



auctioneer
SOFTWARE

ONLINE | SIMULCAST | MULTIPAR | CLERKING | APPS | MARKETING

Letter from the President



As we celebrate 26 years in the auction industry, we find ourselves reflecting on the path that brought us here. The experience we had in the industry before launching our business played a key role in choosing to serve auctioneers. Auctioneer Software began in 1999 with a mission to provide online auction software and website development to auction companies. What started as a team of just 3 has grown into a staff of 37 full-time employees—and we're still growing!

Family has always been a cornerstone of our business. All five of our children have contributed to the company's growth over the years. We've worked side by side, traveled together to auction houses and industry trade shows, and shared in the day-to-day efforts of building something lasting.

As a family business, our strength has come from holding to the belief that we should treat others the way we would want to be treated, and from giving thanks to our Father in heaven for the many blessings we've received.

Along the way, we've had the privilege of getting to know so many of you in the auction community. We've come to see that the values you hold often mirror our own, and the relationships that have formed over the years are something we truly value.

In the last 26 years, we've steadily expanded our services and focused on being self-reliant in everything we do. We're proud of the team that keeps our business running. From our sales staff, to our finance staff, to our software developers, to our systems administrators, to our marketing team, and to our administrative staff. They work hard to provide consistent service, clear solutions, and a warm, helpful experience whether you're reaching out by phone or visiting us in person.

We're confident in our ability to support every need in the auction industry and remain committed to innovation, guided by the feedback and insight of those we serve.

To all our clients, thank you. The trust you've placed in us and the partnerships we've built mean a great deal. We look forward to continuing to earn that trust and growing together in the years ahead.

We're honored to have spent the last 26 years working alongside such dedicated professionals in the auction industry and hope to do so for many more years to come. As we look to the future, we remain committed to growing with you, adapting to your needs, and continuing to build lasting relationships grounded in trust, integrity, and shared purpose.

Sincerely,

Kurt Kaptein

President of Auctioneer Software



Auctioneer Software offers *tailored* features, benefits, and more!

Online Auction Software

With an intuitive design and a simple, streamlined process, it's truly worth a look.

Live Clerking Auction Software

Catalog auctions, manage clerking, print invoices, and settle consignors—all in one place.

Multi Parcel Real Estate Software

Maximize sale prices and deliver the highest return on investment for your sellers.

Live Simulcast Auction Software

Receive bids from anywhere in the world, instantly.



