



NAA Website Instructions

Are your AUCTIONS listed on the NAA's Auction Calendar? How about your auction ITEMS?

One of the most essential parts of the auction business is marketing your sellers' auctions to the right buyers.

By connecting auctions and auction items to the appropriate buyers, you will maximize the results for your sellers while also promoting your business.

Sure, you can still search for auctions as in previous versions of the calendar. This time, consumers can go even further and search for

individual items throughout the entire database. When the item comes up in the search results, the consumer will be able to click on the item and go straight to your website for more information.

Again, our goal is to help connect potential buyers and sellers to your business and this is just one more way to make that happen.

Of course, the added benefit to the consumer will happen only if the auction calendar could also

offer increased convenience to members. If the calendar requires too much added effort or expense, you wouldn't use it, would you? If you didn't use it, neither could consumers.

The following instructions will help you connect your sellers to potential buyers.

If you have any questions, please contact techsupport@auctioneers.org or call 888-541-8084 ext. 25.

START BY LOGGING ON TO WWW.AUCTIONEERS.ORG

1. Access the NAA Members Only Section

- To get started, you'll need to establish a username and password for the NAA Website.
- Log on to the members only section by clicking "NAA Members Section"
- If you are a new NAA member, click on "Find Me" and follow the prompts. Your temporary username and password will be emailed to you. Once you have logged into the system, you have the ability to change your username and password.
- If you have logged into the NAA Website before and you forgot your username password, click on "Reset Password".

2. Create a Username and Password

- You may select any username and password you wish as long as it has not already been selected by another member.
- Your username and password should be at least six characters long. For example, "sold" is not a good password, but "SLD570" is.

3. Not an NAA Member?

- If you are not a current member of the NAA and you would like to join the association, click on "Create Account" and login instructions will be sent to you.

How to log on to the Auction Calendar

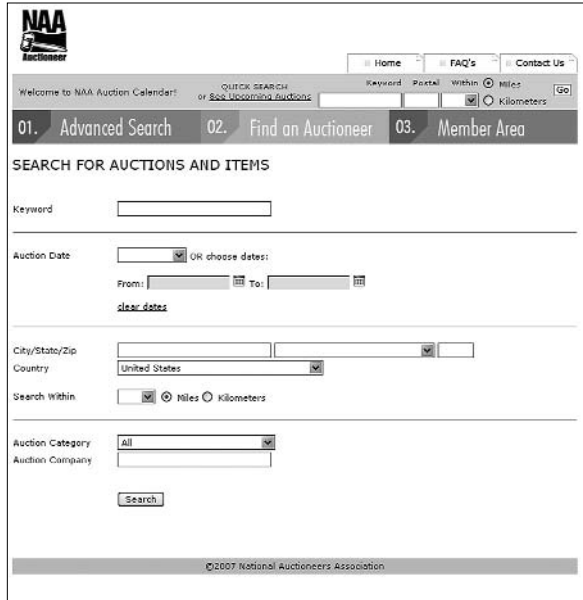
1. Access the Auction Calendar

- Log on to the members only section by clicking "Login", located in the top right corner of the NAA home page.
- Enter your username and password.
- Once you have logged on to the Website, click on "NAA Member Section".
- Click on "Update Your Auction Listings"

2. How to Post Your Auctions

- Once you have logged into the Auction Calendar, you will see two links, "Add New Auction" and "Bulk Upload Auctions".
- Each link contains administrative categories, Draft, Active, Expired, and Archived.
- Clicking on an administrative category will provide you with a list of auctions within that classification. The

Auction CALENDAR



The screenshot shows the NAA Auction Calendar search page. It includes a navigation menu with 'Home', 'FAQ's', and 'Contact Us'. Below the menu is a search bar with a 'Go' button. The main content area is titled 'SEARCH FOR AUCTIONS AND ITEMS' and contains several search filters: 'Keyword' (text input), 'Auction Date' (dropdown menu with 'OR choose dates:' and 'From:'/'To:' date pickers), 'City/State/Zip' (text input), 'Country' (dropdown menu), 'Search Within' (radio buttons for 'Miles' and 'Kilometers'), 'Auction Category' (dropdown menu), and 'Auction Company' (text input). A 'Search' button is located at the bottom of the form. The footer of the page reads '©2007 National Auctioneers Association'.

administrative categories allow you to manage your auctions more efficiently.

- Click on “Add New Auction”. Your contact information is pre-populated for your convenience. Any adjustments to this information will NOT reflect on your main NAA record. Change this information if it is a change for this auction only.
- Complete the necessary sections with information regarding your auction.
- To save your auction as a DRAFT, click on “Save as Draft”. This will allow you to SAVE the information without the auction becoming active. Your saved auction will appear in the “DRAFTS” administrative category, until you make it active.
- Click on “Add Auction”. This will post the auction to the administrative category that you have chosen, i.e. “Save as Draft” or “Save to Active”
- To POST your auction or make it live, click on “Save to Active”. This will post your auction to the auction calendar. Your auction will then appear in the “Active” administrative category.

3. How to Post Multiple Auctions

- Click on “Bulk Upload Auctions”. This link allows you to post multiple auctions at one time. If you are posting your auctions on another auction calendar system, the NAA can provide your auction calendar service provider with an API to make auction integration with the NAA automatic.

- Select the file to upload, indicate what format the file is in and check the box if the first line of your file is a header. Click “Submit” Preferred file types for images are .JPG and .GIF
- Once you have submitted your file, simply match the listed data categories to your file’s headers, i.e. company name, company address, company city.
- To save your auctions as a DRAFT, click on “Save as Draft”. This will allow you to SAVE the information without the auction becoming active. Your saved auction will appear in the “DRAFTS” administrative category, until you make it active.
- Click on “Add Auction”. This will post the auction to the administrative category that you have chosen, i.e. “Save as Draft” or “Save to Active”
- To POST your auctions or make it live, click on “Save to Active”. This will post your auction to the auction calendar. Your auction will then appear in the “Active” administrative category.

4. How to Manage Your Auction Listings

- Once you have logged into the Auction Calendar, you will see two links, “Add New Auction” and “Bulk Upload Auctions”.
- Each link contains administrative categories, Draft, Active, Expired, and Archived.
- Clicking on an administrative category will provide you with a list of auctions within that classification. The administrative categories allow you to manage your auctions more efficiently.
- **Drafts** – Auctions within this category are auctions that are not posted and can be edited.
- **Active** – Auctions that are live postings listed on the auction calendar. Auctions will be posted on the auction calendar according to end date. If an end date is not selected, auctions are sorted by the start date.
- **Expired** – Auctions that have expired that no longer appear on the auction calendar. These auctions need to be archived. If an expired auction is not archived, it will be deleted within 30 days.
- **Archived** – Auctions that are expired and have been categorized as “archived” auctions. In order to categorize your auctions as “archived” you must post auction results such as “sold for \$XXXX” or other information. These auctions will not be deleted from your auction calendar.