

Joyride

Impound auctions, the smart way.

CITY & COUNTY OF SAN FRANCISCO VEHICLE IMPOUND LOT

CHALLENGES

- > Limited capacity to store cars
- > Other auction solutions unstable and buggy

SOLUTION

- > Customize Joyride to help SF move seamlessly to online auctions
- > Promote to wider regional bidder base

OUTCOMES

- > Increased number and variety of buyers from surrounding areas including Stockton, Sacramento and San Jose
- > Average bid rises from \$1200 to over \$2000
- > Massively reduced required staff hours

San Francisco impound eliminates live auction hassles, improves sale prices by \$800 per car.

Joyride helps turn logistical nightmare and capacity problem into more revenue for city.

BACKGROUND

The City of San Francisco operates both a short-term and long-term vehicle impound lot. At the long-term lot, there were usually about 1,200 vehicles staged for sale or finishing the lien process. Cars were piling up and there appeared to be no seamless way to run better auctions.

With oversight over both lots, Eduardo Deir (Operations Manager) wrestled with the usual auction-related headaches:

- Staffing for security and sales admin when a crowd of 200 people showed up at the facility to bid (10 guards and three cashiers required on auction day)
- A limited bidding pool that hailed almost exclusively from the San Francisco Bay Area
- Capacity issues if unsold cars piled up

CHALLENGE

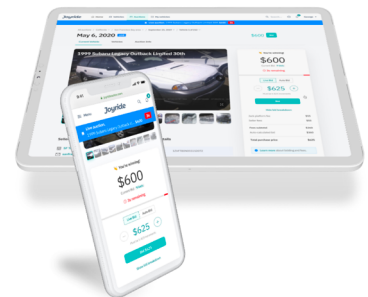
Deir and his staff tried two other interim online solutions for auctions, but having to run both public and dealer-only auctions wasn't very easy because of software stability problems and issues with mis-assigned bids creating confusion about who had placed the winning bid. With the onset of COVID-19, in-person auctions became unworkable and the search for something better had to be accelerated.

The San Francisco impound team found that they needed some extra functionality on the fly:

- Each of the city's two impound lots had different procedures to follow, requiring some customization
- Deir's team thought that including video streaming would make it easier for former in-person buyers to adopt Joyride's remote bidding platform
- The San Francisco team needed extra display fields for car data in the database they were using

"Joyride is great. I buy cars all the time and am always looking for new inventory."

INDEPENDENT USED CAR DEALER, SAN FRANCISCO



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“It was simple to set up and upload pictures. Vehicles were ready for online display in seconds. We never want to go back to in-person auctions. We can conduct more profitable auctions with half the staff.

Now we just upload pictures, relax and wait for the results.”

EDUARDO DEIR

*Operations Manager, City & County
of San Francisco Vehicle Impound Lot*

SOLUTION

San Francisco goes online with Joyride in April 2020

The San Francisco facility had previously implemented the **AutoReturn Integrated Enterprise System (ARIES)** and already had a system for logging photos into a database. This made it easy to quickly pivot to using the Joyride online auction platform.

“Implementation was very easy and user-friendly,” notes Deir. “It was simple to set up and upload pictures. Vehicles were ready for online display in seconds.”

Additionally, the Joyride marketing team launched a regional outreach campaign targeting groups as disparate as hobby car restorers, auto dismantlers and repair shops. As San Francisco’s impound lot executed its first few auctions, they saw bidders from Stockton, Sacramento and San Jose start showing up.

The system was working and the bidding pool was growing.

RESULTS

Massively simplified ops, bigger bidder pool and higher average bids

“We never want to go back to in-person auctions,” adds Deir. “We can conduct more profitable auctions with half the expense.”

The City & County of San Francisco Impound continues to work side-by-side with Joyride to optimize their vehicle impound auctions. Three-factor authentication has been added at the point of registration, reducing the number of unclaimed vehicles after an auction.

Deir gets automated weekly email reports with key metrics like average sale price, number of participants and bids per vehicle. Joyride also helps automate the auction marketing by managing email distribution lists of registered bidders, sending reminder messages and tracking open/response rates. This makes reporting to other city stakeholders seamless and automatic.

In addition, winning bid prices have risen by approximately \$800 per sale, reflecting the expanded bidding pool and ease of use.

“Now we just upload pictures, relax and wait for the results.”

ABOUT

Joyride

Joyride is an innovative and secure online marketplace that makes it easy and safe to sell impounded vehicles. The automated solution is designed to streamline every aspect of vehicle auctions. Joyride attracts and retains buyers who otherwise would not participate, creating a more efficient market for your unclaimed inventory.

Unlike other auction software designed for a much wider variety of merchandise, Joyride is a dedicated and highly tailored impounded vehicle auction platform that is powerful and easy-to-use.



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Take Joyride for a test drive today!

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