**A Typical Auction Day**

*Onsite auctions offer the reassurance of knowing not only exactly what you’re getting, but exactly who you’re getting it from.*

If you’ve ever had the pleasure of attending a high school football game in Texas, you’ll have an idea of the atmosphere at an Equify onsite auction. Strangers, who in a few minutes will be bidding against each other, share a friendly conversation about Texas heat and traffic on I35. And there will be no shortage of nacho cheese at the concession stand no matter what you order. Equipment auctions are often a family event, and it’s not unusual to see toddlers being pushed in strollers while their big brother or sister shadow mom and dad as they inspect the lots. After all, it’s never too early to get started in the family business.

When you first check in at the lobby, you’ll be offered a copy of the auction catalog if you didn’t download one online prior to arriving. There’s also some fun Equify “swag” available if you’re looking for a new hat or notepad. The lobby offers a cool, quiet place to take a break from the action, and Equify staff at the front desk are there to answer questions and give directions if you need them.

In the hours leading up to the auction, Equify employees donned in blue can be seen giving customers tours of the yard to see the equipment up-close and personal. Whether you want to walk at your own pace or hitch a ride on a golf cart, there’s plenty of time before the auction begins to examine the lots in the yard. If you plan on walking, dress accordingly. The yard is outdoors and unpaved, so, depending on the weather, you may be walking through dirt, mud, and rain. The hours before the auction are anything but rushed. While there’s an air of excitement, customers and employees alike take their time and enjoy the sense of community that makes an onsite auction unique.

The auction itself moves fast; after the opening prayer and the National Anthem, the auctioneer wastes no time in getting started and doesn’t slow down for the next several hours. Hearing the auctioneer work his magic is worth the trip, whether you bid or not. During a rare pause in the action, you’ll hear auction regulars catching up with employees like old friends.

If you need a break from the noise and the pace of the ringmen and bidders, take a walk outside and see team members moving almost as fast as the auctioneer is talking as they circle the yard and jump out of one piece of equipment into the next, queuing up each piece for display. There’s no such thing as “behind the scenes” as transparency is a crucial part of Equify’s auction process, and, as a customer, you can expect to be in on the action from start to finish.

At an Equify Auction, you’re bound to notice how much fun the employees are having. It’s an excitement that’s contagious, especially in a crowd of hands-on business owners. Onsite auctions offer a chance to not only buy equipment, but also to enjoy the company of people from across the state who appreciate the work ethic required to get business done. There’s no shortage of interesting characters at onsite auctions, and it’s a great place to hear stories from people that you rarely find under the same roof.

At the end of the day, the auction is all business. It just so happens that for Equify, business includes making sure buyers and sellers are comfortable and welcome, whether you’re a newcomer or a regular. This commitment to hospitality, along with the professionalism that comes from years in the industry and respect for the customer, makes an Equify onsite auction an experience in which everyone can find value.