rwAuction Pro

Version 5.0

Administration Manual

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Table of Contents

Introduction

This manual covers the software requirements and installation, administration functions, common setup scenarios, and the necessary information for running rwAuction Pro. The most important part of this documentation is the Administration Reference where all settings and preferences are defined. It is recommended that you thoroughly test your administration preference configuration before taking your site live.

Installation Instructions

The following installation instructions are also included with the installation package as “install.txt.”

Step 1: Create a web application in IIS or remotely through FrontPage extensions. If your web account is already setup you can skip this step or create a subdirectory if you do not want the software installed into your root directory.

Step 2: Copy/Upload the ASP files, images, and all ASP related subdirectories to your web server leaving the directory structure as it is provided. NOTE: You do not have to keep the files in the "ASP" subdirectory.

Step 3: Create a new SQL Server database and execute the Auction50.sql script

Make appropriate connection changes in “setup.asp” as follows:

sqlserver	Enter your SQL Server IP or Server Address
sqlcatalog	Enter database/catalog name
sqluser	Enter your SQL Server username
sqlpass	Enter your SQL Server password

Step 4: Copy/upload all the DLLs onto your server. It is recommended that you do not upload them to an area accessible from the web. Instead upload them to your FTP root and then copy them to a directory such as "C:\COM". The drive or directory name does not matter.

Step 5: Register all DLLs. This step must be performed directly on the server. If you do not have direct access to the server then you will need to send this request to your web hosting administrator.

For additional help with registering DLLs we have provided the file ocxdllreg.reg. Double click ocxdllreg.reg and confirm "Yes" in the dialog that comes up. Now simply double click each DLL file and click OK.

The permissions must also be properly set: Make sure that the IUSR_[SERVERNAME] user has Read & Execute permissions set for each DLL.

Step 6: Set permissions on the "uploaded" subdirectory:
The IUSR_[SERVERNAME] user must be given full control permissions for the uploaded directory.

Step 7: In order to be able to edit various CMS content from the admin control panel the IUSR_[SERVERNAME] user must be given full control permissions for the content directory.

Step 8: Go to your auction website with your web browser. If index.asp is not set to be a default document you may need to enter index.asp manually after your domain name. You will need to activate the auction software with the license key given to you to proceed any further.

Step 9: For the remaining configuration options you will need to login to the admin control panel.

http://[Insert your website address here]/webmaster.asp
User: admin
Password: admin321

Step 10: If you are not already there, go to the Site Preferences -> Setup section.

Normal URL
For this setting you will need to enter the full URL just like you would enter it from your web browser to get to your website. If you are installing the website in your web root you will not need to add a subdirectory at the end (for example it would just be http://www.xyz.com).

SSL URL
If you have a secure URL pointing to the same files on the server you will enter the secure website address here. Otherwise just fill it in with the same value as what you entered above.

SSL Secured Login
This preference determines if the user is redirected to a secure page anywhere they are asked for their username and password.

Physical Application Path

You will need to enter the full absolute path to your website files. If you do not have the absolute path then clicking on the detect button should fill the correct path in for you.

Email Component
You will need to contact your web host provider to find out what email component(s) are installed on the server. Usually CDOSYS is standard but you can also try CDONTS if no emails are being sent out.

The remaining preferences on the Setup page are all optional depending on your needs.

Please refer to the administration control panel manual for further details on setting up your website.

> ***Note:*** *It is recommended you change your password as soon as the installation is complete.*

SQL Server Install

1. Create a new database on SQL Server.

2. Open query analyzer and execute Auction50.sql on the new database.

   WARNING: executing the script on an existing (rather than new) SQL database may corrupt or delete the data!

3. Make appropriate connection changes in setup.asp:

   const sqlserver = "" Enter your SQL Server IP or Server Address
   const sqlcatalog = "" Enter database name
   const sqluser = "" Enter your SQL Server username
   const sqlpass = "" Enter your SQL Server password

Translation System (optional)

1. Edit each line of **English.loc** as desired. The text found before the horizontal bar (|) corresponds to the un-translated text. The text after the '|' character is what that text will be translated to.
2. Edit setup.asp using Windows notepad.exe or a similar text editor and make the following changes:

   - set TranslationEnabled to true
   - set stringpath to the physical location of the .loc files to be used

   Note: you can check the "Physical Application Path" setting under "Site Preferences" in the admin control if you are not sure of this setting

   Example:

   ```
   const TranslationEnabled  = true
   const stringpath  = "C:\inetpub\wwwroot\auction\language"
   ```

3. Copy English.loc, rename it (for example to "French.loc"), edit as needed and upload both files to the website via FTP. If there is one .loc file in the language folder it is used to translate all static website content (all TR("...") lines in the asp files)

To allow users to switch between multiple languages, create one .loc file for each language. When more than one language file exists in the folder specified (from step 3 above) the administration option of “Enable Multiple Language Dropdown” will appear under International/General in the administration control panel. Enabling this option will display a dropdown menu in the website footer to allow users to change between languages. Each option will appear as the language file name without the .loc extension.

Whenever changes are made to any of the .loc files and uploaded to the language folder press the "reload files" button found under this option to apply your new changes to the website

> ***Example*:** Translating the website is accomplished by editing the strings50.loc file. Each line in this file has the English version of a string (which should never be changed) followed by a horizontal bar (‘|’) and the translated version of that string. For example, to translate the string “Bid History” into French (“Histoire d'Offre”) you would find the line in strings50.loc that begins with that string:
>
> (line 155): Bid History|Bid History
>
> And change it to

(line 155): Bid History|Histoire d'Offre

When the translation system is enabled all instances of “Bid History” on your website will appear as “Histoire d'Offre” (as long as they are wrapped in a TR(“…”) function call in the .asp code). This system is case-sensitive so be sure to translate all versions of the string you are trying to translate.

> Note: When translating the file, do not wrap text. If text is wrapped, the resulting translations will be incomplete

International Use

For detailed information on the international settings in the Administration Panel: See **Site Preferences > International**.

Several preferences here make using rwAuction Pro useful to websites based outside the United States.

You can specify a default currency for the website. This will be the default view for users who are visiting your website as well as the default currency when posting items.

If allowing multiple currencies, when someone posts an item they select which currency they would like to deal with the buyer in.

> ***Example***: When someone is browsing your site, by default, they will see all items which are set to 'GBP' as only £3.21. If that person selects a different currency the prices not in that currency will be displayed first in the currency assigned to the item (including the 3 letter currency code) and the approximate converted value below it in the currency selected by the user.
>
> Prices that are in the currency being viewed will be displayed in short form (only a symbol and the numeric value, no letters). For example, if 'EUR' is selected, all prices specified as Euros will use the short form ('€5.99', for example). In this example prices specified as British Pounds would then be preceded by the (GBP) code and would show the approximate EUR conversion below it.
>
> For example, Seller A posts his/her item and selects 'EUR'. Seller B selects 'GBP' when he/she posts their item.

If a user browsing the site selects (GBP) they will see:
Seller A's item as (EUR) €XXX.XX' with a line below (GBP) £XXX.XX and Seller B's item as £XXX.XX

If a user browsing the site selects (EUR) they will see:
Seller A's item as €XXX.XX' and Seller B's item as (GBP)£XXX.XX with a line below (EUR) €XXX.XX

If a user browsing the site selects (JPY) they will see:
Seller A's item as (EUR)€XXX.XX with a line below (JPY) ¥XX,XXX.XX and Seller B's item as (GBP)£XXX.XX with a line below (JPY) ¥XX,XXX.XX

To change the formatting of currencies and dates on your website it is possible to set a constant in the "start.asp" file (located at the root where you installed rwAuction Pro) under the heading "ADVANCED SETTINGS" (line 17). The default value is 1033 (English – United States) but can be changed to suit your locale. To change it, find the following line:

const SiteLocale = 1033

Change 1033 to the Local ID (or LCID) of your choice.

Some other examples include 2057 (English - United Kingdom), 1036 (French - France), 1031 (German - Germany), 2077 (Swedish - Finland), etc. A complete list of LCID's can be found at:

http://www.microsoft.com/globaldev/reference/lcid-all.mspx

Payment Processors

Accepting Credit Cards

When accepting credit cards online, the security of your customer's data is your main priority. **Sensitive card data must be encrypted during transmission.** This is done using a SSL Certificate which allows information to be viewable in the unencrypted form only by the requesting browser. You have the choice between using a Shared SSL or Individual SSL Certificate.

> **Note**: When using a Shared SSL Certificate, you are not listed as the certificate owner and users may be redirected to another server when accessing SSL secured pages. **Shared SSL may cause software incompatibility with user sessions.**

In the Admin Control Panel you have the option to accept credit cards(Billing and Fees > Credit Cards). If "**Require Credit Card Info**" is "ON", all users will be forced to enter the required credit card account information upon registration. If "**Credit Card Accepted**" is ON and "**Require Credit Card Info**" is OFF then it will be optional for the user to enter credit card information during registration. To accept credit cards, you are required to have a Merchant Account (usually a Card Not Present Merchant Account for online processing) for the processing and settlement of credit card transactions.

Authorize.net

To start using your Authorize.Net account with rwAuction Pro, set Authorize.net as your "Merchant Account Gateway". Set your "Merchant Gateway Login" to your Authorize.Net login and "Merchant Gateway Password" to your Authorize.Net password.

