

Buying Cars at Live Auctions Better than Buying Online for Some Consumers

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Press release from: [Alameda County Auction](#)

(Dublin, CA) January 31, 2006 —While big-name online auto auction sites boast huge inventories and the potential for amazing deals, they're certainly not for everyone, according to the CEO of a leading live auction company in the San Francisco area.

Alameda County Auction CEO Adel Saadeh said that when prominent ecommerce sites started selling automobiles online, many in his industry were afraid no one would buy a car at auctions done their way. "It was nerve racking at first," he admits, "we thought it was the end of an era for us."

But the fear was short lived, and today Alameda Count Auctions is more successful than ever. "People still like the fact that they can buy a car at auctions after getting a hands-on preview beforehand," Saadeh said. "That first-hand look is something you just can't get online, no matter how good the pictures."

Even though the amount of Americans shopping online continues to rise, many, particularly older Americans, have a so-called "comfort threshold" on the amount they're willing to spend on something they can't actually touch.

For example, a buyer might be willing to spend several hundred dollars online for an item he can't get anywhere else, but vehicles that cost several thousand dollars are a line they won't cross.

"The fear of the unknown is a great deterrent, especially where wallets are concerned," Saadeh said. "Even though most online sites offer their own auto auction rules, buyer protection and other safety measures, getting money back can take a while. Live auctions offer the chance to check out a vehicle yourself, so there are no surprises."

Plus, it's easy to get caught up in and confused by online auto auction rules, he notes. "How auto auctions work with us can be explained in three easy steps: register with a valid I.D. or driver's license, preview the vehicles you want to buy, then bid up to your comfort level. That's it."

This simple process and immediate gratification means there's less chance for buyer's remorse after a big purchase, since you immediately get to drive your vehicle away after payment.

Alameda County Auction has two preview opportunities coming up soon for their next live auction at 9:00 AM Saturday, February 4th. Potential buyers can scrutinize available vehicles before the used car auction and make note of particular models they're interested in on Friday, February 3, 2006 from 10:00 AM to 4:00 PM, and Saturday, February 4, 2006 7:30 AM to 8:59 AM. □

For more information on Alameda County Auction, and for directions to the event, interested parties should go to www.acauction.com or contact Alameda County Auction at (925) 829-5999.

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Alameda County Auction is a privately-owned company that specializes in offering late-model domestic and imported used cars at below blue book value several times a year at their Bay-area car auctions.

[You can find this press release here](#)