

SNOOFA

Auctioneering is evolving.
Snoofa can help.

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**Out with
the new**



**In with the
antique**

SNOOFA®

Find your next treasure on Snoofa, the
curated fine art and antique marketplace.

**Bring
history
home**



SNOOFA®

A groundbreaking auction platform for fine
art and antiques. Discover a world of auctions.

Marketplace

Backoffice

Live Auctions

CMS

Insights

Timed Online

Valuations

AML Compliance

Sealed Bids

Say “Helloooo” to Snoofa.

A groundbreaking auction platform for a new generation, where fine art and antiques meets future technologies.

In an auction industry first, Snoofa is turning online buying into online shopping by providing an environment where personalised feeds learn and adapt to intelligently nurture the interests of bidders. Generations change and so should the technology.

Buyers expect more and Snoofa provides it.

Created exclusively for auctioneers, galleries and dealerships, we offer a range of specialist auctioneering tools enabling you to create and run bespoke auctions. With considerable auctioneering experience, the Snoofa team are on hand to offer guidance about auction options and logistics.

At Snoofa, every auction house, artist, gallery, and dealership is given equal opportunity to showcase their offerings to potential buyers. We serve you, as a dynamic matchmaking hub, connecting sellers with eager collectors and enthusiasts worldwide.



SNOOFA Marketplace

Discover limitless possibilities on our platform —
your gateway to unparalleled opportunities.

Intuitive & Effortless Workflows

At Snoofa, we spend a lot of time fine-tuning auction workflows. Our platform offers intuitive tools and features that empower you to host successful auctions easily.

You will love the streamlined processes that save time and effort, releasing you from administrative burdens and freeing your time to focus on the really important business activities of gathering stock and client management.

Tailored Solutions

Whether you are a seasoned auction professional or an auction newbie, our specialist solutions can enhance current operations or showcase new enterprises, collections and artists to a worldwide audience. We want to introduce you to new bidders.

Snoofa offers the flexibility and customisation you need to make your auctions stand out. With our tailored options, you can create unique experiences that captivate buyers and drive engagement.

Expand Your Brand

Partner with Snoofa to expand your audience reach and amplify your brand presence. By leveraging Snoofa's extensive network and marketing expertise, you can reach a wider audience and increase your visibility in the art and antiques market.

Experience the power of strategic co-marketing and collaboration, unlocking new revenue streams and opportunities with Snoofa as your trusted auctioneering partner.



SNOOFA Auctions

Your auction, your choice. Attract new bidders by offering a range of auction formats.

Timed Online

Timed online auctions are an extremely efficient way of running sales of any shape and size and are increasingly popular. Whilst some may miss the 'performance' of a live auction, this is balanced by the convenience afforded to bidders. Sophisticated logic and tech built on decades of experience run our timed online auctions. Auto-extending Lot end times ensure that the maximum quantity of bids are placed and bidders have a choice of real-time or absentee bidding.

Sealed Bids

Of particular interest to galleries and dealerships, bidders are invited to submit a maximum bid usually within a fixed timeframe. Bids are confidential to other bidders and the winner is determined by selection. This type of bidding is comparable to the 'Buy It Now' model. Sealed Bids can be entered by Admins directly into Snoofa's backoffice and by bidders via the Lot page. This enables bids to be received by email or other channels and this flexibility ensures that the submission time of bids is accurately recorded.

Charity Auctions

Wherever you are in the world and whatever the auction format, Snoofa's specialist auctioneering consultants and agile development team are on hand to support your unique events. The Snoofa team are extremely proud of the charitable auctions we have supported over the years. With millions being raised since 2021 we are looking forward to seeing this number grow.

Live Auctions

Live auctions are 'show time!' Auctions are conducted by an auctioneer with bidders physically present, on telephones or placing bids online in real-time. Snoofa's extensive white-label auction platform provides every essential tool (and many bonus features) to run live auction events. Our Digital Auctioneer's Book enables you to log bids, download bids from GAP and import bids from other platforms which are all visible within the clerk screen. Logical post auction processes help reduce administrative tasks during the busy post auction phase.



SNOOFA

Backoffice

**Revolutionise your auction management and
streamline operations.**

Work Smarter, Not Harder

Technology has come a long way in the last ten years and Snoofa's backoffice provides powerful features designed to streamline your auction operations. From compliance management to inventory control and advanced reporting, we empower auctioneers, galleries, and dealerships to manage every aspect of their business with ease.

With Snoofa, you can track and manage your inventory seamlessly, and gain valuable insights through powerful reporting and analytical tools. Whether you are running live, timed online, sealed bid, or charity auctions, Snoofa provides the tools you need to succeed.

Auctioneering Is Evolving

With Snoofa, creating new auctions is quick and easy. Enjoy the convenience of one-button launch and multiple cataloguing methods including drag-and-drop, category automation, or 360 degree photography. Generate buzz and excitement around your auctions by showcasing details online in Upcoming Auctions, promoting top Lots, and inviting bidders to pre-register. Once a sale has ended, you can leverage the aftersales function to stimulate additional interest and maximise revenue.

Auction management has never been simpler or more effective.

Really Know Your Clients

Snoofa's Customer Relationship Manager is extensive and intuitive. Client Tags can be tailored to provide a snapshot of preferences, bidding behaviour and status. Individual Client Pages display how vendors and buyers interact with services — valuation appointments, consignments and auction activity to name a few. This same information is communicated to clients in their own secure Client Account area. Clients are encouraged to use their account area to register for auctions, request telephone bidding slots and create valuation appointment bookings, lessening administrative work.