LinkPoint / YourPay

To start using your LinkPoint or YourPay account with rwAuction Pro, set LinkPoint/YourPay as your “Merchant Account Gateway”. Set the “Merchant Gateway Login” to your Merchant Store Number and “Merchant Gateway Password” to the physical path of your PEM file which you have uploaded to your server. (If you need help finding this path, either examine setup.asp in your web root or ask your webhost provider for assistance. Please note that LinkPoint requires an additional COM DLL to be installed on your web server for proper operation.

CyberSource

To start using your CyberSource account with rwAuction Pro, set CyberSource as your “Merchant Account Gateway”. Set the “Merchant Gateway Login” to your Merchant ID and “CyberSource Keys Path” to the physical path of your .p12 file which you have uploaded to your server. (If you need help finding this path, either examine setup.asp in your web root or ask your webhost provider for assistance. Please note that CyberSource requires additional COM dll’s and .pdb files to be installed on your web server for proper operation. These files are available either from their website or from us upon request.

SecPay

To start using your SecPay account with rwAuction Pro, set SecPay as your “Merchant Account Gateway”. Set your “Merchant Gateway Login” to your SecPay username and “Merchant Gateway Password” to your SecPay VPN Password.

> Note: this must be manually set up from SecPay's control panel. It may not be the same as your other SecPay passwords! Additionally, make sure the VPN password does not contain any url reserved characters such as '?' or '&')

A SecPay setup guide is available at https://www.secpay.com/docs/SECCardIntegrationGuide.pdf

Known issues:

“Micro Payments”
If you need to process payments less than 5.00, you must get special permission from your bank and send proof to SecPay. Micro-payments require the consent of your Merchant bank. Once you have obtained this consent and agreed a minimum amount per transaction, please supply the confirmation document from your Merchant bank along with the request for micro-payments to be enabled to admin@secpay.com or to the admin department:

SECPay Ltd
PO Box 111
Ripon
North Yorkshire
HG4 1WR

“Not Authorized [N]” error message
If your account is not currently enabled to take live transactions, sending transactions as live to the system will result in the transaction being returned with the message "Not Authorized"

PayPal Payment Service

PayPal is defined as a payment service (not a Merchant Account Gateway) in rwAuction Pro. Simply enter your PayPal email address into the “PayPal email to send payment” field and ensure that “PayPal Accepted” option is set to ON . Be sure to set the “Auto Return” preference to “On” in your PayPal Profile.

> Note: When using a PayPal business account, you may want to allow transaction-based shipping settings to override profile settings. This option is available in your PayPal profile for Shipping Calculations.

WorldPay

Admin Control Panel Settings:

1. WorldPay Accepted = ON
2. WorldPay Installation ID = 5 digit # provided by WP
3. WorldPay URL = "https://select.worldpay.com/wcc/purchase"
4. WorldPay Test Mode:
   0 = Live Mode
   100 = Force Success
   200 = Force Failure
5. WorldPay Fix Contact = ON (recommended)
   Setting Fix Contact to OFF allows users to keep a different billing address on file than the credit card billing address which is verified when they pay through WorldPay.

WorldPay Settings: (http://www.worldpay.com/admin)

1. Callback URL: full url + "/worldpayipn.asp"
2. Callback enabled? [checked]
3. Use callback response? [checked]
4. Callback suspended? [cleared]
5. upload all images referenced in the header_wp.asp file.

Getting Started

After the software has been successfully installed, you will need to activate the software. Open a web browser to the URL where the software has been installed. Read through the license agreement and insert the key or serial number provided to you. By activating the software, you agree to all factors outlined within the license agreement.

Once the software has been activated, you will be prompted to enter a username and password. This default administration username and password will be provided to you with your purchase.

> ***Note**: It is recommended you change the default password after activating the software.*

The following listing types are available in rwAuction Pro v5.0:

- **Auction**: A traditional auction format with the option to set a "Buy Now" and "Reserve Price"

- **Dutch Auction**: An auction format for selling multiple identical items.

- **Reverse Auction**: An auction format where the person listing an item is requesting to purchase goods or services for the lowest offer.

- **Reverse Dutch Auction**: A multiple item auction format listing where the person listing is requesting to purchase many of the same item for the lowest offer.

- **Request For Quote** (RFQ): The person whom created the listing selects the winning offer rather than the software automatically accepting the lowest bid as the winner (reverse auction).

- **Trade**: Similar to an RFQ, a trade listing allows users to accept non monetary offers for an item and select the best offer.

- **Fixed Price Sale**: A listing format to sell item(s) without bidding.

- **Classified Ad**: Generate leads with this informative listing. The sale is not completed through the software.

Site Preferences

The following pages outline the software administration in the order of appearance in the administration control panel plus end user account details and management.

Setup

Normal URL - For this setting you will need to enter the full URL just like you would enter from your web browser to get to your website. If you are installing the website in your web root you will not need to add a subdirectory at the end.

Example: http://www.xyz.com

SSL URL - If you have a secure URL pointing to the same files on the server you will enter the secure website address here. If you do not have a secure URL, fill this field with the same value as what you entered for "Normal URL" above.

SSL Secured Login – (ON or OFF) Select ON for enabling secure account login. Select OFF to disable secure account log in.

Note: SSL (Secured Socket Layer) is the industry standard security protocol for the transmission of sensitive data. When accepting credit card or other billing information, it is necessary for you to secure the data transmission.

Physical Application Path – You will need to enter the full absolute path to your website files. If you do not know the absolute path you may need to contact your web host administrator.

Email Component – Select the email component used for all email events. Supported components are CDONTS, Persits ASPEmail, JMail, and ServerObjects ASPMail.

Email Component Host – Enter the hostname or IP of your mail server. Typically this is the localhost (127.0.0.1).

Note: For CDONTS this field is not used and the web server is the default.

CDOSYS Charset Override – Leave blank for normal use. This field allows an alternate character set to be used when sending out emails.

Example: "gb2312" specifies Simplified Chinese characters

Max Image file size – Enter the maximum allowed image size (in bytes).

Note: 1024 bytes = 1 kb and 1024 kb = 1 mb

Auto Resize Item Images – (ON or OFF) If set to ON, uploaded images will be resized according to the Max Image Width and Max Image Height Properties (see below) when a user views their full size. If set to OFF, images will retain their original size.

Max Image Width – The maximum width (in pixels) allowed for the full size view of an image.

Max Image Height - The maximum height (in pixels) allowed for the full size view of an image.

Note: The default value for the Max Image Width and Max Image Height is 500 pixels x 500 pixels. This is the maximum size of the image on the listing detail page. If Max Image Width and Max Image Height values are decreased and Auto Resize Item Images is ON, the image size on the listing detail page will decrease.

Max Thumbnail Width –The maximum width (in pixels) for the image thumbnails (a small, low resolution copy of a larger image).

Max Thumbnail Height - The maximum height (in pixels) for the image thumbnails (a small, low resolution copy of a larger image).

META Keywords – Enter keywords used by search engines for ranking your site.

Note: Not all search engines support META Keywords.

META Description –Enter your site description for use by search engines when displaying search results containing a link to your site.

Note: Not all search engines support a META Description.

General

Site Name – Type the name of your website. This name will show up in page footers, and E-mails. If you do not have a logo for the site this property will show up in text.

Site Motto – This text will be displayed in the meta title of each webpage, and may also be displayed below the site name on the home page

Site Logo – Enter the URL of your logo image or upload an image from your local machine. This image will be displayed at the top header of each page.

Sniper Protection Minutes – If a bid is placed within this set number of minutes before the item ends, the auction will be automatically extended this number of minutes. This is also known as **Popcorn Bidding**.

> **Example :** The sniper protection minutes are set to 2. Bidder A is the highest bidder on Item #1. Bidder B places a bid on Item #1 with 30 seconds left before the end of the auction. The end time for Item #1 is now extended 2 minutes.

Proxy Bidding On – (ON or OFF) If set to ON, bids will be placed automatically when outbid, up to the maximum bid placed.
If set to OFF, the proxy system will not be used and the maximum bid will always be placed immediately.

Skin – A “skin” is the combination of the graphics, colors, and fonts used throughout the site. Several basic skins are included. Select a skin using the dropdown menu.

The options available utilize several different banner options and page widths. The differences between skins are entirely CSS based and additional customization can be accomplished by editing the CSS files directly.

Display

Maximum Results per Page – The number of items that will be displayed per page. (Main page, category, sub-category, search pages, etc)

Maximum Pages – The number of page links to show at the bottom of each page.

Maximum HomePage Featured – The maximum number of items to display in the featured list on the homepage.

Allow Highlight on HomePage Featured – (ON or OFF) Select ON to allow the listing highlight to show in the homepage featured list.

Maximum Gallery Results per Page – Enter the number of images to display per page of gallery listings.

Maximum Gallery Pages – The number of page links to show at the bottom of each page in the gallery.

Maximum Gallery HomePage Featured – The maximum number of gallery images to display in the homepage featured list.

Show Scheduled Listings – (ON or OFF) If sellers are allowed to select the listing start date and time, some items will be scheduled to start in the future. If set to ON , items that are not yet available for bidding will still be displayed in search results and in other item lists. If set to OFF, these listings will not be included in search results or item lists until their official start time.

