



SUNRISE
ESTATE SERVICES

YOUR GUIDE TO ONLINE AUCTIONS WITH SUNRISE ESTATE SERVICES

Welcome to Sunrise Estate Services' comprehensive guide to online auctions! If you're eager to participate in one of our exciting online auctions but don't know where to begin, you've come to the right place. In this guide, we'll answer all your questions about online auctions and walk you through the process of registering, bidding, and winning. Whether you're a seasoned bidder or a first-timer, this guide will equip you with the knowledge and confidence to successfully bid on your desired items.



CHAPTER 1:

Getting Started with Online Auctions

1.1 The Auction Site: Finding Your Way to the Action

Welcome to Sunrise Estate Services' online auctions, where exciting bidding opportunities await you. To get started, follow these simple steps to access our auction site and explore a treasure trove of unique items.

Step 1: Visit Our Website

Head over to our website to view current and completed auctions. **[Click here](#)** for easier access.

Upon reaching our auctions page, click the "Visit Auction Site" button to navigate to our own personal, secure online auction portal. There, you'll find a comprehensive list of all current and completed auctions. Take your time to explore the diverse selection of items available, each waiting for a new home.

Step 2: Navigating the Auction Platform

Our user-friendly auction platform is designed to provide a seamless browsing experience. Use the intuitive search and filtering options to quickly find the items that pique your interest. You can narrow your search by category, keyword, or even price range, ensuring you find exactly what you're looking for.

1.2 Registering for the Auction

Now that you've discovered an array of exciting items up for auction, it's time to become an official bidder. Follow these easy steps to create your bidding account and prepare to participate in the action.

Step 1: Click on the "Create Account" Link

Once you've found an auction that sparks your interest, click on the "Create Account" link in the top right corner of the online bidding catalogue. This link will guide you through registering and setting up your bidding account.

Step 2: Providing Your Details

During registration, we'll ask you to provide some personal information to create your account. Rest assured that all your data is handled with the utmost security and in compliance with our privacy policy.

Step 3: Credit Card Authorization

To protect all parties involved, before bidding can begin, we require a valid Visa or Mastercard during the registration process. This helps verify your identity and ensures a secure bidding environment. Don't worry; it's only an authorization, not a charge, and a mere \$1 CAD will be placed on your card.

Step 4: Explore and Participate

With your bidding account set up, you're now ready to explore the full array of auction items and start bidding on your favourites. Take your time to find unique treasures, and remember, we're here to help you throughout the entire process.

If you have questions or require further assistance, please reach out to our friendly team at **780-554-7218** or **boxton@sunriseestateservices.ca**. We're thrilled to have you join us at Sunrise Estate Services online auctions! Get ready to embark on an exciting bidding journey and potentially win incredible items to add to your collection. Happy bidding!



Chapter 2:

Understanding Online Auctions

2.1 What is an Online Auction?

Welcome to the dynamic world of online auctions, where the thrill of bidding meets the convenience of the internet. An online auction is a virtual marketplace that allows you to bid on items from the comfort of your own home – or anywhere with an internet connection. Just like a traditional live auction, you'll have the opportunity to compete with other bidders for unique collectibles, antiques, furniture, and more.

In this online format, the auctioneer's role is replaced by a sophisticated software system that manages the bidding process and controls the closing of lots. The entire experience is designed to be intuitive and user-friendly, enabling you to participate in fun and exciting auctions effortlessly.

2.2 Automatic Bidding Extension

At Sunrise Estate Services, we strive to provide a fair and competitive bidding environment. To ensure fairness, we employ an automatic bidding extension feature.

Here's how it works:

When an item receives a bid during the final minute of the countdown clock, the automatic bidding extension is triggered. The bidding clock is then extended by one minute and 30 seconds, exclusively for that particular item. This extension allows all interested bidders to have a fair chance of placing their bids without the rush of a last-second frenzy – and hindering the ability of auction “snipers” who try to come in at the last second before an auction closes to ensure they win.

The automatic bidding extension continues until there is a one-minute period during which no further bidding takes place on the specific lot. However, it's important to note that the extension of one lot's bidding time does not affect the closing times of other lots in the auction. It's not uncommon for active bidding to extend the time period of a particular lot for an extended duration. This ensures that all participants have a fair opportunity to engage in the bidding process and secure their desired items.

