

March | 2020

## COVID-19 Update

Due to the affects of Covid-19, the governor of Michigan, Gretchen Whitmer, proclaimed a "Stay at Home Order" for all residents of the state of Michigan as of Tuesday March 24th. Auctioneer Software intends to fully abide by this order.

We will be working remotely from our homes while also staying connected to the various services that we offer our clients at the office. Our phones will be transferred to our homes. We do not anticipate any changes with how we conduct our business as it relates to you, our valued client. You will still call the same number, you will get a real person on our staff answering the phone, you will still get the very best service that we can provide to you and you will get the same desire to help you from our employees, which you have become accustomed to throughout the years. Although these are circumstances that we could not see coming, our day to day activities and responsibilities will be business as usual. **We care for each one of you and are comforted with Psalm 46 that "God is our refuge and strength, a very present help in trouble" (Vs 1).** We trust our sovereign God to sustain us and to enable us to do those things that He wants us to do each day and glorify Him by them.

Please don't be afraid to email us at [info@auctioneersoftware.com](mailto:info@auctioneersoftware.com) or call if needed, we are here to help you. If you have any questions, you can reach Kurt Kaptein at 616-813-5000 or Brandon Kaptein at 616-340-8526, or call our general office line to reach us (866) 773-2638. Stay Safe!



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Software



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Auction Software



Multi-Par Real Estate  
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Live Clerking Auction  
Software

**Auctioneer Software has been providing the auction industry with software solutions for over 15 years. What do we do best? Auctioneer Software. It's in the name.**

## What Should You Know About Custom Auction Software and Development?

What is the difference between so called “off-the-shelf” auction software & custom software that is developed for your company? Custom Auction Software can make a big difference in your business. Read our recent blog to learn more!

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### RECENT BLOGS



#### Learn to Love Big Data

Have you ever heard the term “Big Data” sounds like something made up right? We know...but it's real! Big data by definition in the dictionary is, “extremely large data sets that may be analyzed computationally to reveal patterns, trends, and associations, especially relating to human behavior and interactions.” Although companies have been marketing minded for years not, big data did not really make its large entrance into the marketing world until about 2 or 3 years ago, changing search engine optimization for forever!

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#### The Benefit of Content Creation for Your Auction Website

Keeping fresh content up on your site can provide so many benefits to your business and your bidders. It adds value for your customers and clients, it will increase search engine visibility, and also make sure that you don't have any thin content to be penalized for by Google. If your business does not already have a blog or resources page, consider adding one to your website soon! Doing so could help your business and bidders immensely!

[Learn more...](#)



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