Show Auction Icons – (ON or OFF) Select ON to display Auction icons used to distinguish between listing types. These icons are used for Dutch Auctions, Fixed Price / Buy Now listings, Classified Ads, Request for Quote(s), Reverse Auctions, and Trade Listings.

Always Show Thumbnail on HomePage – (ON or OFF) Select On to use image thumbnails for homepage featured items. A camera icon will be displayed in place of an image thumbnail if this feature is turned OFF. If the listing does not contain images, neither will appear.

Allow User PayPal Item Link When Closed – (ON or OFF) Select ON to allow users to display their PayPal e-mail address for payment at the close of an item.

Enable WYSIWYG HTML Editor – (ON or OFF) Select ON to enable the HTML editor for item descriptions, stores, and profiles. If disabled (OFF) it will be replaced with a standard form textbox.

> *Note: rwAuction Pro version 5.0 uses the Tiny MCE javascript WYSISWG editor by MoxieCode Systems. This editor is licensed under LGPL. All TinyMCE copyrights are held by MoxieCode Systems. tinymce.moxiecode.com*

Listing Options

Restrict Outside Sellers – (ON or OFF) If set to ON, only administrative users will be allowed to post items for sale. If set to OFF, all users are allowed to post items for sale.

When 'ON', all links throughout the site involving creating/editing items will be hidden from normal users. The sell link will still be available from the

admin control panel when logged in as an admin user. All selling-related links will still be available in the ‘My Account’ section.
This option is useful for websites that are intended to have a webmaster-controlled inventory and visitors are only allowed to bid on or buy items.

Seller Verification Required – (ON or OFF) If set to ON, users must request permission to be a seller before they are allowed to post any items on the site. If set to OFF, no permissions must be set to allow a user to post items.

When ‘ON’, a user can go into their ‘My Account’ section ‘Account Details’ and ‘Request Access to Post Listings’. The administrator can review and approve the request from the ‘Seller Requests’ panel.

Listing Approval Required – (ON or OFF) If set to ON, all listings will require administrator approval before going “live”. If set to OFF listings will display on the live website as soon as they are posted.

Auction Listing Format – (ON or OFF) If set to ON, the auction selling method is available for posting items for sale. If set to OFF, the auction selling method will not be available.

Dutch Auction Listing Format – (ON or OFF) If set to ON, the dutch auction selling method is available for posting items for sale. If set to OFF, the dutch auction selling method will not be available.

> **Note:** Both “Dutch Auction Listing Format” and “Reverse Auction Listing Format” must be on to have “Reverse Dutch Auctions”.

Reverse Auction Listing Format – (ON or OFF) If set to ON, the reverse auction method is available for posting items for sale. If both this and “Dutch Auction Listing Format” is ON, “Reverse Dutch Auctions” will also be available. If set to OFF, neither the “Reverse Auction” nor the “Reverse Dutch Auction” selling methods will be available.

RFQ Listing Format – (ON or OFF) If set to ON, the Request For Quote method is available to allow posters to receive offers from other users. If set to OFF, the Request For Quote method will not be available.

RFQ Bid Description – (ON or OFF) If set to ON, buyers will be able to include a text description along with their bid offer for RFQ style listings. If set to OFF, they will only be able to make a monetary offer.

RFQ File Attachments – (ON or OFF) If set to ON, buyers will be able to include file attachments along with their offers. If set to OFF, they will be unable to include attachments. Only .GIF, .JPG, .DOC, .PDF and .RTF file formats are allowed.

Maximum RFQ Attachments – The maximum number of attachments that can be added per offer on a RFQ style listing.

Max RFQ Attachment Size -- Enter the maximum allowed attachment size (in bytes).

Note: 1024 bytes = 1 kb and 1024 kb = 1 mb

Fixed Price Listing Format – (ON or OFF) If set to ON, the fixed price selling method is available for posting items. If set to OFF, the fixed price selling method will not be available.

Classified Listing Format – (ON or OFF) If set to ON, the classified ad selling method is available for posting items. If set to OFF, the classified ad selling method will not be available.

Trade Listing Format – (ON or OFF) If set to ON, users are allowed to post trade listings. If set to OFF, trade listings will not be available.

Allow Sellers to Specify Start Date – (ON or OFF) If set to ON, sellers will be allowed to determine when the item(s) they post will be available for bidding/purchase. If set to OFF, items become available for bidding/purchase as soon as they are posted.

Allow Sellers to Specify End Date – (ON or OFF) If set to ON, sellers will have the ability to enter a specific date for the item to end. If set to OFF, a duration dropdown list will appear instead.

Auction and Dutch Auction Duration Options – A comma delimited list of integer values. These are the choices for the number of days an item will be listed. This dropdown box will only appear if “Allow seller to specify End Date” is set to OFF. (Listing formats: Auction, Dutch Auction, Reverse Auction, Reverse Dutch Auction)

Fixed Price and Trade Duration Options - A comma delimited list of integer values. These are the choices for the number of days an item will be listed. This dropdown box will only appear if “Allow seller to specify End Date” is set to OFF.

RFQ Duration Options – A comma delimited list of integer values. These are the choices for the number of days an item will be listed. This dropdown box will only appear if “Allow seller to specify End Date” is set to OFF.

Max Auto Relists – The maximum number of times an item will be allowed to automatically re-list if it does not sell.

> ***Note****: If one item in a multiple item listing sells, the listing will not automatically re-list.*

Charge Fees When Relisting – (ON or OFF) If set to ON, the seller will be re-charged for all listing options selected including the post fee when an automatic re-list occurs. If OFF, the item will be re-listed for free.

Shipping Cost is Per Item – (ON or OFF) If set to ON, the shipping cost is multiplied by the quantity sold. If set to OFF, the shipping cost remains a flat fee.

Max Images Per Item – The maximum number of images per item to be uploaded.

Max Free Images– The number of images that can be uploaded (included in a listing) at no charge.

Max Listing Templates Allowed – Maximum number of listing templates allowed to be saved by each user.

Stores

Enable Storefronts – (ON or OFF) Set to ON to allow the stores/storefront feature. Set to OFF to disable the store/storefront option.

Number of Random Stores to Show on Stores Page – The maximum number of random stores to display on the main storefronts page.

Store Billing Day of Month – The billing day of the month that a user is charged for their online store. A transaction is posted to the user’s invoice.

> ***Note***: *To not charge a monthly store fee, set the store fees to 0 under the “Fees” section.*

Email Templates

The email template system allows you to change the content and style of the various email notifications that are sent to buyers and sellers on your website. The default templates will work without being edited, however it is strongly recommended that you customize the email templates. Depending on the email's purpose, different email tags are available to insert specific information into the To, From, CC, Subject and Body fields of the message.

1. Ends w/o Success (To Seller)
2. Ends W/ Success (To Seller)
3. Ends W/ Success (To Buyer)
4. Verification Code Email
5. User has been outbid
6. Feedback is left for User
7. A user has bid on your item
8. Trade Offer (To Seller)
9. Offer Rejected (To Buyer)
10. Offer Accepted (To Buyer)
11. Multiple Item Sale(To Seller)
12. Multiple Item Sale(To Buyer)
13. Send Invoice
14. Bid Confirmation
15. Seller Question Response
16. Item post confirmation
17. Send Invoice (C2C)
18. Bid Retraction
19. C2C Invoice Updated
20. C2C Tracking Updated
21. Send Auction To A Friend
22. RFQ Listing Ended With Bids – Listing Agent
23. RFQ Bid Successful – Bidder
24. Balance Due Notification
25. Item Denied Notification

Note*: A list of email variables are listed in Appendix A.*

IP Blocking

Block users from specific IP ranges from logging into the website.
Add IP Range – Insert an IP range, then mark as "These IP's are safe" or "Block these IP's" and select save.

Test an IP – Test IP blocking by entering an .

Safe IP's - Safe IP ranges that you have entered.

Blocked IP's – Blocked IP ranges that you have entered.

Bid Increments

Use Bid Increments for Dutch Auctions – (ON or OFF) If set to ON, Dutch Auctions and Reverse Dutch Auctions will adhere to the defined bid increments. If OFF, Dutch Auctions and Reverse Dutch Auctions will not use bid increments.

The “Bid Increment” is the amount a bid is raised. This is the minimum increase in price of each bid.

If amount is greater than or equal to: When the item value has reached or exceeded this amount a new bid increment will be used.

Bid increment will be: This value will be used as the bid increment when the item’s value has reached the corresponding tier.

Billing & Fees

General

Admin/Business Email - Your website or business email address.

Require Payment Up-front - (ON or OFF)

If "**Require Payment Up-front**" is set to ON, when users post new items or edit existing items, all listing option fees and the post fee will be due immediately. A payment method selection will appear on the last page before the sell/edit confirmation page. Additionally, a link will appear below these options allowing the seller to add or edit their billing details.

When an auction item ends, the final percent fee billing transaction is added. If valid credit card information is available a charge will be attempted at that time. (A merchant account is required to charge credit cards, such as Aucthorize.net).

If "**Enable Storefronts**" is set to ON and a "**Store Monthly**" fee is defined, on the "**Store Billing Day of Month**" a billing transaction will be added to each appropriate account. If the account has valid credit card or checking information a charge will be attempted.

