



Why an **Auction it TODAY** Franchise?

- Company built on;
 - Aggressive controlled growth strategy.
 - Latest technologies.
 - Maintaining an entrepreneurial spirit.
 - Trust and integrity.
- **Auction it TODAY** intends to lead the industry based on volume and actively avoids being labeled “big brother” by franchisees.
 - Initial fees are competitive to the industry.
 - 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.
 - Franchisee input is highly valued and used to develop new marketing techniques and operational procedures.

What do **Auction it TODAY** Stores Do?

- Consign and sell items for the local community on eBay.
- Specifically, **Auction it TODAY** stores:
 - Research items and 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.

Why eBay?

- eBay currently has nearly 181 million registered users in over 150 countries.
- Everyone has something that they could sell on eBay.
 - Kids may want to upgrade their bike or video game system.
 - Elderly people may want to downsize to a smaller home.
 - Others may want to sell an old car, unused sports equipment or any other unused items.
 - Every day items from small antiques and collectibles to bulldozers, airplanes and real estate are listed on eBay.



What is the **Auction it TODAY** Kiosk System?

- Designed to be an add-on to an existing business.
- Works well in a variety of businesses; hardwares, video stores, hobby shops, dollar stores, mobile electronics stores, etc.
- Kiosks allow existing business owners to:
 - Attract new customers.
 - Provide a new service to existing customers.
 - Liquidate excess inventory.

How Much Does It Cost?

- Initial franchise fee for a full line store is \$22,000.
- Initial franchise fee for a Kiosk store is \$19,000, including a \$5,000 equipment package.
- Monthly royalty fees:
 - Full store; \$1,200 per month .
 - Kiosk store; 4% of gross sales per month, up to maximum of \$1,200.
- Monthly advertising fee for full line stores of \$450. Monthly Kiosk advertising fee of \$100. Used directly for national advertising campaign.

What Does **Auction it TODAY** Provide in Exchange for the Franchise Fee?

- A business backed by a national corporate brand.
- Operational procedures and selling techniques.
- Comprehensive initial training program.
- Ongoing support and training.

Why Open a Franchise and Not an Independent eBay Drop-Off Store?

- Brand name recognition. **Auction it TODAY's** name is bright, bold and memorable.
- The success rate of franchises vs. independent businesses is much higher.
- The store design and operations have already been figured out for you. Trial and error can be very costly.
- During training and ongoing support, you will benefit from a large amount of experience.
- The buying power of a franchise system is much greater than that of an individual store owner.