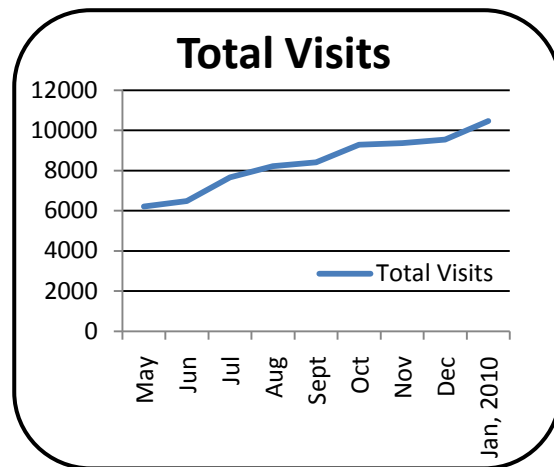


## Online Auction Cost

Sellers Commission Fee = Free  
Buyers Premium = 3% (the lowest in Australia)  
Seller Advertising = Advertise using your current methods

## How We Advertise

Earthmovers and Excavators: Full page high gloss  
Direct email broadcast: To registered HE dealers and end users.  
Google search results: High exposure



## Auction Process

**Step 1:** The Seller advises HeavyEquipment.com.au that they have a number of items they wish to list in an auction.

If you already have equipment listed including photos and condition reports on HE site we can just transfer these across to our auction site with your considered SLR opening bid and reserve price.

**Step 2:** HeavyEquipment.com.au will email the **Seller's Listing Report (S.L.R)** with a request that the seller populate all of the fields and then email the completed **S.L.R** to [admin@heavyequipment.com.au](mailto:admin@heavyequipment.com.au)

**Step 3:** HeavyEquipment.com.au will return the **S.L.R** fully populated with "**recommended reserve prices**" plus the opening bid prices and bid increments. This is purely a suggestion to help the seller. The reserve price is set by the seller and only the seller.

**Step 4:** The Seller may choose to accept the "**recommend reserve price**" nominated by HeavyEquipment.com.au or they will have the option to change the reserve price to a value of their choosing.

**Step 5:** The Seller is required to then email the completed **S.L.R** back to [admin@heavyequipment.com.au](mailto:admin@heavyequipment.com.au) complete with the Sellers closing date. (Minimum 14 days for rolling auctions and Schedule auctions to be agreed upon)

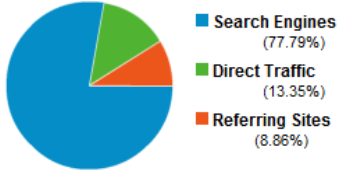
**Step 6:** HeavyEquipment.com.au will promote the auction through and on its website and through any other mediums that are appropriate.

## HeavyEquipment.com.au Monthly Statistics

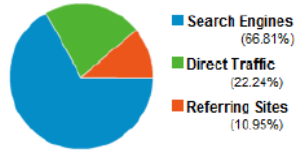
Source Google Analytics and HE Servers

2009	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan 2010
<b>Total Visits</b>	<b>6209</b>	<b>6475</b>	<b>7660</b>	<b>8216</b>	<b>8404</b>	<b>9280</b>	<b>9366</b>	<b>9546</b>	<b>10470</b>
Absolute Unique Visitors	5174	5372	5892	6558	6897	7617	7615	7697	8725
Total Page's Viewed	29099	38190	38785	34882	38728	42458	42356	43546	47313
Average Pageview's by Unique Visitors	NA	7.11	6.58	5.32	5.62	5.57	5.56	5.66	5.422
Average Unique Visitors Per Day	167	179	190	211	229	245	254	248	282
Average Page's Viewed Per Day	939	1273	1251	1125	1290	1370	1412	1405	1526
Countries viewing the site	NA	53	80	109	124	139	91	94	94
Time on the Site (M & S)	NA	4.26	4.15	3.58	3:59	3:36	3:17	3:20	3:00
New Visits	NA	79.46%	72.51%	74.71%	78.14%	78.17%	77%	75.97%	80%
Returning Visitors	NA	20.54%	27.49%	25.29%	21.86%	21.83%	23%	24.03%	20%
Languages	NA	15	26	34	30	42	37	34	31
Site Data Traffic	NA	1.412GB	2.728GM	2.68GB	2.841GB	3.12GB	3.27GB	3.55GB	3.9GB

**Traffic Source (June 2009)**



**Traffic Source (July 2009)**



**Traffic Source (August 2009)**



**Traffic Source (September 2009)**



**Traffic Source (October 2009)**



**Traffic Source (November 2009)**



**Traffic Source (December 2009)**



**Traffic Source (January 2010)**