Various B2C charges are also made immediately only when this billing preference is set to ON . See "Direct B2C (Business to Consumer) Sales" above for more details.

If "**Require Payment Up-front**" is set to OFF, all billing transactions listed above will still be added to the User's account. The user can either pay the account balance from the My Account → Billing tab and clicking the "Make Payment" button or the website administrator can use the batch payment system (see Maintenance: "Process Batch Payments").

Direct B2C Sales – (ON or OFF)

Direct B2C Sales is an option which allows the website owner (and all users flagged as an admin) to charge bidders/buyers immediately upon the successful sale of items. This system can be used with either a Merchant Account (Authorize.Net, CyberSource, LinkPoint or SecPay) or PayPal. When enabled, this option causes all items posted by any admin user account to be treated differently when someone buys an item. **These differences are:**

Auction or Dutch Auction bids: Bids are placed normally, but when the item ends a billing transaction is automatically added to the winners' account(s).

Auction, Dutch Auction or RFQ payments: After the item has closed, a "Check Out" button will appear on the detail page. When clicked by one of the winning bidders the user will be sent to a payment page that offers any of the following payment options (If they are enabled in the Administrator Control Panel) Credit Card or PayPal. Successful payment leads to an invoice page and then back to the item detail page. If a payment error occurs, the user is given the opportunity to correct billing information and try again.

Auction (Buy It Now) or Fixed Price Item: If "**Require Payment Up-front**" is set to ON , immediately after confirming the purchase the buyer will be sent to a payment page with the same possible payment options as above (Credit Card or PayPal if enabled) A successful payment will be required before the purchase is completed. Successful payment leads to an invoice page and then back to the item detail page. If a payment error occurs, the user is given the opportunity to correct billing information and try again. If "Require Payment Up Front" is set to OFF a billing transaction for the final sale price (multiplied by quantity purchased, plus shipping, if applicable) will still be added to the user's account transactions but payment will not be attempted.

Note: Direct B2C is disabled when C2C Invoicing is activated.

C2C Invoicing – (ON or OFF) If set to ON, users can access the invoicing function. This allows users to create billing invoices and notifications when they sell items. If set to OFF, this will not be accessible. Please refer to the End User Help portion of this manual for more information.

Company Information

The information entered as "Company Information" will appear on all website invoicing and receipts.

Administrator Email – Enter the email address you wish to use for website communications. All messages sent though the website (contact.asp) will go to this email address.

Credit Cards

Credit Card Accepted – (ON or OFF) Select ON to accept credit card information from users. This should only be set to ON if you have a merchant account. If you do not have a merchant account set up, this will only store the user's information. If OFF is selected, users will not be asked for credit card information.

Require Credit Card Info - (ON or OFF) Select ON to require users to enter their credit card information when registering. Either credit card information or checking information should be required when using batch payment processing. Set to OFF if credit card information is optional and not required to register.

Require Credit Card for Sellers – (ON or OFF) If set to ON, your customers who are registering to become sellers must include credit card information. If set to OFF, credit card information is optional and not required to list items. **This option requires "Seller Verification Required" to be set to On.**

Auto Credit Card Verification – (ON or OFF) During registration the auto verification feature will verify a user's credit card by authorizing a small amount on the CC. This amount is not captured and no funds are actually charged. Set to ON to enable automatic credit card verification. Set to OFF do disable automatic credit card verification.

> ***Note***: *This feature requires a merchant account.*

Merchant Account Gateway - Select your merchant gateway provider. Authorize.net, LinkPoint/YourPay, CyberSource, SkipJack, and SecPay are supported.

> ***Note***: *SECPay, CyberSource, SkipJack all support a Test Mode. Similarly, you can set the merchant gateway to a separate test modes (Success or Fail).*

Authorize.net & SECPay Merchant Account Fields
Merchant Gateway Login - API Login
Merchant Gateway Password – API Password
Merchant Account Email Notify Business
Merchant Account Email Notify Customer

LinkPoint / YourPay Merchant Account Fields
Merchant Gateway Login
Linkpoint PEM Path -

CyberSource Merchant Account Fields

Merchant Gateway Login
CyberSource Keys Path

SkipJack Merchant Account Fields
Skipjack Serial
Skipjack Test Mode
Skipjack SSL mode

MASTERCARD Accepted – (ON or OFF) Select ON or OFF to accept MasterCard (please check with your bank to verify that you can accept MasterCard with your merchant account)

VISA Accepted - (ON or OFF) Select ON or OFF to accept Visa (please check with your bank to verify that you can accept Visa with your merchant account)

AMEX Accepted - (ON or OFF) Select ON or OFF to accept American Express (please check with your bank to verify that you can accept American Express with your merchant account)

DISCOVER Accepted - (ON or OFF) Select ON or OFF to accept Discover (please check with your bank to verify that you can accept Discover with your merchant account)

Payment Services

PayPal Accepted – (ON or OFF) Set to ON to accept PayPal payments from users for fees incurred. If set to OFF if you will not accept PayPal payments.

PayPal Email to Send Payment – Site operator or business PayPal email address.

WorldPay Accepted – (ON or OFF) Set to ON to accept WorldPay payment. Set to OFF if you will not be using WorldPay.

WorldPay Installation ID – 5 digit number provided by WorldPay

WorldPay URL - This value should only be changed at the direction of WorldPay if the default value does not work.

Default: https://select.worldpay.com/wcc/purchase

WorldPay Test Mode –

0 = Live Mode
100 = Force Success
200 = Force Failure

WorldPay Fix Contact – (ON or OFF) Set to ON to remove a user's access to change their billing information through WorldPay. If set to OFF, users will be allowed to change their billing information used by WorldPay, when making a WorldPay payment, to verify credit card payments.

Checks

Checks Accepted – (ON or OFF) Set to ON to accept personal check payments by mail. This payment method allows the user to send notification when a payment has been mailed. The website administrator must manually finalize the payment transaction in the Administrator Control Panel when payment is complete. If set to OFF, the user will not have the option to send a check payment notification.

> ***Note***: *If "**Require Payment Up-Front**" is set to ON, this option is not used as a payment method when posting new items. It is possible for a user to make a check payment, and after a site administrator marks the payment as received, use the account credit to post new items*

Name to Write Check – The site operator's name or business name.

Address Line 1 to Send Check – Line 1 of the address to send payment.

Address Line 2 to Send Check – Line 2 of the address to send payment.

City to Send Check – City of payment address.

State to Send Check – State of payment address.

Zip to Send Check - Zip Code or Postal Code of payment address.

Country to Send Check – Country of payment address.

Fee Amounts

Use Aggregate Final Percentage Fees – (ON or OFF) This setting will only take effect if final percentage fee tiers are used. Please see the example below.

Example**:** The final fee settings are set to charge the following amount:

$0.00 - $25.00 = 5%
$25.01- $100.00 = 2.5%
$100.01 + = 1.0%

An item sells with a final price of $125.00.

If this option is set to **ON,** the final percentage fee is calculated as follows:

($25.00 x 5.0%) + ($75.00 x 2.5%) +($25.00 x 1.0%) = the final percentage fee

If this option is set to **OFF** the final percentage fee is calculated as follows:

$125.00 x 1.0% = the final percentage fee

Bold Listing – (Listing Option) The item(s) title will be displayed in a bold font.

Category Featured – (Listing Option) Item(s) will be featured above other items in category listings.

Dutch Auction – (Listing Option) This fee is charged when an auction has a quantity greater than 1 (one).

Extra Pictures – (Listing Option) The cost of additional pictures beyond the free picture allowance as defined by the difference between the "**Max Images Per Item** "and "**Max Free Images**" preferences.

Final Sale – If an item sells, this percent of the final sale price is charged to the seller. This value is only used if the Final Sale Tiers are not set.

Final Sale Tier 1-5 – If an item is sold and the final sale price is between "min value" and "max value" of a tier, this percentage is charge to the seller. If these settings are defined, they override the "Final Sale" fee setting.

Gallery Listing - (Listing Option) Items will be featured in the Gallery section.

Highlight Listing - (Listing Option) A colored highlight will surround the listing, making it stand out.

Home Page Featured – (Listing Option) Home Page Featured – Item(s)

Post Item - A flat fee charged when posting any item that is not a classified listing. Classifieds are charged based on "Classified Settings. This value is only used if the Post Item Tiers are not set.

Post Item Tier 1-5 - The item value is based on the highest of Price, Start Bid, Reserve or Buy Now amounts entered for the item. If the item value is between "min value" and "max value" for this tier this flat fee is charged to the seller when the item is posted.
If the item value is changed when the item is edited by the seller, the difference between the original post fee and the new post fee is charged to the seller's account.
If defined, these settings override the "Post Item" setting above.

Store - This fee is charged when a store front is first enabled.

Store Monthly - This fee is charged to the seller's account on the anniversary date the store front was opened. An automatic payment is attempted if:

- Require Payment up-front is enabled
- The seller has valid credit card or checking information
- A Merchant Account is set up

Trade - This fee is charged to the seller's account when a successful trade is completed.

***Note**: The fee description field that is available for each fee can be customized. This description is used in the billing invoice*.

