



National Auto Auction Association, Inc.

Confidential 2017 Auction Industry Survey

Our GOAL is to measure “Physical Activity” at NAAA Member Auctions.

Definitions

Seller Type Categories:

Dealer Consignment - Vehicles consigned by a franchised, independent or wholesale dealer.

Finance & Fleet (Lease/fleet/repo) - Vehicles consigned by a bank, credit union, other financial institution, leasing company, rental car company, fleet management company, captive finance arm of a manufacturer, municipalities or directly by a company or business.

Manufacturer (Factory) - Vehicles consigned by an OEM that are typically limited for purchase to their franchised dealers. These vehicles are predominantly company cars or buybacks from rental and fleet companies. Vehicles consigned by the captive finance arm of a manufacturer would be excluded from this category and should be included in the Finance & Fleet category.

Other - Any vehicles consigned that do not fall into one of the consignor categories listed above.

Units Entered - The number of vehicles offered for sale (not to be confused with the number of vehicles entered into inventory).

Units Sold - The number of vehicles sold, net of any voided transactions.

Vehicle Types:

Passenger - Cars, light duty trucks, vans, SUVs, etc.

Salvage - Salvage vehicles have either been branded salvage or total loss or have been classified as salvage by the seller based upon the condition of the vehicle. Typically, these vehicles are purchased for parts.

Specialty - Non-passenger vehicles such as RVs, campers, boats, motorcycles, personal watercraft, powersports, heavy and medium duty trucks, trailers and equipment.

Internet Auctions:

Online (excluding Simulcasting) - Selling vehicles online via interactive bidding by online participants only, or for a fixed price without competitive bidding (i.e. bulletin board/buy now sales). These sales would typically occur via an online only selling system such as OVE, Auction Edge/Edge Pipeline, DealerBlock, OPENLANE, SmartAuction, etc.

Simulcasting - Internet auctions via real-time interactive bidding integrated with a physical sale (re: Online Ringman, LiveBlock, and Simulcast).

Total 2017 Payroll - Total part-time, full-time, and administrative employee payroll for 2017.

Total 2017 Contracted Services - Total cost for hired help (contract or temporary labor) not included in auction payroll.

Further Clarification to Definitions:

1. Sales data is submitted NET of unwound (voided/cancelled) transactions. Refer to survey definition “Units Sold – The number of vehicles sold, net of any voided transactions.”
2. Auctions should only report sales sold via on-the-block, simulcasting, or online that have occurred onsite at their physical auction (mobile auctions included). Vehicles sold upstream at a grounding dealer or sold midstream on its way to an auction are not included as they are not at a physical auction. Thus, grounded units received by a dealer at his/her lot are not included as they are not at a physical auction.
3. Salvage and insurance units are included as Seller Type Category “Other – Any vehicle consigned that do not fall into one of the [following] consignor categories...” [Dealer Consignment, Finance & Fleet (Lease/fleet/repo) or Manufacturer (Factory).]
4. The NAAA Auction Industry Survey is only open to NAAA Member Auctions as listed in the NAAA Membership Directory for the reporting year.
5. If an NAAA Member Auction purchases an auction during the reporting year, the purchasing Auction includes the full year’s data of the auction purchased.
6. NAAA Member auctions that close or drop their membership during the reporting year are not included in the annual survey.