



SIERRA'S DRIVE-THRU VEHICLE AUCTION A HUGE SUCCESS

The first quarter of the year has seen a sizeable increase in both the number of vehicles sold and in the prices achieved. February and March brought record crowds, as we had over 1400 Attendees at each auction. Much of the increase can be attributed to Sierra's Drive-Thru Auctions; customers are no longer simply starting vehicles, but they are getting to see and hear them as they drive across the auction line; this removes any doubt as to their functionality.

Now that the Drive-Thru vehicle Auction has seen success, we have opened a Second Lane. The second lane of the vehicle auction is dedicated to selling vehicles that are stationary (due to mechanical or other issues), yet still allows our customers to bid from the comfort of our shaded tent while comfortably seated.



NEW

TWICE MONTHLY AUCTIONS

Beginning in May Sierra Auction's Phoenix location will hold Twice Monthly Auctions.

The second monthly Phoenix Auction will be Vehicles Only. May's Auctions will be May 7th & May 21st, with the 21st being vehicles only.

June will see the Phoenix Auctions moving to the 2nd & 4th Saturdays of each month.

SIERRA AUCTION'S VIDEO GOES GLOBAL

Sierra Auction's recent partnership with Proxibid.com has allowed our Phoenix and Tucson auctions to go global.

The first quarter of 2011 has not only seen an increase in the total number of bidders, but also an increase in our International bidders. This past quarter Sierra Auction has welcomed bidders from Malaysia, Netherlands, United Arab Emirates, Belgium, Bahamas, Denmark, Mexico, Canada and 40 states. If your organization is considering pursuing online auction services, look no further. This is the best of both worlds- Live In-person and Live Internet Simulcast Bidding (allowing bidders to participate in the live auction using the power of the internet) with Sierra Auction and Proxibid.com.

Along with our increased global reach, Sierra Auction has also added video to our online bidding thru our use of Proxibid. Now online customers not only hear the chant of the auctioneer, but see and feel the excitement of the live crowd over their internet connection.

Don't forget Tucson Auctions are Live In-Person & Live On-line with Proxibid.

DID YOU KNOW?

Sierra has a FEDERAL FIREARMS LICENSE

If your organization has been struggling with what to do with the disposition of firearms, you'll be happy to know that Sierra Auction operates with a Federal Firearms License (FFL) and by law requires that successful bidders pass an Alcohol Tobacco and Firearms (ATF) NICS check before releasing firearms. Sierra Auction has responsibly sold thousands of firearms over the last several years with the full approval of the ATF and federal firearms requirements.



SIERRA'S LEAD AUCTIONEER - Arizona State Champion

Each year the Arizona State Auctioneer's Association sponsors a competition to determine the Arizona State Champion Auctioneer. Sierra's Lead Auctioneer, Brett Higgins, was judged by peers and industry experts as this year's champion. Last year's champion, Bobby D Ehlert, is also a member of Sierra's auctioneer team. Sierra is excited to have the best auctioneers in the State of Arizona selling assets for top dollar!





www.SierraAuction.com

2011

AUCTION CALENDAR

PHOENIX
3570 Grand Ave., Phoenix, AZ 85019
602.242.7121

TUCSON
1702 S. Euclid Ave., Tucson, AZ 85713
520.882.5600

January 2011						
Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

February 2011						
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March 2011						
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April 2011						
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May 2011						
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June 2011						
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July 2011						
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August 2011						
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September 2011						
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October 2011						
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30	31					

November 2011						
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December 2011						
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25	26	27	28	29	30	31

Starting in June

Sierra's Phoenix Auction Dates will Move to the 2nd & 4th Saturday of the Month

Phoenix Auctions
 Tucson Auctions