



## Ecommerce Auction Features

- **Picture Gallery Catalog**  
Optional feature sellers can pay for to add exposure to their auction!
- **Search functionality**  
Search for items by Title & Description, Item #, or Seller.  
Search all or within a selected category and then narrow your search based on: current, gallery items, new items today, ending items today, going, going, gone today, completed items.
- **Seller Options**  
Many of these options can be setup to charge an additional fee of your choosing...  
Featured Picture Gallery  
Reserve Price  
Bold Listing  
Highlight in listing  
Featured in Category  
Featured on main page
- **Administration Control Panel**  
You can control every aspect of the website through our all inclusive user friendly admin page that only you will have access to. Edit/Delete/Add auction items, users, categories, feedbacks, preferences, site colors, email templates, billing... send mass emails out to your users or easily ban users who may be causing problems.
- **Users Admin**  
Add/Edit Users
- **Categories Admin**  
Add/Delete/Edit Categories
- **Items Admin**  
Add/Delete/Edit Items
- **Demo Mode Admin**  
Automatically populate the auction with demo data
- **Newsletter Admin**  
Mass email users
- **Preferences Admin**  
Add/Delete/Edit website preferences and custom preferences such as colors
- **Email Template Admin**  
Add/Delete/Edit email templates associated with different auction events
- **Billing Accounts Admin**  
Add/Edit/Delete Billing Accounts
- **Billing Transactions Admin**  
Add/Edit/Delete Billing transactions/invoices
- **Billing Fees Admin**  
Add/Edit/Delete Billing fees
- **Feedback Admin**  
Delete/Edit User feedbacks
- **Billing Properties Admin**  
Edit billing specific preferences
- **Data Control Admin**  
Reset auction data, default preferences



- **Category Tree**  
Easily customizable to change whatever categories you choose - unlimited subcategories!
- **User Billing and Invoices**  
Users are charged fees in a transactional/invoice system. You determine the price and fees for everything from posting an item, to extra features that users can pay for! Online user payments can interface with Papal or accept and track checks.
- **eBay style item display**  
Displays link to categories within, current price, quantity, starting bid, # of bids, location, countdown to close, start date, end date, seller userid & feedback, high bidder userid & feedback  
Bid history page  
Bid confirmation page
- **Ask Seller a question form**  
Protects users from unregistered spammers.
- **Feedback System**  
Sellers and buyers can leave each other feedback - positive, negative, neutral. Complete with comments and rating system.
- **Catalog and Search System**  
For catalog and search listings additional display options are available:  
Current Auction Items  
Gallery Auction Items  
New Today Auction Items  
Ending Today Auction Items  
Going, Going, Gone Auction Items  
Completed Auction Items
- **Email Templates / Events System**  
As the administrator you can edit the email templates that the auction site sends out using custom email tags that are replaced with variable values.  
Auction ends for seller with no success  
Auction ends for seller with success  
Auction ends for buyer  
User outbid  
Feedback left for user  
User bid on item (to seller)
- **My Auction**  
My Auction combines all of a user's information into one easy to use control panel.  
Bidding - Items user is bidding on  
Selling - Items user is selling  
Feedback - Lists all feedbacks given to user  
Account - View/Edit User account information  
Billing - View/Edit Billing account information, make payments, and view invoices
- **Registration Verification**  
When creating a new user account, the user is sent an email with a verification code which is used to verify that the email address is real The user then can just click on the provided link and enter their password to verify their account.
- **Online Help**  
Help for users covering General, Bidding, Selling, Feedback, and Billing...
- **Dutch Auctions**  
In addition to standard auctions, users may now choose to sell multiple items Dutch style!



- **Require Payment Upfront**  
An option to force users to pay their invoices before their item gets posted. Also automatically charges any final percentage fees when an item sells.
- **Authorize.Net**  
Full support for your merchant account. Users may pay their invoice with either credit cards or echecks instantly.
- **PayPal**  
Full integration with PayPal payments.  
Users may elect to pay their invoices directly using their PayPal account which directly updates the auction billing system!
- **WorldPay Support**  
Accept payments with WorldPay!
- **SECPay support**  
UK customers can take advantage of using SECPay for accepting credit card payments!
- **PayPal Checkout**  
PayPal payments are sent through the website to Sellers for single listings or entire invoices.
- **Seller Item Edit**  
Sellers can make changes to their items after logging in. Depending on the state of the auction the seller can make most changes including adding/deleting/reordering images.  
The administrator can choose to charge for the new fees up-front or bill them to the seller's invoice.
- **Image Upload**  
You can image upload to the auction from a web browser!
- **Multiple Image Uploads**  
A thumbnail display system allows pictures to be organized with a large main picture and selectable thumbnails that can be enlarged.  
The Administrator can control the maximum number of pictures allowed, the number of free images, the number of premium images, and the fee to charge for each picture.
- **Fixed Price Auctions**  
With Fixed Price Buyers can purchase an item or items immediately using buy it now without waiting for the auction to end. This feature may optionally be turned off by the administrator.
- **Classified Ads**  
This sale type is just what you would think it is. A simple advertisement with a description and pictures but no bidding. Pricing is determined by the number of words in a description and can be charged weekly with optional discounts. An entire classified discount system is built in with optional flat rate packages. The administrator can optionally make classified ads unavailable.
- **Banner Rotator**  
Banners are randomly selected to be displayed.  
Complete setup through the admin control panel - add an unlimited # of banners and keep track of impressions and clicks for each one.
- **Automatic Re-listing**  
Sellers can optionally choose the number times they would like their item to be posted if it does not sell.
- **Add to Watch List**  
Registered users can bookmark items to their watch list and view later in MyAuction.