Now that you understand the essence of online auctions and the automatic bidding extension, you're ready to dive and start bidding! In the next chapter, we'll let you in on some secrets and strategies to help with your bidding and hopefully get you the win! Get ready to experience the thrill of winning one of our awesome lots!

Chapter 3:

Bidding Strategies

Congratulations on reaching Chapter 3! By now, you've learned the basics of online auctions and the fascinating world of bidding. In this chapter, we will explore essential bidding strategies that will help you become a confident and successful bidder with Sunrise Estate Services.

3.1 Setting Up Your Online Bidding Account

Before you start bidding, ensure you have a valid and active online bidding account. If you still need to register, follow the simple steps outlined in Chapter 1 to create your account. Once your account is set up, you'll be all set to participate in our auctions.

3.2 Understanding Buyer's Premium

In the auction world, the buyer's premium refers to an additional charge expressed as a percentage of the winning bid (hammer price). This charge covers administrative expenses and is applied on top of the final bid. It's essential to be aware of the buyer's premium for each auction as it may vary from one event to another or even on specific items within the same auction.

On average, the buyer's premium is 15%. However, please review the auction details to find the specific buyer's premium for the auction that you're interested in. To ensure a smooth bidding experience, it's a good idea to calculate your maximum bid amount, including the buyer's premium, before entering the bidding arena.

3.3 Placing Bids: Maximum Bid vs. Real-Time Bidding

In online auctions, you have two main ways to place bids: maximum bid and real-time bidding.

→ Maximum Bid

When using the maximum bid method, you indicate the highest amount you are willing to bid on an item. The auction software will then automatically bid on your behalf, incrementally increasing your bid to your maximum amount. This method is similar to leaving an absentee bid in a live auction. By using a maximum bid, you won't have to continually monitor the bidding activity, as the software takes care of it for you.

→ Real-Time Bidding

Real-time bidding is more interactive, as you actively place individual bids as the auction progresses. You manually enter each bid increment as the clock counts down, and you can see other bidders' activity in real-time. This method allows you to respond to other participants' bids instantly and gives you more control over the bidding process.

3.4 Deciding How Much to Bid

Determining how much to bid can be exciting and challenging at the same time. It's important to set a budget and be mindful of your maximum bid amount before starting the bidding process (don't forget to include the buyer's premium!). This approach prevents you from getting caught up in the excitement and potentially overbidding on an item.

The simplest way to bid is to place your top bid—the maximum amount you'd be willing to bid if you were attending a live auction in person. By doing this, the software will bid on your behalf, up to your maximum amount, following the published bid increments.

Remember, bidding strategically and responsibly will help you secure your desired items without overspending.

3.5 Retracting Bids

Once you place a bid in an online auction, it becomes a legally binding contract. Therefore, it's crucial to bid only on items that you genuinely wish to purchase. Online bids cannot be retracted, as doing so can cause confusion for other bidders and disrupt the auction process. Retracting bids may result in restrictions on future participation in auctions.

3.6 Understanding Bidding Increments

Bidding increments represent the minimum amount by which the current bid must increase. For instance, if the bidding increment is \$2, the next bid must be at least \$2 higher than the current bid. Bidding increments are typically outlined for each auction and may vary based on the item's value.

Now that you're equipped with these essential bidding strategies, you can jump into our online auctions and bid confidently. The next chapter will provide tips on international bidding and how to participate regardless of location. Keep on bidding, and may you find the treasures you seek at Sunrise Estate Services' auctions!



Chapter 4:

International Bidders

4.1 Bidding from Outside Canada

At Sunrise Estate Services, we welcome bidders from all around the world to participate in our online auctions. Whether you're in Europe, Asia, or any other part of the globe, we're excited to have you join our community of online bidders!

4.2 Currency and Auction Location

Please be aware that our auctions are conducted in Canadian Dollars (CAD). When placing bids, keep in mind that the currency used for bidding and payment will be CAD. To convert your currency to CAD, you can use various online currency converters or check with your bank for the current exchange rates.