White Label Branding



Cataloging App



Email & Text Alerts



Mobile Responsive Development



Reporting Features



Online Marketing & Social Media



User Management Features



Custom Website Design



Search Engine Optimization



Consignor & Seller Features



Credit Card Payments

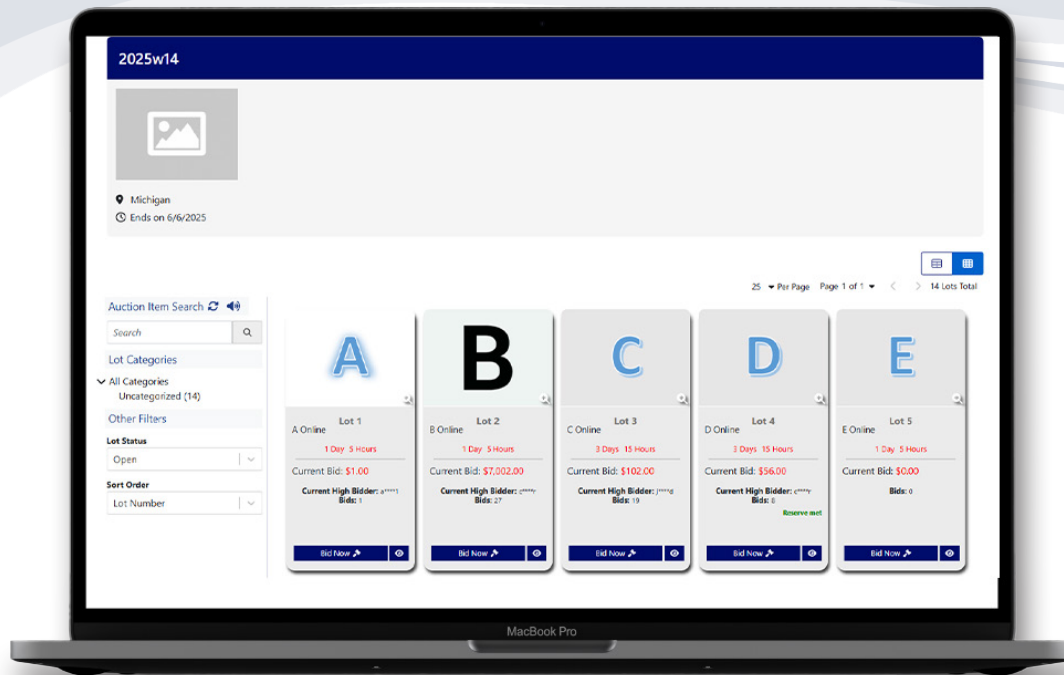


Content Management Admin Management

LET'S CHAT AND SCHEDULE YOUR FREE DEMO TODAY!

Call Us: (866) 773-2638 | (616) 538-2914

Email: sales@auctioneersoftware.com



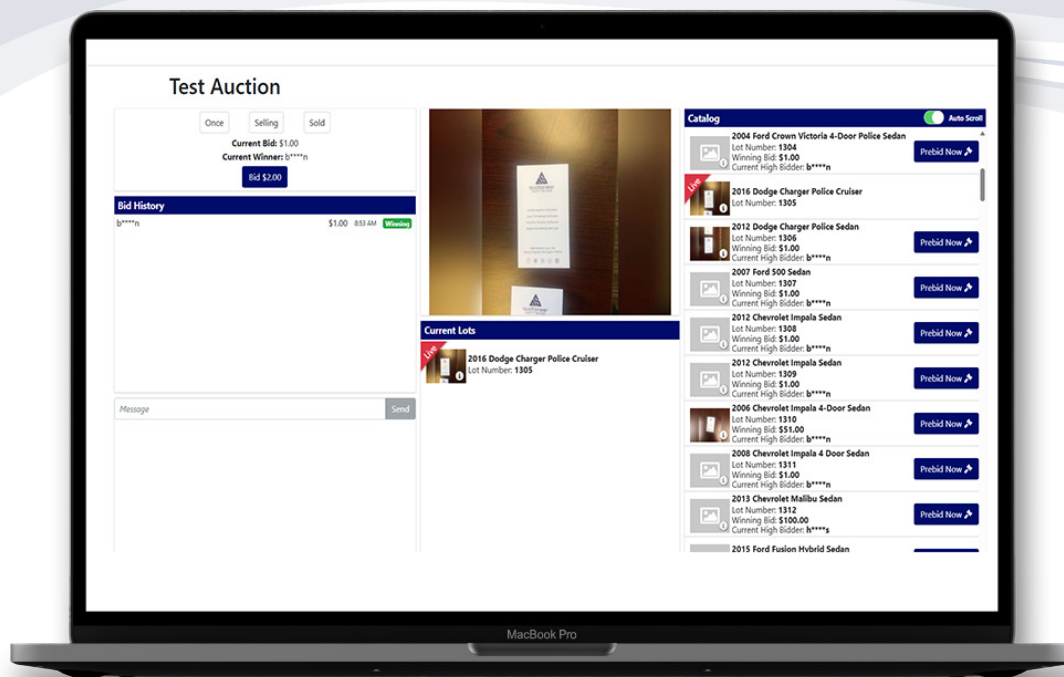
Auctions have been a trusted way to buy and sell for centuries, and today, online auction sites have become part of daily life. Our auction software is built to handle everything you need—from cataloging lots to secure payment options. Even better, your site will be tailored to match your organization’s unique brand and style.

Benefits of Our Software

- Built and developed by a team that understands the industry
- Backed by 16 full time developers
- Hosted in a modern, high-performance environment
- Manage everything through a web-based admin panel
- Dedicated support specialists when you need help
- Mobile-friendly, responsive design
- Custom development tailored for your needs

ONLINE AUCTION SOFTWARE

Empowering auctions with commission free software.



Simulcast auctions have been around for a while, so there's no need for a lengthy explanation of how they work. What matters is how our approach is different. With Auctioneer Software, you keep your commission—we don't take a cut.

Our simulcast platform was built with direct input from auction companies who were frustrated with the limitations of other systems. After hearing things like "I wish it could do this" or "I wish it had that," we developed software designed to meet real needs and make your job easier.