Classified Fees

Define the classified ad listing options by amount per duration (in days). These are flat fees. **These prices replace the Post Item fee for classified ads.**

Membership Plans

Membership plans affect users who post listings. Memberships are not required for browsing and buying.

Note: If a user wishes to cancel a recurring membership plan and uses PayPal, they must also cancel the recurring payment directly in their PayPal account.

Memberships Enabled – (Disabled, Optional, or Required)

Disabled: No membership system

Optional: Membership available but not required to post items

Required: All users must be members to post items

The membership system can be used for a variety of different payment situations. The duration of a membership period as well as the price and various benefits can be altered to suit the purpose of the website. One way to use the system is to set up several tiers that are all 1 month in duration but vary by price and the % discount that is applied to all listing fees.

Another way to arrange different membership tiers is to set up different durations such as a weekly, monthly and yearly membership where the longer memberships offer a better value of discounts for longer membership periods.

A third way to set up different membership tiers is to offer a fixed number of items per membership tier. Using this method, sellers can be offered a block of item listings for a fixed price where larger blocks could be a better value.

Any of these different methods can be used individually or mixed and matched to create a unique pricing structure for your website.

Title - (required) A short description of each membership option.

Description - (required) A description of the membership option.

Duration - (required) Months, days, or a onetime fee. This value determines the length of the membership tier.

Note: When using a "OneTime Fee" for memberships, enter the amount in the "Recurring Price" field. The user will only be charged once.

Example: Specifying 1 month means that the membership fee will automatically be charged to the user's account every month on the user's anniversary date. Specifying onetime fee means the membership will never expire after the price is paid once and only once.

Recurring Price - (required) The amount due each period of membership. If onetime fee is selected as the duration, this fee is only charged once at signup.

Initial Price - (optional) This is an optional alternative signup price which replaces the “Recurring Price” for the first payment if it is set to a non-zero value.

Listing Limit – (optional) If this value is greater than zero the seller will only be allowed to sell this many items before the membership renewal date.

> *Note*: If accepting PayPal as the method of payment, it is recommended there be an unlimited item limit. If an item limit is set, and the customer reaches that limit and wishes to renew early, they must cancel their subscription with PayPal before re-subscribing for a new membership.

Listing Fee Discount - Set this number to a value between 0 and 100. This is the percent discount the seller will receive off all listing fees (Home Page Featured, Bold Listing, etc) when they have this tier of membership.

Post Fee Discount - Set this number to a value between 0 and 100. This is the percent discount the seller will receive off the post fee when they have this tier of membership.

Final Pct Discount - Set this number to a value between 0 and 100. This is the percent discount the seller will receive off the final percent fee when they have this tier of membership.

Store Fee Discount - Set this number to a value between 0 and 100. This is the percent discount the seller will receive off the monthly store fee when they have this tier of membership.

Display Order - An integer value which determines the order (from lowest to highest) that the various membership tiers are listed.

Update Membership Tiers:

1. Make changes in one tier.
2. Select the button marked “Save all changes.”

Delete Membership Tiers:

1. Select the button marked “Delete this plan” to delete the membership tier(s) selected.

Add New Tier:

1. Enter all required information in the blank form.
2. Select the button marked “Create New Plan” to add tier.

Discount Settings

Discount Tier Name - This discount name is displayed in the My Account user section.

Percent Off - This is the discount percentage off all fees the user will receive.

These discount settings can be applied directly to a user’s account by editing their account information. This discount will affect all fees incurred by the user.

Maintenance

Processing

Process All – Clicking this button will process all items, memberships, and store fees.

Process Items – Clicking this button will cause all items that have not been viewed recently to be evaluated and processed, sending out all appropriate emails and closing any items necessary.

Clean – Enter a number of days and click [Clean!] This function will remove all bid and item data for old items from the database. These items will no longer appear in any lists and will not be available to view or relist.

Process Memberships – If the membership system is enabled clicking this button will renew all users with expired memberships. If require payment up-front is enabled a payment will also be attempted for each member with valid cc info. If payment fails, that membership will not be renewed. **It is recommended that this function be executed at least once per day.**

Note*: This button is not needed when using PayPal.*

Process Store Fees – If store fronts are enabled clicking this button will charge all users with a store front. If "Require Payment Up-front" is turned on a payment will also be attempted for each store front owner with valid cc info. **It is recommended that this function be executed at least once per month if storefronts are activated.**

Note*: A user will only be charged the storefront fee if it has been a month since the last time they were charged.*

Process Batch Payments – This function is primarily for use when "Require Payment Upfront" is set to OFF. It allows the administrator to charge each user's credit card (or checking account) only once per month (or however often you wish) instead of each time a fee is incurred. Clicking this button will attempt to charge each account specified as a batch account if that account has a balance due. New accounts by default are batch accounts. If the account has valid credit card information available that will be used first.

Note*: Batch Payments only work using a merchant account such as Authorize.Net. Payment processors that require the user to be present for a charge to occur (such as PayPal) are not supported by this function.*

Email Invoices – Select the invoice you would like to send and you will be redirected to Maintenance > Send Invoices with the user list prefilled.

Send Invoices

Use this section to send users an invoice for their fees incurred from listings and final values fees.

Email invoices from the first of this month until present – For same month billing

Email invoices from the first of last month until the end of last Month – For previous month billing

Send the “Balance Due Notification” email to all users with a balance due – An email will be sent to all users with a balance due on their account.

International

General

Enable foreign Currency Dropdown - (ON or OFF) If set to ON , users are allowed to specify which currency they prefer to sell their items in. If set to OFF, only the default site currency is accepted.

Site Currency – Select the currency that will be the site's default currency.

Note*: If your currency is missing, then it has not been enabled in the International > Supported Currencies menu.*

Time Zone Offset - Set this number to a positive or negative integer value to offset the current time displayed in the header or footer. The correct offset will depend on the relative web server location.

Example: If the machine hosting your website is on the East Coast of the United States and the website is intended for a community on the West Coast then the offset will be -3. This would cause the East Coast time of 3:30 PM (the location of the server) to be displayed as 12:30 PM on the website.

VAT Percent – Add a VAT Tax percentage to all Listing Fees. Each individual Listing Fee transaction on a user's transaction statement will incur a separate VAT fee transaction.

Example:

Item #	Name	Description	Credit	Debit
1156	Classified Fee	Charge for a Classified Ad	-	(EUR) €9.99
1156	Home Page Featured Listing	Listing will be randomly displayed on the Home Page	-	(EUR) €2.00
1156	VAT	5% VAT	-	(EUR) €0.50
1156	VAT	5% VAT	-	(EUR) €0.10

*5% VAT Tax is used for demonstration purposes only.

Supported Currencies

This is a list of all currencies that may be accepted on your website. By default USD, AUD, GBP CAD and EUR are enabled. The conversion rates are listed in relation to the American Dollar (USD). **These rates must be manually updated on a regular basis. They are quickly outdated as exchange rates change on a daily basis.**

The currency type specified as the "Site Currency" cannot be disabled. Select a new "Site Currency" to allow the previous designated currency to be disabled.

Convert – Test a currency conversion.

1. Select starting enabled currency.
2. Enter amount to convert.
3. Select ending enabled currency.
4. Select the button marked "Try It" to complete conversion.

Currency Code – The standard 3 digit currency code.

Currency Name – Name of currency.

1 USD = Enter the decimal value (greater than 0) which converts $1 USD (one American Dollar) to the selected currency.

> **WARNING**: *These rates will require periodic updates for accuracy. These rates are only intended to be an estimate for the convenience of users. These rates do not automatically update.*

Symbol – The one character symbol such as $ or £ or ¥ which will be displayed next to monetary values.

Enabled - Check or Uncheck this box to enable/disable the currencies you wish to support on your website. **You must enable at least one currency which is used as your site currency.**

> **WARNING**: *When deciding which currencies to allow, double check which ones your payment processor or bank will accept.*

Users

User List

Here you can view/edit existing account and billing information, billing transactions, and feedback. Make necessary changes and click the button marked "SAVE" to update the users information.

User Info – Account Details

User # – Number associated with the user's account

Username – (Required) Unique identifier for this user. A specific username cannot be used by more than one user.

Password - (Required) Account Password.

First name – (Required)

Last name – (Required)

Company – (Optional)

Email - (Required) User's email address. An email address cannot be used by more than one user.

Address 1 - (Required)

Address 2 - (Optional)

City - (Required)

State - (Required) State, region, or territory.

Zip - (Required) Zip Code or Postal Code.

Country - (Required)

Home Phone - (Required)

Work Phone - (Optional)

Paypal Email – (Optional) The email address used by this account to accept PayPal payments.

User Info – Billing Details

Copy From Account Details – Copy name and address information from Account details to Billing details.

Credit Card Information

Credit card information is optional or required, depending on billing preferences. When credit card information is entered and confirmed the data becomes masked with ‘X’ characters, improving security for you and your customers. This is done automatically.

Card Number – 16 digit credit card number.

> **Note**: *The number is not verified with the bank when edited from the Admin control panel.*

Expiration Date – MM/YYYY date format

Card Type – Credit cards accepted. The cards available will depend on what cards are enabled in Billing>Credit Cards.

