shall commence as of the Effective Date and will remain in effect through the first twelve months following the Effective Date. Following the initial term, this Agreement will automatically renew for additional, successive one (1) year terms. Except as may be provided elsewhere in this Agreement, either Party may terminate at any time by delivering written notice of its intent which will take effect sixty (30) days from receipt of the cancellation intent or just stop posting.

- B. **Payments From Dealer.** For each listing, Dealer will pay B4Auctions.com a monthly fee.

- C. **Per Vehicle Fee.** Dealer agrees to pay B4 Auctions.com **\$90** for each vehicle posted on the website for each 7 day period. Dealer agrees to pay **\$195** per vehicle on the physical lot for 7 days.

Options:

Vidcalls: **\$795** per month for 10 users and \$95 for each additional user
\$295 per month for a single user plus \$95 per each additional user
Special pricing for businesses over 25 users

XBert Virtual Receptionist: Pricing is based on interactions per month starting at \$99 for 100 interactions

Benefits and Return on Investment

B4Auctions.com is a way that every dealership or group can have a real 45 - 60 day turn. It is proven and has been repeated by such experts as Ed French and Dale Pollak who are close personal friends of mine, that once a vehicle hits the lot, it loses value every day. That is why turning your used vehicle inventory is so important.

B4Auctions.com was designed to alleviate that problem, by having a process where those vehicles approaching 50 days can be placed on a website that is specially designed to provide a bargain for consumers and also provide inventory for Dealers. A 7 day Auction creates the urgency needed to get those consumers and dealers to quickly make a decision to either buy it now or place a bid.

B4 Auctions.com allows the dealership to keep the vehicles they are going to get rid of, off of their websites and advertising sites (Autotrader-Cars.com) so their retail inventory is not affected by their sale prices. Also, without the benefits of B4Auctions.com, other dealership have no idea that certain vehicles on your lot are for sale B 4 the Auction.

There are Dealer to Dealer Website (RoadDealer) and Dealer to Consumer websites (Autotrader - Cars.com - TruCar) however there is no Dealer to Dealer and Consumer website.

As a former Dealer, I was always involved in the used inventory and my success was based on having a true 60 day turn which kept fresh inventory and provided above average grosses. It was extremely difficult because I only had three ways to get rid of old inventory. The Auction, Wholesalers or deep discounts and salesperson's bonuses. All three had their negatives. I designed B4Auctions to make it easy for Dealers to initiate a process to keep their inventory fresh.

Return on Investment: This is based on average auction fees of \$500.

Website Postings Only - Advertising Dollars must be spent to attract Customers and Dealers

10 vehicles put on the website for a 7 day auction: 2 sold at \$500 over MMR. Fees = \$900

- Auction Fees Saved = \$1,000
- F&I income = \$600 minimum
- Possible wholesale trade profit = \$400
- Retail customer in your data base for warranty and service work and future sales!

Physical Lot Potential - Consumer traffic and the hundreds of dealers passing by each week!

10 vehicle put on the website and physical lot for a 7 day auction: 5 sold at \$300 over MMR Fees = \$1,950

- Auction Fees Saved = \$2,500
- F&I income = \$3,000 minimum
- Possible wholesale trade profit = \$1,000
- Retail customer in your data base for warranty and service work and future sales!

Installation Amendment

DEALER CONTACT INFORMATION	
Dealer Name	Cell #
Email	
GM Name	Cell #
Email	
Used Manager Name	Cell #
Email	
Text OK	Yes No

DEALER INVENTORY AND WEBSITE PROVIDER INFORMATION				
Dealership Name				
Dealership Website				
Inventory Provider Name		Client #		Dealer ID #
Contact Name	Cell #			
Contact Email				
Website Provider				
Contact Name	Cell #			
Contact Email				

I hereby give my approval for B4Auctions.com to receive inventory feeds. I also hereby give my approval to add any optional products I have approved to our website.

Name

Position

Signature _____