Software Features

- Real-Time Live Auction Bidding
- Instant Invoicing Capabilities
- Smooth Integration with Online Auctions
- Secure, Confidential Bidder Records
- Low Latency Live Streaming
- Built-In Bidder Messaging
- Pre-Bidding Available
- Buyer Choice Functionality

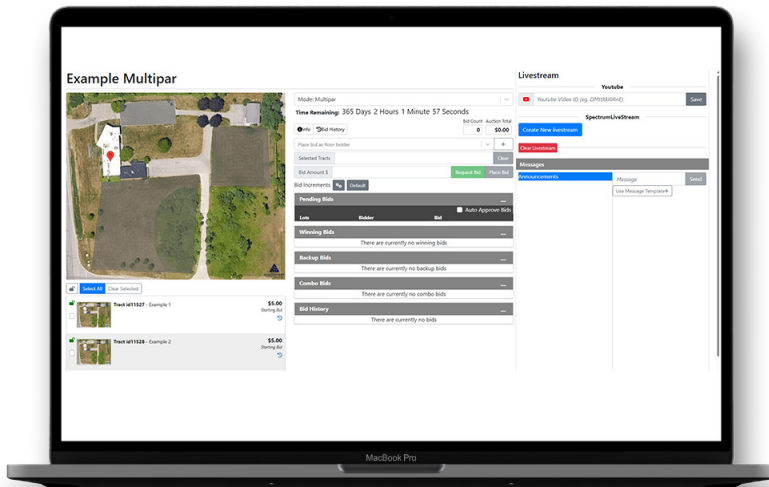
SIMULCAST AUCTION SOFTWARE

Live internet bidding at your fingertips.

Online bidders compete in REAL TIME with your live bidders on site!

Looking for online real estate software that allows you to sell property in parcels and ensures you get the best possible price? Our Multi-Parcel Real Estate Software is built for exactly that. This custom-developed platform gives you three flexible ways to sell—designed to help you maximize results.

Multi-Par Admin



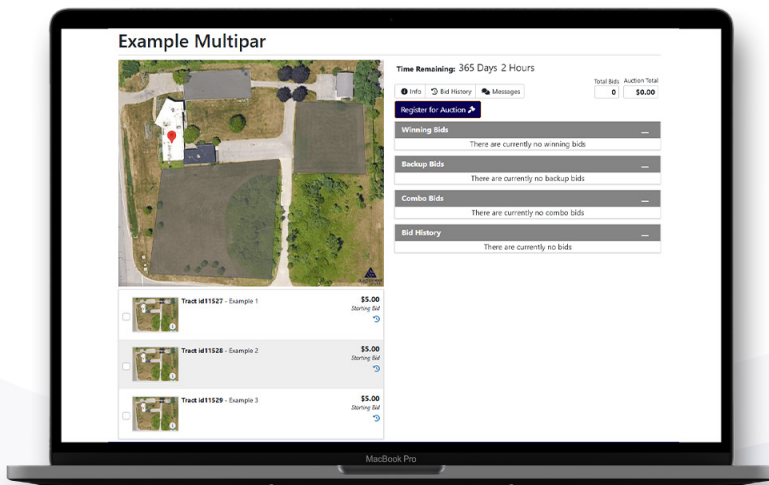
Ways You Can Sell

- Sell the Entire Property as One Lot
- Sell By Individual Parcel
- Sell ANY Combination of Parcels

Features of Our Software

- Flexible, Customizable Features
- Bid on Single or Multiple Combination
- Intuitive, User-Friendly Design
- Bidding Available by Acre