<u>Account Settings</u>

Manual Discount – (Optional) Set a discount level for this user from your defined discount fields under Site preferences > Fees > Discount Settings.

Admin – Check this box to set user as a Site Administrator.

> **Note**: *Administrator privileges enable a user to change all settings in the admin control panel. Only one user with Administrator privileges is recommended.*

Verified – This checkbox indicates when a new user has verified their account by logging in with their email address, the verification code they received, and their password.

> **Note**: *Checking this box will allow a user to sign in without verifying their email address. Deselecting this check box will remove a user’s ability to log into their account without re-verification.*

Restricted – Checking this box will prevent the user from signing into their account.

> **Note**: *The benefit of restricting a user instead of deleting them is that the user is prevented from registering with the same email address and username.*

Batch Payment Processing – (Default: Enabled) This user will be evaluated when batch payment processing is performed. Uncheck this option to remove them from batch processing.

For more information on Batch Payment Processing, see: Maintenance>Processing.

Seller – (Default: Disabled) Signifies whether a user is allowed to post listings if the “Seller Verification Required” option is set to ON. Also specifies whether a user should be emailed from the form located in Users > Email Users when sent to Sellers.

This box will be checked if a user has posted a listing.

Buyer – (Default: Disabled) Signifies whether a user has bid on listings. Also specifies whether a user should be emailed from the form located in Users > Email Users when sent to Buyers.

Email Preferences - Uncheck user email preferences to prevent the indicated email(s) from being sent to the user.

Other Details

Last Signed On – Date when user last logged into their account.

Member Since – Date of user registration.

Last IP – The last IP address the user logged in from and status.

Reg IP – IP used when registering the account and status.

Verification Code – Code sent when verifying the email address of a new account.

Membership Details – This information appears when Memberships are optional or required.

Active Membership – Membership Type (as defined in Billing & Fees >Membership Plans) or None.

PayPal Subscription ID - Unique PayPal generated ID number. This ID number is used by PayPal in reference to this user’s subscription in your PayPal transaction history.

Expiration Date – Expiration of current membership duration.

Item Credit –Value of the total item listing credits currently available to the user or unlimited. This is defined by the user's membership plan.

> ***Note***: *The Administrator has the ability to add or subtract item listing credits.*

Effective Discounts – All discounts for this account related to the user's membership plan.

Transactions (Edit, Refund, Mark Payment Received)

Lists the user's billing transactions in the date range specified. To edit a transaction click the (edit) link to the left of the transaction row. To add a new transaction, select the "Add New Transaction" button at the bottom of the page.

Credit – (Refund) Enter a monetary value here to credit the user's account. This credit is only applied to their billing statement. An actual monetary refund to a credit card must be done manually through a credit card gateway or other payment service.

Debit - Enter a monetary value here to charge the user's account.

Date - Enter the date the transaction is effective.

Name - The type of transaction.

Description – Description details.

Completed – Transaction has been applied to the user's account.

Pending – Transaction has been added to the user's account but not applied. Click the text 'Pending' to change the status to 'Completed'.

> ***Example***: When a user sends a "Check Sent" payment notification, a transaction is added to the account with "pending" status. When the payment has cleared, an admin user must change the status from "pending" to "completed".

Deleting a Transaction – Select the check box next to the transaction to be deleted. Select the delete button at the bottom of the page.

Send Invoice – Selecting the “Send Invoice” button will generate an invoice including all completed transactions and send it to the user’s email address on file. All transactions included in the invoice fall within the specified start date and end date.

Send Balance Due Notification – An email will be generated from the corresponding template and sent to the user as notification of their account balance.

Feedback (Edit and Delete)

Lists all feedback left for this user. Select the radio button below a given feedback message and click the “Change” button to edit the message, or click “Delete” to remove this feedback message.

View Items (View Items by User)

Selecting this button will return the results of a a pre-filled advanced search form (where search by username is selected and the username is filled in). Selecting “ Refine Search” will allow you to edit the search query.

The “View Items” button shows the item count. The first number represents all successful listings. The second number represents the number of all active listings.

Bids (View Bids by User)

This displays all items with bids by this user. The first number represents the total number of successful bids placed. The second number represents the total number of bids the user has placed.

New Account

This section allows the site Administrator to manually create user accounts. The following information is required for account creation: username, e-mail address, first and last name, address (including city, state, zip or postal code, and country), home phone number, password, and billing information. Depending on the site configuration, credit card information may be required.

Discount – (Optional) Set a discount level for this user from your defined discount fields under Site preferences > Fees > Discount Settings.

Admin – Check this box to set user as a Site Administrator.

> ***Note***: *Administrator privileges enable a user to change all settings in the admin control panel. Only one user with Administrator privileges is recommended.*

Verified – This checkbox indicates when a new user has verified their account by logging in with their email address, the verification code they received, and their password.

> **Note**: Checking this box will allow a user to sign in without verifying their email address. Deselecting this check box will remove a user's ability to log into their account without re-verification.

Restricted – Checking this box will prevent the user from signing into their account.

> **Note**: The benefit of restricting a user instead of deleting them is that the user is prevented from registering with the same email address and username.

Batch Payment Processing – (Default: Enabled) This user will be evaluated when batch payment processing is performed. Uncheck this option to remove them from batch processing.

For more information on Batch Payment Processing, see: Maintenance>Process Batch Payments.

Email Preferences - Uncheck user email preferences to prevent the indicated email(s) from being sent to the user.

Email Users

This section allows the site administrator to send announcements in bulk to the user base.

Specific User – Use this field if you want to send a single user an email notification.

All Users – This option will send the email to all registered users.

All Sellers – This option will send the email only to users designated as "Sellers" in their Account Settings.

All Buyers – This option will send the email only to users designated as "Buyers" in their Account Settings.

Ignore Promotional Email Preference – Checking this option will ignore any user's promotional email preference and include them as a recipient of the email.

> *Example:* Sending a notification to users regarding site maintenance.

Next – Brings user to the Preview page. Here you can send out the emails by clicking on the "Send Block #" buttons which send the emails to the recipients in groups of fifty at a time.

Clear Form – This refreshes the information on the page.

Advanced-Custom User Fields

Custom user fields are used to store additional information about users. These extra fields will appear on the registration pages, in the My Account section, and in the Administrator Control Panel.

> ***Example***: These can be useful if you need additional information from your users such as "Where did you hear about us."

True / False Field – A field that gives the user the option of selecting "True " or "False".

Currency Field – A field for including additional monetary information.

Date/Time Field – A field for including date and time information.

Integer Field – A field for accepting numerical values.

Text Field – A field for accepting addition text information. You can define the minimum and maximum number of characters allowed by entering a min and max length.

Display Order - (required) This numerical value determines the order in which all custom user field appear. The lowest values appear first.

Symbol - (required) This is a unique internal identifier for the field which can be used by advanced users to access custom fields in the asp code. It must begin with a letter and can only contain letters and numbers. For example, “Age”, “field1” or “xxx” are all valid symbols. “1stField”, “field#1” and “My Custom Field” are invalid symbols.

Title - (required) This field title will appear on forms where information can be input or edited.

Caption - (optional) This will display instructions on what to enter into the form in a smaller font below the input field.

Required - Check this box if the user is required to enter a information before continuing.

DropDown - (text fields only) Check this box if you wish to have a list of options presented in dropdown list for instead of a text field.

DropDown List – (required for all drop down lists) After adding a text dropdown user field, enter a comma delineated list of options.

> ***Example***: The following is a comma delineated set of options for “Where did you hear about us?”
> **TV,Newspaper,Magazine,Website,Web Search,Friend,Other**

Validate - (integer and text fields only) Check this box if minimum and maximum amounts are needed.

Min Value / Max Value – (integer fields only) Enter the limits of the value to be entered. If the value entered is outside this range the user will be given an error message indicating the problem.

Min Length / Max Length – (text fields only) Enter the minimum and maximum text lengths allowed for this field. If the value entered is outside this range the user will be given an error message indicating the problem.

Add New – To add a new custom field, enter all required information and select the “Submit” button.

Update Field – Make changes. Select update. Click “Submit” button.

Delete Field – Select delete. Click “Submit” button.

Items

The following section pertains to managing item data.

Item List

This page allows the administrator to list all items by specific search criteria. Clicking on an item title will bring you to the edit item page, the same one that a user uses to edit their items. However, the administrator has much more control over what can be edited from this page. The administrator can also get to this page by clicking the edit item link on the item detail page.

Item Approvals

This section will only be available if “Listing Approval Required” is enabled.

View – Select this button to view the listing before approval.

Edit – Select this button to edit the listing content before approval.

Contact Seller - Select this button to contact the seller regarding the listing they submit for approval.

Edit Seller – Select this button to edit the user’s information.

> *Note: Users who consistently request to post unacceptable content can be restricted from logging in.*

Approve Selected – Check off listings and select this button to approve listings.

Delete Selected – Check off listings and select this button to permanently delete the listing requests.

Denied Explanation - Enter your comment for a denied listing. This comment will be emailed to the user.

Deny Selected – Select this button to send the “Denied Explanation” for the selected listings.

Advanced-Custom Item Fields

One of the unique features of rwAuction Pro allows the site operator to add/edit/delete custom fields for items that are posted on the site. These extra fields will appear on the item detail page and on the sell/edit pages. Custom item fields can be assigned to all or select categories. To assign categories to include custom item fields, navigate the administrator panel to **Categories > Category Groups**.

