

BAT LOCAL PARTNERS PROGRAM



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BRING A TRAILER LOCAL PARTNERS PROGRAM

A GROWING NATIONAL NETWORK OF AUCTION PREPARATION SERVICE PROVIDERS



What's the idea?

To support our Sellers who understand that quality preparation and presentation portend the best results, BaT is partnering with trusted organizations that can offer a la carte services or 360-degree preparation for their vehicles.

We envision this program:

- Supporting convenience for sellers
- Expanding & accentuating the vehicle submission pipeline
- Helping create broader BaT and partner brand awareness

What services will the partners commonly provide?

Vehicle Detailing



Transport

Photography / Studio
(+ possibly videography)



Storage,
PPI Location

Vehicle Lift



Specialized Prep &
Maintenance

PARTNER REFERRAL TACTICS

There are two methods by which BaT Sellers will be referred to your company:

1) LOCAL PARTNERS PAGE - DIRECTORY

- links to page with partner information
- Viewable to all Submissions
- UNKNOWN if Customers have had submission accepted



Need professional help getting a vehicle ready for auction?

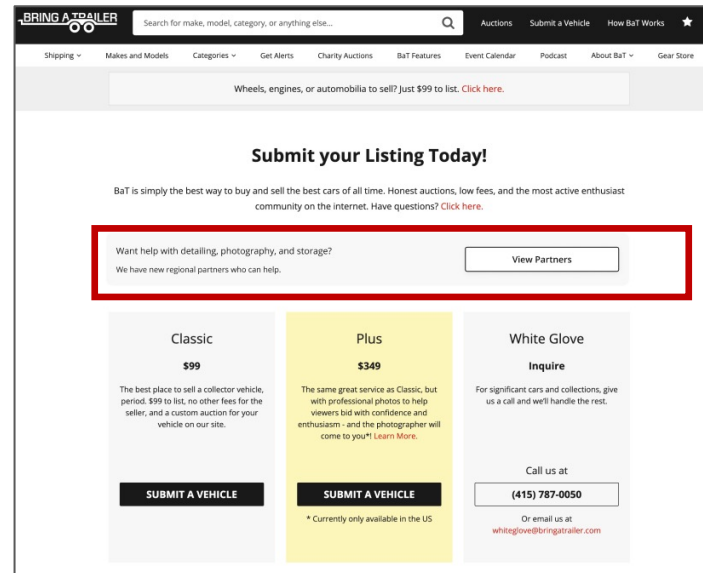
Quality of presentation is a critical factor in any BaT auction. Having a shop prep your vehicle can help create a more comprehensive presentation, which will have a positive impact on bidding.

Partner Locations



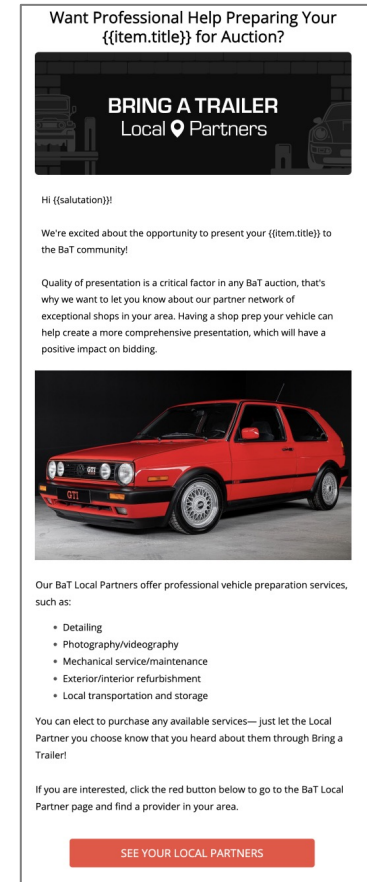
2) SUBMISSION PAGE LINK

- links to page with partner information
- Viewable to all Submissions
- Typically Customers have NOT yet had submission accepted



2) EMAIL REFERRAL

- sent approx. 30 mins after "Vehicle Accepted" email
- Zip code radius-triggered
- Customers have been ACCEPTED



PARTNER LANDING PAGE (LINK FROM BAT EMAIL REFERRAL)

Key Messages:

- (Organization) is an external, approved partner of Bring A Trailer
- Customer is being referred to (Organization) for their consideration in auction preparation services
- Customer is receiving this email because their proximity to (Organization)
- (Organization) serves to help customer with relevant needs to a forthcoming live auction
- There are no membership requirements to work with (Organization)
- Use of services is not a guarantee of Submission Acceptance (for not-yet-accepted customers)

PARTNER LANDING PAGE (LINK FROM BAT EMAIL REFERRAL)

Sample Landing Page Copy:

Hello! Welcome to (COMPANY) where we're proud to offer many vehicle preparation services. We recently partnered with Bring A Trailer in supporting Sellers for highly successful vehicle auction results.