Bidder Interface



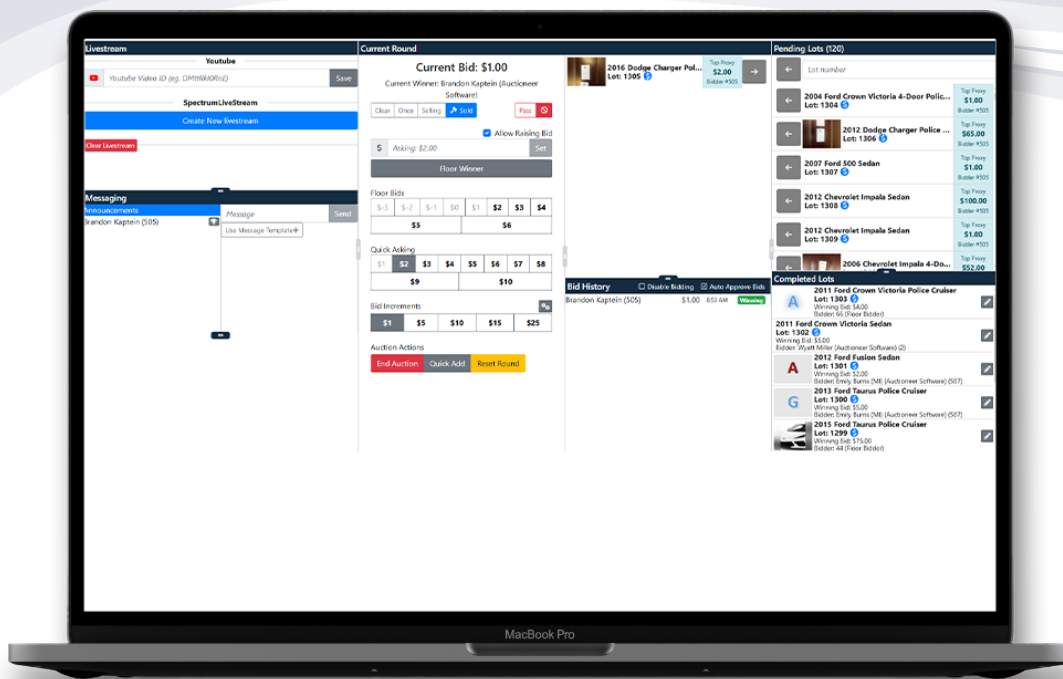
Benefits of Our Software

- One (1) Custom Website Domain
- Backed by Industry Expertise
- 16 Full-Time Dedicated Developers
- Web Based Admin Access

with SIMULCAST OPTION

MULTI-PAR AUCTION SOFTWARE

1 property or 100 parcels - Get the most for your real estate!



With just an internet connection, you can load items, print clerking sheets, and manage the entire auction directly from your computer, iPad, or tablet. Our Live Auction Clerking software is built for flexibility and ease of use, giving you the ability to run auctions from virtually anywhere. Whether you're in the office or out in the field, it keeps you organized, efficient, and fully in control from start to finish.

Software Features

- Simple Item Entry
- Quick Bidder Registration
- Printable Clerking Sheets
- Effortless Entry of Winning Bids
- Clear, Comprehensive Reporting
- Instant Payment Processing
- Easy Invoicing
- Merge Lots with Ease
- Duplicate Lots in Seconds and much more!

LIVE AUCTION CLERKING SOFTWARE

We offer a **FULL** solution to all auction companies.



THE MOBILE BIDDING APP IS HERE.

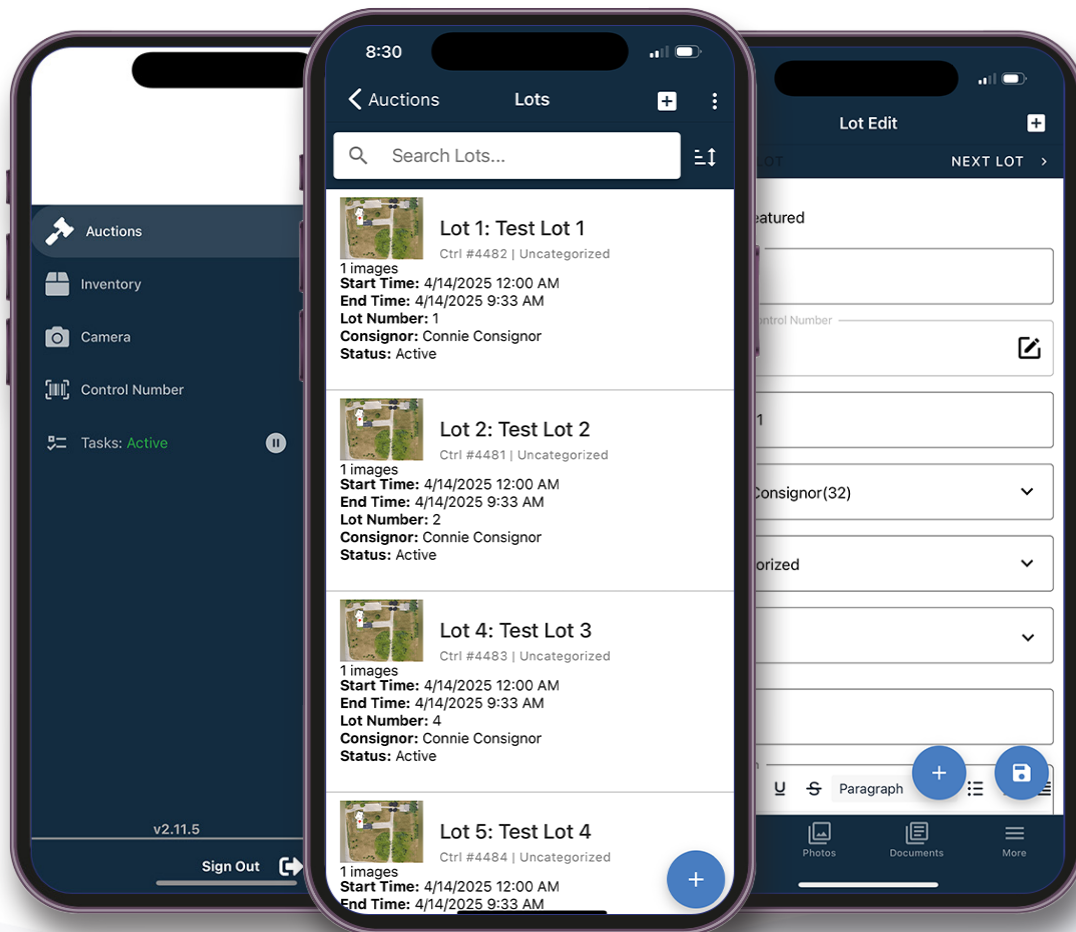
Let's setup a demo!