> *Example: A custom item field for VIN numbers would be assigned to category groups for vehicles*

True / False Field – A field that gives the user the option of selecting "True " or "False".

Currency Field – A field for including additional monetary information.

> ***Example***: A wholesale category may include an option to allow sellers to enter the MSRP (manufacturers suggested retail price).

Date/Time Field – A field for including date and time information.

> ***Example***: A "Concert" category may benefit by allowing the user to enter the date of time of the event.

Integer Field – A field for accepting numerical values.

Text Field – A field for accepting addition text information. You can define the minimum and maximum number of characters allowed by entering a min and max length.

Display Order - (required) This numerical value determines the order in which all custom user field appear. The lowest values appear first.

Symbol - (required) This is a unique internal identifier for the field which can be used by advanced users to access custom fields in the asp code. It must begin with a letter and can only contain letters and numbers. For example, "Age", "field1" or "xxx" are all valid symbols. "1stField", "field#1" and "My Custom Field" are invalid symbols.

Title - (required) This field title will appear on forms where information can be input or edited.

Caption - (optional) This will display instructions on what to enter into the form in a smaller font below the input field.

Required - Check this box if the user is required to enter a information before continuing.

DropDown - (text fields only) Check this box if you wish to have a list of options presented in dropdown list for instead of a text field.

DropDown List – (required for all drop down lists) After adding a text dropdown user field, enter a comma delineated list of options.

> ***Example***: The following is a comma delineated set of options for “Item Condition”:
> **Mint, Excellent, Good, Fair, Poor**

Validate - (integer and text fields only) Check this box if minimum and maximum amounts are needed. This option checks the users input against the minimum and maximum values.

Min Value / Max Value – (integer fields only) Enter the limits of the value to be entered. If the value entered is outside this range the user will be given an error message indicating the problem.

Min Length / Max Length – (text fields only) Enter the minimum and maximum text lengths allowed for this field. If the value entered is outside this range the user will be given an error message indicating the problem.

Add New – To add a new custom field, enter all required information and select the “Submit” button.

Update Field – Make changes. Select update. Click “Submit” button.

Delete Field – Select delete. Click “Submit” button.

Categories

Category List

This section allows you to view, add, and delete categories and subcategories. Click on any category link to edit its name, add a sub-category, or delete it from the database. The display order is used to determine the order categories are listed on the catalog pages.

> ***Note****: Categories are not automatically listed in alphabetical order. It is generally recommended that no main category have more than 200 subcategories.*

Advanced-Custom Field Category Groups

Category groups are an addendum to custom item fields. They allow categories to be arranged into specific groups which share custom item fields.

> ***Example***: A car auction site owner wants to have a custom item field "Year" only under the Automobiles category and subcategories. However they do not want the custom field "Year" available under the Air Fresheners or Car Paint category. They also want a "Color" item field under the Car Paint category. Category groups allow these fields to be added only to the chosen categories.

Add New Group - Enter a name for the new category group and click "Create New Group"

Assign a Category to a Group – Select a category to assign to a category group. Select "also add subcategories" to include all subcategories to a group.

> ***Note***: *The "also add subcategories" selection includes all subcategories under the main category. If some, but not all subcategories apply to the category group; they can be individually removed after they are added.*

Assign a Field to a Group - A field can only be assigned to one category group at a time. When created all custom item fields are automatically assigned to the "Default" group which applies to all categories.

Group Name – Defines a group. Default includes all categories.

Categories in Group – Categories and subcategories included in each group.

Fields in Group – Custom item fields assigned to the group.

Removing a Category from a Group – Click the category name to remove it from a group.

Switching Fields – A custom field can only exist in one category group. To switch a field from one group to another, re-assign the field to another group.

Deleting a Group – A category group can only be deleted (removed) when there are no categories or fields assigned to it.

CMS

CMS stands for Content Management System. This section allows you to control certain editable aspects of your website.

Content

Contact Form – Any information entered here will appear above the form (contact.asp).

Terms and Conditions – Enter the Terms and Conditions of use for your online business/website.

About Us – Include information about yourself or company.

Homepage Announcement – Any information entered here will appear on the website homepage (index.asp).

Site Announcement – Any information entered here will appear in the header for every end user accessible page. This space is limited and text overflow will be hidden.

Privacy Policy – Enter your privacy policy here. This information is presented upon registration.

> Note: *Registering users must agree to both the terms and the privacy policy to create an account.*

Help Files – Basic help information is preloaded. Edit or expand on the information to fit your business needs.

> Note: *You may not require all information that has been included. We recommend tailoring the site help files to fit your business model. Additional information that can be included as help content is available in this manual under: End User Help Manual.*

Fees – Include information regarding site fees and membership options (if applicable).

Banners

Top Banner Caption – Displays text over your top banner(s) section.

Side Banner Caption – Displays text over your side banner(s) section.

Maximum Side Banners – Determines how many side banners can be displayed simultaneously.

> ***Note***: *Recommended width for side banners is 125px. Images with a width larger than 125px will be cropped. To allow images with a larger width, you will need to edit the CSS files directly to edit the layout.*

Link URL – The click-thru or destination URL.

> ***Note***: *You must include http:// for a link to an outside URL to be valid. Otherwise, it will create a link in reference to the current website. Ex: If you enter www.test.com, the banner will bring you to http://www.yourdomain.com/www.test.com*

Image URL – Direct image URL path.

Image File (Browse) – Upload a banner from your computer.

Clicks – Total banner clicks to date. (Non-Flash only)

Impressions – Total banner impressions (views) to date.

> ***Note***: *To edit an existing banner, make the changes then select the edit button to save your changes. Delete a banner from the rotation by selecting the "delete" button.*

Type – Allows you to designate a banner as a "Top" or "Side" banner. Only two banners can be simultaneously displayed as "Top" and "Maximum Side Banners" for "Side". If more than the maximum banners are entered for any section, they will be randomly selected when a user loads a page.

Flash Banners - All flash banners must include the destination URL directly in the Flash movie. Adding a Link URL in the banner form will not affect the banner link destination and is for reference only.

Reports

The Reports help you manage your website and billing. Below is a brief description of each of the available reports. With the exception of Users

Online, which is a snapshot of the current activity, all reports have a date range input and several quick links including “this month”, “last month”, “today” and “yesterday”. By default you are shown the last 2 months of activity.

Users Online

This report displays information about users whom recently visited or are currently visiting your website.

User – Lists the username of the visitor, or “Guest” if they do not have an account or are not logged into their account.

> *Note: Multiple “Guest” sessions can occur for a single browser.*

Referred From – The referral URL.

Current Page – The current webpage the user is viewing

Statistics

# of Open Listings – Current number of open active listings within the specified date range.

Total # of Listings – Total number of listings within the specified date range. Deleted closed listings are not included in this value.

# of Successful Bids – Total number of successful bids (does not include bids that are below Reserve)

Total # of Bids Placed - Total number of bids placed.

# of New Users – Total number of new registered users within the specified date range.

Total # of Registered Users – Total number of registered users within the specified date range.

Top Sellers

This report shows a list of the sellers who have made the most sales in the date range specified.

Username – The registered user.

Total Listings – The total number of listings available to view in the following categories: Active, Templates, Successful. (Deleting closed items will affect this value).

Total Sales – The total number of successful listings (Deleting closed sold items will affect this value).

Total Revenue – The total of bid and invoice values (Deleting closed sold items will affect this value).

Account Balances

This report will list all users with a balance due from item listing and final value fees.

Listing Fees Revenue

This report shows a list of fees charged and fees paid.

DirectB2C Sales Reports

Outstanding Accounts

Username – The username of the account.

Name – The account owners first and last name.

Email – The account owners email address.

Amount Due – The total amount due from this user.

Mark User as Paid – Select this to mark the user as paid in full.

Sales Revenue

Date – The date the customer agreed to purchase.

Username – Customer's username.

Name – Customer's first and last name.

Email – Customer's email address.

Item – The item the customer agreed to purchase
Amount Paid – The amount the customer has paid.

Amount Due – The amount that is due.

Items Sold

The following information is organized into purchases by each user.

Customer Information – Name, Address, Home Phone, Work Phone, and Email Address

Date – Date of agreement to purchase (closing auction bid or fixed price purchase)

Item – The listing number and title

Quantity – The quantity the customer agreed to purchase.

Bid Amount – The price per single quantity

Shipping – The shipping cost (as entered when listing the item)

Tax – VAT tax (if applicable)

Total Due – The total due for each listing purchase

Data Management

Restore Defaults

Restore Default Fees – This resets all fees to the default values (the fees when the software is first installed)

Restore Default Email Templates – This resets all email templates to the default content (the content when the software is first installed)

Restore Default Currency Settings – This resets all currency options and sets all item listings to USD.

Restore Default Categories – Clear all item listings, bids, trades, feedback, categories and category groups. This loads Demo categories.

Clear Data

Clear all item listings only – Removes all items listings, bids records, purchases, trades, and feedback.

Clear billing transactions only – Remove all billing transactions (fees and payments).

Clear categories and item listings – Clears all item listings, bid records, trades, feedback, categories and category groups. Categories will need to be recreated according to your business model.