Additionally, all auction items are located in Alberta, Canada. Please consider shipping costs and delivery options when bidding on items, especially if you're an international bidder. We are committed to assisting with post-auction arrangements to ensure a smooth process for international shipping.

4.3 Post-Auction Assistance

After the auction concludes, our team will be available to assist you with post-auction arrangements. Whether you have inquiries about shipping options, customs, or any other logistics, we're here to help make the process as seamless as possible. We aim to ensure that international bidders can enjoy the same exciting auction experience as our local participants.

4.4 Embrace the Global Auction Community

One of the best aspects of online auctions is the opportunity to connect with bidders from around the world. Embrace the global community and share your passion for unique items and collectibles with fellow enthusiasts worldwide. Engaging with international bidders adds a unique dimension to the auction experience and allows for a diverse range of perspectives and interests.

4.5 Communication is Key

As an international bidder, effective communication is incredibly important. If you have any questions or concerns, don't hesitate to reach out to our team. We are always happy to provide any information or support you need throughout the auction process.

Participating in our online auctions from outside Canada is a fantastic opportunity to explore a wide array of unique items and connect with a global community of collectors and enthusiasts. We encourage international bidders to dive into the excitement and enjoy the thrill of winning extraordinary treasures from Sunrise Estate Services.

Whether you're bidding from across the ocean or right in our local community, we look forward to sharing our online auctions with you. Now that you're equipped with valuable information on international bidding, it's time to dive into the bidding action and embark on an exhilarating journey of discovery. **Happy bidding, and may you find the treasures of your dreams!**



Chapter 5:

Post-Auction Process

Congratulations on successfully participating in a Sunrise Estate Services online auction! You've navigated the bidding excitement and secured your desired items. In this final chapter, we'll guide you through the post-auction process to ensure a seamless and enjoyable experience.

5.1 Auction Conclusion

Once the auction ends, you'll notice that the countdown clock on the auction page will display "Bidding Closed." This indicates that all bidding activity has ceased, and the auction is officially concluded. The anticipation of winning items is now at its peak!

5.2 Congratulations, You're the Highest Bidder!

If you're the highest bidder on an item, congratulations are in order! After the auction concludes, you will receive a notification via email confirming your winning bids. The email will also contain an electronic invoice detailing the items you've won, the hammer price, the buyer's premium, and any applicable taxes.

5.3 Payment Procedures

Following the auction, winning bidders will need to proceed with the payment process. As per the terms and conditions of the auction, bids left online or through other absentee bidding methods will be processed using the credit card information provided during registration.

Generally, credit cards will be charged for all winning bids once the auction has concluded. If you require alternate payment arrangements or have any payment-related inquiries, please don't hesitate to contact our team. We're here to ensure a smooth payment process for all successful bidders.

5.4 Pickup and Delivery

The auction details and important notices on the auction site will provide information on item pickup or delivery options. Pickup dates and times will be clearly specified, and it's essential to review this information to ensure you can collect your items during the allotted dates and hours.

For local bidders, please visit the **[Sunrise Estate Services website](#)**, click the Appointments tab, and select the date and time you'd like to pick up your item(s). Should you need any assistance, please don't hesitate to reach out. Should you require shipping, our team will gladly assist with arranging post-auction delivery. International bidders will have their items shipped from Alberta, Canada.

The address for pickups and further delivery details will be included in your invoice for winning bids and sent via email. We strive to ensure a smooth and convenient item collection process, so don't hesitate to reach out if you have any questions or require additional assistance.

Congratulations! You're now armed with all the information you need to confidently bid on items in Sunrise Estate Services' online auctions. Now it's time to put your newfound knowledge into action and start bidding on unique treasures!

Thank you for joining us in this comprehensive guide to online auctions with Sunrise Estate Services. We hope this guide has equipped you with the knowledge and confidence to enjoy the amazing world of online bidding. Whether you're a seasoned bidder or a first-timer, our goal is to make your auction experience delightful and rewarding.

Remember, our team is always here to help you. If you have any questions, need support, or want to learn about upcoming auctions, feel free to reach out to us at 780-554-7218 or boxton@sunriseestateservices.ca. We value your participation and look forward to sharing many more auctions with you in the future.

Happy bidding, and may you continue to discover extraordinary treasures through Sunrise Estate Services' online auctions!