For inquiries, call (866) 773-2638

Email info@auctioneersoftware.com


Manage all your auctions and lots in the same place and add lots quickly on the go, editing descriptions & images right in the app.

Now you can take your auction tools wherever you go. Our online auction cataloging app gives you easy access to your software from anywhere, making it simple to catalog items on-site or add a last-minute lot right before the auction begins. Best of all, the app is included with your software package at no extra cost.



CATALOGING APP

Easy access to your software, wherever you are!

A top-down view of a white desk on a wooden floor. On the desk is a silver laptop with a black keyboard, a clear glass vase filled with white baby's breath flowers, a clear acrylic pen holder containing several white pens, a pink folder, and a gold paperclip. A pink notebook is partially visible on the right side of the desk.

Auctions never stop, and keeping up with social media can quickly become overwhelming. That's why we create customized marketing plans tailored to your business, so you can stay focused on running your auctions. Our social media management targets the most relevant audience, driving more traffic to your website and increasing revenue. This way, your marketing efforts truly support your auction goals and deliver real results for your clients.

By consistently engaging potential bidders and highlighting your key lots, we help build excitement and boost participation. Let us take the marketing off your plate so you can concentrate on what matters most—successful auctions.

Digital Marketing & SEO for Auctions

Online auction marketing should be a top priority—and we're here to help you make the most of it. With a wide range of marketing services tailored for the auction industry, we'll make sure your auctions get the attention they deserve.

Search Engine Optimization & Google Services

Auctioneer Software takes auction marketing to the next level with specialized strategies and optimization designed to give your company a competitive edge. In today's digital landscape, your auctions and lots need more than just visibility—they need to stand out in search results. Through targeted SEO, each lot and item is optimized with carefully crafted titles, headers, image tags, and more, ensuring maximum exposure and improved search engine recognition.

Paid Advertising & Branding

Facebook, Instagram, and LinkedIn offer powerful opportunities to connect with both current and potential clients through a mix of organic posts and paid advertising. With targeted campaigns, you can reach the right demographic of bidders for your next auction. Curious about where your online traffic is coming from? Using tools like Google Analytics, Google Search Console, and Google Business Profile, we can track key data and help you better understand your audience—allowing you to fine-tune your website and marketing strategies for stronger results.

Auction Marketing & Graphic Design

With auctions happening nonstop, business can move faster than expected. Keeping up with posts, engagement, and the day-to-day tasks of staying connected with your audience can be a challenge. That's why we develop a custom strategy tailored to your auction business—including personalized branding and eye-catching auction graphics to help you stand out and stay consistent online.

