

Buying and Selling Online

Online auction provides marketing alternative.

Story & photo by **Barb Baylor Anderson**, field editor

With auctions, you get more for your product than you thought you would, and that is really the only place where that happens,” said Brett Spader, director of operations for DVAuction, a technology and marketing company that specializes in livestock.

Spader also works with www.AngusAuctions.com in conjunction with Angus Productions Inc. (API) to offer ways for beef producers to buy and sell Angus cattle and genetics. He told participants during his marketing presentation that Angus producers should consider digital applications to find value in the marketplace.

“There’s need for a nationwide discovery mechanism, and it is here,” he said. “Auctions allow buyers and sellers with no barriers to establish a price in record markets.”

While Spader acknowledged that business in the cattle industry is based on a handshake and personal relationship, he said staying connected today requires use of technology.

“Technology supplements business, but you need a reason to stay engaged. Technology is reliable and applicable. Acceptance has exploded the last three to four years,” he said.

Angus Auctions offers three ways to market cattle. The first is a live auction broadcast where online buyers may watch a production sale and bid from a remote location. An online bidoff is a timed auction, where bidders can place bids when

they want during the allotted time. An online bidoff with live close combines the first two options. Viewers can bid on lots at their convenience, but the closing bids are done live via an auctioneer.

Spader says the approach benefits buyers by allowing them to

- ▶ rapidly search and shop;
- ▶ purchase in a variety of settings, from online only to private treaty to production sale on the farm;
- ▶ lower the cost of travel to production sales;
- ▶ increase use of time; and
- ▶ monitor markets prior to a purchase.

Seller benefits include reaching a larger audience, increased flexibility and speed of sale closing — 10-14 days rather than six months — and offering more information to buyers.

“AngusAuctions.com is a valuable and convenient marketplace. It is added sales service for existing API clients and increased traffic for API digital properties. It produces an education touchpoint for the Angus brand and commercial segment,” said Spader. “We have laid the groundwork to bring people to Angus genetics.”

Spader added that any producer may benefit from having their business amplified through the site, whether it is posting a banner ad or having an online sale.

“You distinguish your brand name nationwide and extend market reach,” he said. “Small producers will find it is



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cost-effective, and mid- to large-[scale] producers will find they can have multiple paydays with brand recognition. Buyers get targeted Angus offerings.”

Spader said DVAuction averages about 500 viewers per sale and conducts 750 sales per year. More than 90 online bids per sale are recorded, and each viewer averages more than an hour online. They have sold one to more than 100 lots at a time.

“This is not the ‘be all, end all,’ but it is a means to an end,” he said. “Ninety percent of your job still is communicating with customers, and 10% is salesmanship.”

