MORE BIDDING OPTIONS, QUICKER SALE
The vehicle selling services from Insurance Auto Auctions (IAA) provide industry-leading vehicle bidding options designed to shorten a seller’s cycle time and produce a best-price result. Whether the vehicle is sold live, live-online or direct, IAA provides a healthy, competitive environment.

**In 2013, more than 60% of buyers purchased vehicles both live and live-online, and 80% of vehicles sold at auction had internet activity.**

**Our Auction**

The live and live-online auction model at IAA generates a healthy, competitive auction environment. While live auctions take place, online buyers can join in the bidding through real-time audio broadcasts using IAA’s exclusive I-Bid LiveSM internet bidding platform. This platform offers our buyers flexibility, making it easy to participate in any of our auctions and driving higher returns for providers.

**I-Buy FastSM**

Rather than allowing unsold vehicles to sit until the next auction, I-Buy Fast enables potential buyers to view and purchase them online at any time. Users are able to view vehicle details, images and price, and I-Buy Fast vehicles often sell for more than they would earn at auction.

Selling your vehicle through I-Buy Fast provides:

- Additional exposure for your vehicles between auction dates
- The opportunity to sell your vehicles for a fixed price
- The potential to reduce cycle time and storage costs, and earn higher returns

Qualified IAA buyers will have access to all I-Buy Fast vehicles ready for immediate purchase. After your vehicle is purchased, it is immediately designated as sold, and the remittance process begins.

Becoming an I-Buy Fast participant enables you to manually or automatically assign vehicles for sale. Every step in this convenient process is done through IAA’s exclusive online reporting and analysis tool, CSATodaySM.
**I-Bid Live™**

With focus on the online bidder, I-Bid Live™ enables registered buyers to join a live IAA auction through any internet connection anywhere in the world and bid in real time along with live local bidders and other internet bidders. To bid, registered buyers must log in to the IAA Auction Center and click on an I-Bid Live icon just before or during a live auction. Once connected, the bidder’s screen will provide all of the information needed to bid in real time along with the live local auction.

IAA also offers buyers the option of using proxy bids through I-Bid Live. If the buyer cannot be there in person or online, they can choose to take part via proxy bidding, in which their initial bid price is entered and increased incrementally until they either obtain the vehicle or the sale price exceeds a maximum amount they set in advance.

**Vehicle Valuation Services**

IAA knows the value of the vehicles it auctions and shares that knowledge with its customers. With IAA Market Value through CSAtoday®, users enter information about their vehicle to compare it to similar ones sold at auction, helping them better determine its true value. In situations of owner retention, partial-loss conversion, denied coverage and subrogation file closure, IAA offers BidFast™, an accurate salvage valuation solution that helps customers obtain a guaranteed bid quickly. With this tool, a vehicle undergoes a comprehensive analysis to determine its value and secure a reliable bid.

**Title Services**

Overcoming the challenges of securing a title — liens, legal paperwork, signatures and abandonment — can significantly lengthen cycle time when closing out a total loss claim and is extremely labor intensive. The title services team at IAA can help solve these tough issues and allow adjusters to focus on claim settlement, not title procurement. Title Management and Title Tracker, IAA’s patent-pending title procurement tools, offer customers the option to select from a full- or self-service model to best suit their needs. And for additional help, there’s IAA Settlement Assistant, which helps vehicle owners navigate the often-confusing process of title procurement by answering frequently asked questions and providing state-specific examples.

**Vehicle Marketing Services**

High end, classic or specialty, IAA’s vehicle marketing services provide an additional level of detail with comprehensive reporting, enhanced videos and crystal-clear still images to showcase the unique characteristics of these vehicles and maximize exposure. Operable vehicles can take advantage of the IAA Run & Drive® lanes, where vehicles are driven past buyers to demonstrate their full value. And with I-Buy Fast™, buyers can purchase these vehicles between auctions.

**Vehicle Management Services**

Manage salvage performance and identify the factors influencing timeline efficiency and returns with CSAtoday®, IAA’s online reporting and analysis tool. Accessible from any internet-enabled device, CSAtoday allows users to track and manage vehicles in real time to make decisions and maximize productivity through key information such as auction results, returns analysis and other valuable reports. In addition, IAA offers a host of catastrophe and logistical support services designed to assist customers when dealing with a large spike in salvage units or other unexpected issues.
For more than three decades, Insurance Auto Auctions, Inc. (IAA) has been a respected leader in the vehicle auction industry. With headquarters in Westchester, IL, and more than 160 locations across North America — the most auction facilities on the continent — IAA offers convenience nobody else can, providing its global buyer base the opportunity to bid on and purchase vehicles through its live and live-online auctions. IAA’s talented team of more than 2,200 employees is committed to providing customers with the highest level of service in the industry. Since 1982, IAA has been the trusted partner of insurance companies, fleet and rental firms, financing companies, auto dealers and the general public. In addition, hundreds of the most well-known charities from across the country count on IAA to provide complete processing services for their vehicle donation program and increase awareness through the One Car One Difference® campaign (1car1difference.com). Through these efforts, IAA has helped raise millions of dollars in funding for these organizations. To learn more about all of IAA’s services, visit IAA-Auctions.com, and follow IAA on Facebook and Twitter.