Integrated into Snoofa is a sophisticated Registration process which leads clients from Unverified to Basic to Advanced, should formal AML documentation be required.



SNOOFA

Pricing

Tailored and flexible pricing designed to
compliment your business

| SUITABLE FOR | Snoofa LITE | Snoofa AAAS | Snoofa SAAS |
|----------------|-------------|-------------|-------------|
| Auction Houses | ✓ | ✗ | ✓ |
| Dealerships | ✓ | ✓ | ✓ |
| Galleries | ✓ | ✓ | ✓ |
| Charities | ✓ | ✓ | ✗ |

FEATURES

| | | | |
|-----------------------|-----------------|-----------------|-----------------|
| Listing Fee | ✗ | ✗ | ✗ |
| Monthly Licence Fee | ✗ | ✗ | On Request |
| Auction Fee | ✗ | 10% | ✗ |
| Set Up Fee & Training | £500 | £500 | ✗ |
| Marketplace Profile | ✓ | ✓ | ✓ |
| Snoofalnsights | ✓ | ✓ | ✓ |
| SnoofaTimed | ✓ | ✓ | ✓ |
| SnoofaSealed | ✓ | ✓ | ✓ |
| SnoofaLive | Additional Fees | Additional Fees | Additional Fees |

OPTIONAL MODULES

| | | | |
|---------------------------------|---|---|-----------------|
| Client Management System | ✗ | ✓ | ✓ |
| Consignment/Stock Management | ✗ | ✓ | ✓ |
| Enhanced Snoofalnsights | ✗ | ✗ | Additional Fees |
| Invoicing/Settlement Management | ✗ | ✓ | ✓ |
| Registration/AML Compliance | ✗ | ✓ | ✓ |
| Valuation Module | ✗ | ✗ | ✓ |

Snoofa LITE

For those of you who wish to join the Snoofa Marketplace community but have no need of an integrated backoffice and white label auction system. This is our light touch approach for clients with previous auctioneering experience.

Snoofa AAAS

For those new to auctioneering we offer a dedicated support and consultancy service we call Auctioneering As A Service (AAAS). You will benefit from our knowledge of all things auctions and have access to a dedicated account manager who will administrate auction events on your behalf.

Snoofa SAAS

Suitable for clients who are ready to invest in specialist auction software. This is our Software As A Service (SAAS) auction solution which can be configured to suit your specific needs and requirements.

SNOOFA

Testimonials

We work with some of the best.

The logo for de PURY, featuring the word "de" in a smaller font and "PURY" in a larger, bold, sans-serif font, both in black.

De Pury Auctions

“The technological support Snoofa is giving me for my multiple auction activities around the globe is invaluable. Snoofa are highly professional and I know I can always fully rely on them.”

The logo for Hanford School, with the words "HANFORD" and "SCHOOL" stacked vertically in a white, serif font on a teal background.

Hanford School

“Thank you Snoofa! An all-round fantastic experience and we couldn’t be happier with the service we received. Our online auction ran beautifully. We raised considerably more than we had anticipated.”

The logo for Bellmans Fine Art Auctioneers, with "Bellmans" in a large, black, serif font and "FINE ART AUCTIONEERS" in a smaller, black, sans-serif font below it.

Bellmans

“Having worked in the auction industry for almost twenty years and in that time using multiple different backoffice solutions, Snoofa changes the game completely. The intuitive user interface is a dream to navigate and the ability to catalogue on tablets is superb.”

The logo for Panter & Hall, with the words "PANTER & HALL" in a black, serif font.

Panter & Hall

“Snoofa is an excellent platform. We can regularly schedule auctions and share them with our clients. The backoffice allows us to upload new consignments, manage existing stock and keep track of previous auctions for our own records. The Snoofa team are always on hand and happy to help.”

The logo for Hosker Haynes Auctioneers, with "HOSKER HAYNES" in a large, black, serif font and "Auctioneers" in a smaller, black, sans-serif font below it.

Hosker Haynes

“I would recommend Snoofa, if you are looking for a partner for auction software. Snoofa have been amazing, through their onboarding, support and collaboration. If I could give more than 5 stars, I would!”

The logo for Amati, with the word "Amati" in a black, cursive script font.

Amati

“The Snoofa auction platform has revolutionised how Amati conducts its business. Working with their team to develop and integrate functionality has enabled us to meet the demands of our clients. They provide a world-class service with regular and innovative updates. Snoofa is a reliable and well engineered platform, handling a multitude of complex auction scenarios without faltering.”

Start Snoofing!

Join our growing community of Snoofa clients.

The Snoofa team are committed to helping your business thrive by offering the best auction software on the market paired with excellent client services and support.

Contact

+44 (0)20 8191 2000

sales@snoofa.com

Visit

snoofa.com

about.snoofa.com

Follow



An advertisement for Snoofa. The background is a bright yellow rectangle. In the center, a large diamond ring is shown. The text "It was love at first bid" is written in a large, purple, sans-serif font, with "love" and "bid" being significantly larger than the other words. In the bottom right corner of the yellow rectangle, the word "SNOOFA" is written in a smaller, purple, sans-serif font. In the bottom right corner of the overall image, a man with glasses and a yellow t-shirt is shown from the chest up, smiling with his hands clasped over his heart.

SNOOFA®