

The Market

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We are aware that there are numerous websites in existence which list upcoming auction sales including the National Auctioneers Association and State auctioneer associations. Although these are good sites, and we highly recommend that you participate in these sites, they are operated by non-profit organizations without large enough advertising budgets to effectively promote and brand their websites to the general public.

The commercial auction listing websites that exist have either free or very low-cost fees for auctioneers to list their auction sales. The sites generate revenue from selling "click ads" on their website to auction industry insiders and have not been very effective in reaching potential auction participants.

These commercial sites do not have large national ad campaigns driving buyers to the sites. None of these sites have achieved national awareness and branding amongst the general buying public.

The difference is we are working directly for you, the auctioneer, and are creating value directly for you and your seller with this unique and exciting advertising concept. We sincerely hope you will clearly see the potential in our LiveAuctionEvents.com method of advertising your auctions in 2008!

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