

The logo for Welch Enterprises Auctions features a stylized 'W' on the left, composed of dark blue and orange diagonal stripes. To the right of the 'W', the word 'WELCHEL' is written in a large, bold, dark blue sans-serif font. Below 'WELCHEL', the word 'ENTERPRISES' is written in a smaller, orange, spaced-out sans-serif font. At the bottom of the logo, the word 'AUCTIONS' is written in a very large, bold, dark blue sans-serif font.

# WELCHEL ENTERPRISES AUCTIONS

## NEW BUYER GUIDE



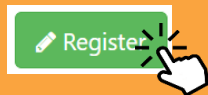
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# HOW TO REGISTER

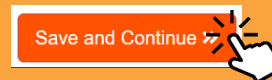
1

Visit [www.welchelauctions.com](http://www.welchelauctions.com) to register. Click on the 'Register' button in the top right corner



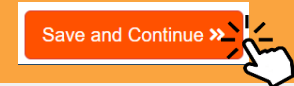
2

Follow the prompts on the screen and fill in all of your information as it reads on your government issued photo ID. Then click on the 'Save & Continue' button at the bottom of the screen



3

Input your business and dealer information IF APPLICABLE! If not please proceed with inputting your address as it appears on your photo ID. Then click on the 'Save & Continue' button at the bottom of the screen



4

Input your credit card and billing information on this screen then upload a photo of your government issued ID. Click on the 'Save & Send to Welchel Auctions' button at the bottom of the screen



5

Once complete you will be brought to the login page. Please wait to receive email confirmation that your account has been reviewed and confirmed before attempting to login

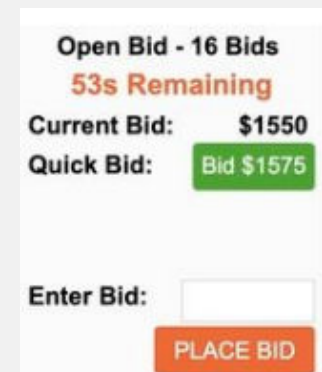
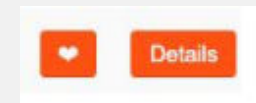
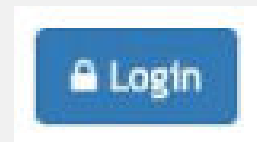
You will receive an email confirming your account shortly

6

Once your account is confirmed, visit [bid.welchelauctions.com](http://bid.welchelauctions.com) to login. Once you are logged in read and initial all terms and conditions to gain full access to Bid.

# HOW TO BID

- 1** GO TO WWW.WELCHELAUCTIONS.COM
- 2** CLICK ON THE BLUE LOGIN BUTTON FOUND AT THE UPPER RIGHT-HAND CORNER OF THE PAGE
- 3** CHOOSE THE AUCTION LOCATION THEN CLICK VIEW
- 4** SELECT A VEHICLE & REVIEW DETAILS OR SET AS FAVORITE TO REVIEW LATER
- 5** PLACE NEXT BID OR PLACE PROXY BID



# BIDDING SCREEN FEATURES

**Current Auctions**  
83 Vehicles Found

| Vehicle # | Vehicle Description | Miles   | Stock   | Open Bid | Current Bid | Quick Bid | Time Remaining |
|-----------|---------------------|---------|---------|----------|-------------|-----------|----------------|
| #1001     | 2007 Mazd Mazda3    | 163,606 | 3083023 | 12 Bids  | \$550       | Bid \$575 | 01:05:05:16    |
| #1002     | 1998 Hond Accord    | 177,836 | 3036775 | 5 Bids   | \$500       | Bid \$525 | 01:05:05:16    |

**Callout Boxes:**

- Add to Favorites:** Points to the heart icon.
- Time Remaining:** Points to the timer.
- Proxy Bid:** Points to the 'Enter Bid' input field.
- Vehicle Details:** Points to the 'Details' button.
- Bid Next Increment:** Points to the 'Quick Bid' button.