Social Media Marketing & Management

In today's world of socially driven conversations and online business, it's more important than ever to know who's talking about your company—and where. Understanding your audience allows you to position your products and services in the right space. Social media influences every part of your business, from brand development and reputation to how you engage with clients. We're here to help strengthen those relationships, boost your brand recognition, and bring your entire marketing strategy together.

Effective social media management is a key part of any successful marketing strategy in today's digital landscape.

Auction Website Design *Tailored* to Your Brand

Mobile responsive auction website design specifically created for your auctions

Your website is the face of your business. While it should be visually appealing, it also needs to do much more. From the first impression, it should clearly reflect your brand identity and values. A well-designed auction website speaks to both current and potential customers, building trust and interest. To keep bidders engaged, your site must also be mobile responsive—offering a smooth, user-friendly experience across all devices.

Auction website design is different from traditional web design—and that's where Auctioneer Software stands out. With a strong focus on the auction industry, expert software development, and flexible customization options, we create custom auction websites that truly reflect your business and brand.



Auctioneer Software will create a custom auction website that is:



Functional

You'll work directly with our team to create a functional, responsive auction website that delivers the information your visitors need—clearly and efficiently.



User Friendly

By working with our team of expert developers, we'll create a website your visitors will want to return to—thanks to its clean design, easy navigation, and user-friendly experience.



Professional

Our team of professionally trained auction website builders understands the auction industry and knows what it takes to create a custom site that meets both your needs and those of your customers.



Simple to Maintain

Since auctions are your focus, not website design, we provide the tools and support you need to easily make updates and manage your site with confidence.



Auction Hosting & Cybersecurity

Auction Website Hosting

Losing connection to a website in the middle of something important is frustrating—especially during an auction. That's why Spectrum Net Designs (Auctioneer Software) has made major investments in reliable, high-performance hosting. We know how critical uptime is, whether you're placing a bid or managing your auction site, and we've built our infrastructure to keep you online when it matters most.

Cybersecurity

We have invested over \$400,000 to implement industry-leading security measures that protect your online auction platform, clients, and bidders from evolving threats. Our solutions meet the high standards required by universities, government agencies, and financial institutions. With features like real-time monitoring, advanced encryption, and a commitment to PCI compliance, we make sure your auction platform stays secure and reliable.

Switch Pyramid Data Center

The Switch Pyramid is West Michigan's first purpose-built data center, designed to meet the highest industry standards. Benchmarking to TIA 942, Tier 3, and Tier 4 specifications, the facility features advanced security, reliable power systems, and top-tier fire suppression—all monitored 24/7, year-round.

Network & Cloud Hosting

We offer immediate access to industry-leading network services with speeds up to 100G, supporting even the most advanced WAN technologies. With diverse upstream connections and private peering with multiple Tier 1 internet providers, your connectivity options are virtually limitless. Plus, customers can connect to seven additional Midwest data centers—making it easy to build a secure, compliant, and cost-effective disaster recovery plan.





“Choose a *company* that truly understands the value of being a *single-source provider* for the *auction industry*—streamlining your operations, support, and success all in one place.”

- Kurt Kaptein, President



Meet Our Team

Great companies are built by great people—and our team is no exception. We share a common goal: to deliver efficient, long-term solutions that support your success. If you're looking for a partner who truly cares about your online presence and marketing strategy, you can count on us to give it our all.

Sales & Accounting



Brandon K.



Amy H.



Laura L.

Network, Email & IT Support



Seth C.



Joe R.



Dean G.



Prakshi C.

Administrative & Scheduling



Sierra F.



Kelly S.

Marketing & Advertising



Shannan D.



Ashlee M.



Nicole V.



Chandler M.

Customer & Software Support



Jason B.



Karen M.



Mike D.



Jon H.

Web & Software Development



Joe S.



Kris T.



Chris C.



Jacob C.



Eddie L.



Abinashi S.



Lauren C.



Praneetha P.



Alex W.



Zach P.



Wyatt M.



Kurt V.



Alex W.



Ajay G.



Bhupesh P.



Connor B.

WHEN YOU NEED *Results*

WWW.AUCTIONEERSOFTWARE.COM

AUCTION SOFTWARE DIGITAL MARKETING SEO DESIGN & DEVELOPMENT ... *and more!*



Contact Us Today!

Software, Sales & Demos

sales@auctioneersoftware.com

Digital Marketing
& Social Media

marketing@auctioneersoftware.com

Software Support
& Training

cs@auctioneersoftware.com



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