It's well known that detailed preparation and high-quality photos lead to optimal auctions results. (COMPANY) offers Sellers turn-key preparation services in the following areas:

- Detailing
- Photography
- paint correction
- Drivetrain Maintenance
- Interior Refurbishment
- Convertible Restoration
- Transport
- Storage

Ready to get started? Get in touch with us by *(insert format for contact)*

INQUIRY METRICS FORM


https://docs.google.com/forms/d/15Cce-UVG5upz4TR8WFIK2_CtKEkOCaSeW4RGm9oB25A/edit?pli=1

WHAT: a form that reports the inbound customer inquiry volume across all formats (phone, email, web form, in-person visit, etc)

WHEN: to be completed event two weeks, specific to date range requested

Key INQUIRY fields maintain records:

- Phone
- Email
- Webpage/Google form
- Other contact
- **Of these inquires, how many represent viable customers? (of any and all services)**



BaT Local Partners - INQUIRY METRICS

Please provide details about the customer inquiries that you have received as part of the BaT Local Partner program in the last two weeks: **THUR, FEB. 16 - WED, MARCH 1, 2023**

Email *

Valid email

This form is collecting emails. [Change settings](#)

of WEB PAGE/GOOGLE FORM inquiries *

Short answer text

of EMAIL inquiries *

Short answer text

CLIENT INTAKE FORM

https://docs.google.com/forms/d/1RVntYtp2pVrNyl3aP_NBhta3rYKvbZYJAYnOc3FzOBc/edit

WHAT: a form that delineates contracted services with BaT sellers and consignment clients

WHEN: to be completed within 48 hours of service agreement completion or vehicle dropoff

Key info fields include:

- Client Last Name
- Client First Name
- Vehicle:
 - VIN
 - Year
 - Make
 - Model
- Select contracted services (multiple choice)
- **Estimated completion date**

BRING A TRAILER

Client Intake Form

To be completed each time a BaT referral contracts for auction preparatory services.

Email *

Your email

Client LAST NAME *

Your answer

Client FIRST NAME *

Your answer

BAT LOCAL PARTNER FAQ



FOR GENERAL INQUIRIES:

What are Bring a Trailer Local Partners?

Our Local Partners program was developed in response to customer requests for vehicle preparation resources. Vehicles that are prepared, photographed, and presented well are most likely to experience successful auction results. Each partner listed here is offered as an external resource to support sellers who desire assistance with vehicle preparation prior to the start of an auction in addition to support services during and even after the auction.

Are partner companies owned fully or partially by BaT?

BaT does not have any ownership or other financial interest in our Local Partners.

Does BaT receive a fee for this referral or a percentage of the service bill?

BaT does not receive referral fees or any other compensation for sellers that schedule vehicle services with any of our Local Partners.

Who can use these services?

Local Partner services such as vehicle preparation, service, or maintenance are available to any member of the BaT community in an effort to support the enjoyment of collector car ownership.

If I use a Local Partner to prep my car, will my submission be automatically accepted?

While vehicles that are presented at their best through careful preparation are more likely to do well at auction, the use of services by a Local Partner does not indicate or guarantee the acceptance of a vehicle for auction on BaT. Each vehicle is evaluated individually by our Curation Team using specific criteria. To determine a vehicle's eligibility, we recommend that it be submitted to BaT before engaging preparatory services from a Local Partner.

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FOR EMAIL REFERRALS SENT TO ACCEPTED SUBMISSIONS:



Why is BaT sending me this email?

Vehicles that are prepared, photographed, and presented well are most likely to experience successful auction results. The BaT Local Partner listed here is offered as an external resource should you desire assistance with vehicle preparation and other support services before, during, and even after your auction.

Is the partner company owned fully or partially by BaT?

BaT does not have any ownership or other financial interest in our Local Partners.

Does BaT receive a fee for this referral or a percentage of the service bill?

BaT will not receive a referral fee or any other compensation should you choose to schedule vehicle services with our Local Partner.

Does using a Local Partner's services mean that my BaT submission fee will be waived?

The BaT submission fee is not waived if you schedule services with our Local Partner.

Will using Local Partner services expedite my listing process?

Scheduling services with our Local Partner will not shorten the time it takes for your auction to go live. However, it is important for you to advise your BaT Auction Specialist as to when Local Partner services have been completed.

What commonly-used services can help lead to a successful auction result?

Well-presented vehicles are more likely to experience successful auction results. Effective presentation can be achieved via thorough washing, detailing, and interior cleaning as well as professional photography, which provides a robust gallery showing plenty of vehicle details. All of these aspects can help bidders understand the true condition of the vehicle.

I have questions about selling on BaT – where can I go to learn more?

Please visit our in-depth FAQ, which covers inquiries about listing, selling, bidding, and other activities on BaT: <https://bringatrailer.com/faq/>

If your question remains unanswered, you are welcome to contact mail@bringatrailer.com and a member of our staff will be happy to assist you.