- **Renew Listing**  
A new option for the seller to renew their listing with a single button click!
- **SQL Server Support**  
For a larger scale solution switch from MS Access to SQL Server.
- **Batch Payment Processing**  
A billing option that automatically charges the balance due on selected user`s monthly invoice. Select the day of the month and an optional additional fee.
- **Multiple Currencies**  
Display multiple currencies at once and automatically show converted foreign prices.
- **Mail This Auction to A Friend**  
Users may use the built in email feature to send item links to their friends.
- **Support for multiple Email Components**  
Send emails with CDONTS, CDOSYS, Persits ASPEmail, or ServerObjects ASPMail.
- **Discount System**  
Give a user an automatic % off when selling items.
- **Trade Sale Type**  
Post an item for trade and accept or reject offers from other`s users.
- **"Skinnable" interface**  
Easily switch back and forth between two seperate designs. Developers can create additional skins to switch to!
- **WYSIWYG HTML editor**  
A built in seller tool to help create HTML item descriptions.
- **WYSIWYG HTML toggle**  
Allows the user to turn on/off the WYSIWYG editor for greater flexibility.
- **Dynamic item fields**  
An advanced admin feature that allows the administrator to create additional item fields without any programming!
- **Item Counter**  
An optional graphic item counter that comes with 2 styles to choose from.
- **View Seller`s Other Items**  
An item detail page link that displays all of the other items that a seller has posted for sale.
- **Forgotten Password Retrieval**  
The user can enter their email address to have their password sent to them.
- **Old Item Cleanup**  
An admin feature to help cleanup old and closed items.
- **Profiles**  
Allow your users to attach an HTML profile link next to their username.
- **StoreFronts**  
Users can create their own storefront complete with logo, HTML description and their own category style listings. Optional monthly and setup fees can also be applied!
- **Content Management System**  
CMS allows you to change the About Us, Site Announcements, and Terms HTML using an online WYSIWYG editor.
- **DirectB2C Sales**  
Direct B2C Sales allows you to sell your own items directly to your users as if it were a standard storefront! \*Compatible Merchant Account/Gateway Processor required.
- **Full Thumbnail Creation**  
Thumbnails are automatically created for all images uploaded.



- **Dynamic Custom User Fields**  
An advanced admin feature that allows the administrator to create additional user fields without any programming!
- **Custom Field Category Groups**  
Attach custom item fields to category groups to allow only specific fields based on the category selected
- **Time Zone Display**  
Easy time zone change for the displayed time if the server is located in a different time zone.
- **2Checkout Support**  
Accept payments with 2Checkout!
- **Bulkloader application**  
The bulkloader application (XML) allows you and your users to enter and store item listing inventories offline and bulk upload them to the auction website. Even custom item fields and all images are uploaded with a single package!
- **Browse Page**  
The browse page is a different way for your users to navigate the auction website.
- **Relist Similar Item**  
List items easier with all of the previous options filled in from an existing item!
- **Fee Ranges**  
Change final sale or posting fees based on how much an item sells for.
- **Reporting**  
From the admin control panel you can access reports such as site Statistics, Outstanding Accounts, Top Sellers, Revenue, and Users Online.
- **Advanced Search**  
Fine tune searches with a number of parameters including custom item fields!
- **Restrict Outside Sellers**  
Change the entire website to only allow the site owner to sell.
- **Membership System**  
Extremely flexible membership system allows for monthly, annual, and lifetime memberships. Options include many discount levels, item limits, and pricing.
- **Q&A Messaging System**  
When users ask the seller a question it is posted to a message board on the listing page where the seller can publicly reply!
- **Start Date and End Date**  
Optionally the administrator can allow seller`s to choose the exact start and/or ending date of an item. You can also decide if future listings will be displayed before they are open for bidding.
- **Optional proxy bidding**  
Proxy bidding can be turned off and the highest bid amount is automatically posted.
- **Bulk Feedback**  
The system scans for what auctions need you to leave feedback for other users. \* SQL Server support only
- **Bulk Relist**  
Relist and organize your listings all in one location. \* SQL Server support only
- **Sniper Protection**  
Optionally set that an auction is extended by X minutes when a user places a bid within X amount of time from the end of the auction.
- **End Auction Early**  
Sellers can end auctions before the end date.
- **Delete User Function**



The administrator can delete unwanted users from the database.

- **YourPay/LinkPoint support**

LinkPoint`s new YourPay gateway processor is supported.

- **Email Disable Options**

Options for each user to disable/enable each type of system email that is sent out.

- **C2C Invoicing System**

Sellers can create their own invoices combining multiple sold items which are then sent to and paid by the Buyer.

- **Listing Templates**

A new online tool to create, edit, and organize templates before activating them as live listings.

- **IP Blocking**

New security feature that allows the site administrator to set which IP or block of IP's are disallowed from accessing the website.

- **Items Sold DirectB2C Report**

A new Direct Business to Consumer (DirectB2C) report has been added which compiles all sold item and buyer information into a single report.

- **Bulk Email Invoices**

Determine which users should be sent invoices by month and/or balance due.

- **Bid Retraction**

The administrator can remove individual bids and the system will recalculate the current price and winning bidder(s).

- **Listing Action Panel**

When viewing an item listing you can now login to view additional information or functionality as the site administrator, a buyer/bidder, or as a seller.