Clear User Accounts and Item Listings – Clears all non Admin user accounts, billing transactions, stores, item listings, bid records, purchase records, trades and feedback.

Clear Membership Plans – This clears all membership plans and resets all users to "no membership" status.

Clear Custom Item fields – Clears all custom item fields and all custom item field data.

Clear Custom User Fields – Clears all custom user fields and all custom user field data.

Reset Database

Permanently delete all data and restore default settings – Clear all user and listing data and restore default settings.

Load Demo Data – Populate the website with demo users and item listings.

End User Help Manual

The following information covers end user (registered user) help and account information. Please use this information as necessary when editing the help files (CMS > Content) or providing customer services.

The “My Account “help page will be blank after installation. Please update this page using the following information to reference the functions you have made available to your users.

My Account - Summary

This section allows a user a quick glimpse of their account activity. The following information is defined in the summary:

Bidding: Action Needed

#Listings have not been marked as paid – The number of purchases by listing number that have not been marked paid by the seller (multiple purchases of the same listing count as 1)

#Listings you have been outbid on – The number of listings you have bid on, but are not the high bidder

#Listings need feedback left – The number of listings where you are the ‘buyer’ that need feedback

#Unpaid Invoices – The number of invoices set by the seller that have not been parked as paid (one invoice can include multiple items by one seller)

Bidding: General

Currently watching # listings – The total number of open and closed listings on your watch list

Currently bidding on # listings – The number of listings you have entered a bid for

Currently winning # listings – The number of listings where you are the high bidder (listings that have not closed)

Total Items won: # - The total number of items where you were the high bidder when the listing closed plus the number of instant Buy Now purchases

Listings: Action Needed

Listings are sold and awaiting invoices – The number of listings that are closed auctions, or fixed price sales, that need an invoice created

Sales are paid and need shipment notification- The number of sales that have been marked as paid, but not marked as shipped.

Listings need feedback left – The number of listings where you are the ‘seller’ that need feedback

Listing templates were recently added – The number of listing templates that have been added within the last 12 hours.

RFQ listing needs a quote chosen – All closed RFQ listings are unsuccessful until a quote is selected.

Listings: General

Currently # active listings – The number of current active (open) listings posted by this user

Currently # listings are scheduled to go active – The number of listings that are scheduled for a future date (not active)

Total listings sold: # - The number of listings that have closed with a winning bid or a Buy Now purchase

Total listing templates available: # - The number of listing templates that are available for activation

My Account - Bidding

Watching

Price – The current price of the item

Shipping Cost - The cost to ship the item as defined by the seller

Seller ID – The user selling the item

Bids – Total number of bids the item has received, or the total number of items sold in a fixed price listing

Time Left – The amount of time until the listing ends (this time may extend if sniper protection/popcorn bidding is enabled)

Listing Number – The listing number is displayed in ( ) parenthesis

Listing Title – The listing title is displayed after the listing number

How to remove an Item from your watch list:

1. Check the box associated with the listing to be removed from the watch list.
2. Click the “Remove from list” button located at the bottom of the watch list.

View Sellers Other Items – This button allows a user to view the seller’s other items. If stores are enabled and the seller has a storefront, the user will be directed to this seller’s store.

Contact Seller – An email will be sent containing the message that is entered into the contact user form.

Bidding

Current Price – The current winning bid

Shipping Cost - The cost to ship the item as defined by the seller

My Max Bid – The maximum amount you have bid on a listing

Time Left – The amount of time until the listing ends (this time may extend if sniper protection/popcorn bidding is enabled)

Listing Number – The listing number is displayed in ( ) parenthesis

Listing Title – The listing title is displayed after the listing number

Won

Seller ID – The username of the seller

Sale Price – The amount of the sale (highest accepted bid or fixed price)

Quantity – Number of items you have selected to purchase

Total Price – The total price due including shipping and tax (if added by the seller)

Example:

(Price x Quantity)+(Shipping x Quantity) + Tax = Total Price

Or

(Price x Quantity) + Shipping + Tax = Total Price

Sale Date – Date the listing ended or item was purchased with Buy Now

Status – The communication status (by symbol) between the buyer and seller

View Invoice - This button is available if the seller has created an invoice for the sale (C2C only)

Pay Via PayPal – This button is available if the seller includes PayPal payment information when listing the item.

Contact Seller - An email will be sent containing the message that is entered into the contact user form.

Leave Feedback – Buyer is directed to their "Leave Feedback" section (this is available if the buyer has not left feedback for this transaction)

Remove from list – This allows a user to remove old completed transactions

How to remove a transaction:

1. Check the box associated with the listing to be removed from the watch list.
2. Click the "Remove from list" button located at the bottom of the watch list.

Not Won

Final Price – The final selling price of the item

My Max Bid – The maximum amount bid on the item

Seller ID – The username of the seller

End Date – The date the listing ended

View Seller’s Other Items - – This button allows a user to view the seller’s other items. If stores are enabled and the seller has a storefront, the user will be directed to this seller’s store.

Contact Seller - An email will be sent containing the message that is entered into the contact user form.

Remove from list - This allows a user to remove non-winning listing records

How to remove a transaction:

3. Check the box associated with the listing to be removed from the watch list.
4. Click the “Remove from list” button located at the bottom of the watch list.

My Account - Listings

Successful

Winner ID – The username of the Buyer

Sale Price – The final price of the item (does not include shipping or tax)

Quantity – The quantity of goods purchased

Total Price – The total due for the item (includes shipping and tax)

Sale Date – The date the bidding ended on an auction listing or the date a fixed price item was purchased with “Buy Now”

Status - The communication status (by symbol) between the buyer and seller

View / Edit Invoice – View previously entered invoice information or update the current invoice (e.g. to add a tracking number, C2C only)

Contact Buyer – An email will be sent containing the message that is entered into the contact user form.

Leave Feedback – The Seller is directed to their “Leave Feedback” section (this is available if the seller has not left feedback for this transaction)

Mark As Shipped / Mark As Not Shipped – Toggle the shipped status of the item

Mark As Paid / Mark As Not Paid – Toggle the paid status of the item

Remove From List – Remove this sale from view (does NOT delete the information)

Copy Listing(s) – Copy this listing to a listing template

Create New Invoice – Select the listings (checkbox) that need an invoice and click “Create New Invoice” button. This creates an invoice for each item selected. To add multiple items to an invoice, create ONE invoice for one item, and proceed to “Assign Items to Invoice”

Assign Items to Invoice – Select the listings (checkbox) that need to be added to an exhisting invoice. Choose invoice from dropdown menu, click “Assign Items to Invoice”

> *Note*: When creating an invoice, listings that accept PayPal cannot be combined with listings that do not accept PayPal (for a multiple item invoice).

Invoice

Buyer – The first and last name of the buyer, plus the username and email address

Amount Paid – Enter an amount if they have already paid

Paid Description – A description of the amount paid

Other Charge – Enter additional charges if applicable

Charge Description – A description of other charges

Item Details – Item number, quantity purchased, cost per each, subtotal (quantity x cost), shipping, and tax if applicable

Shipping – The amount entered when listing the item - or enter a different amount

Tax – Manually add the tax that must be paid on the item

Tracking Information – Enter the tracking number if applicable

Remove Item – Check this box, then save changes to remove the item from the invoice

Invoice Balance – The total amount due for the invoice

Notification – Invoice update and buyer notification for the changes made to the invoice

Unsuccessful

Number – The listing number

Title – The listing title

Highest Bid – The highest bid received

Reserve – The reserve price of the listing (auctions only)

#Bids – The number of bids the listing received
#Watchers – The number of users who have this item on their watch list

End Date – The date the listing expired

Status – Copied, or not copied.

List Similar – Create a new listing similar to this expired listing.

Remove From List – Remove this listing record from view.

Copy Listing – Select the checkbox and click “Copy Listing(s)” to add this as a new template

Active Listings

Number - The listing number

Title – The listing title

Quantity – The quantity available

Current Price – The current bid price (or the only price for a fixed price listing)

Reserve – The reserve price (auctions only)

#Bids – The current number of bids

#Watching – The total number of users who have this item on their watch list

Time Left – The amount of time until the listing ends (this time may extend if sniper protection/popcorn bidding is enabled)

Status – Copied or Not Copied

Edit Listing – Edit or add information to the listing

End Early – Cancel the listing before the scheduled end date

Copy Listing(s) – Select the checkbox and click “Copy Listing(s)” to add this as a new template

Listing Templates

Create New Template – Select this to create a new listing template

Number – The listing number

Title – The listing title

Quantity – The quantity available

Current Price – The beginning bidding price or the fixed price

Reserve – The reserve price

Buy Now – The Buy Now price

Created - The date the template was created

Status – Copied or Not Copied

Edit Template – Change the listing information

Activate Listing(s) – Activate a listing temple

Delete Template(s) – Delete a listing temple (non-recoverable)

Scheduled

Number – The listing number

Title – The listing title

Duration – The number of days the listing will run when activated

Date Start/Time – The date and time the listing will become active

Status – Copied or Not Copied

Edit Listing – Change the listing information

My Account - Trading

Offers Sent

Listing Title – The listing number and listing title

Date – The date the offer was sent or a reply received

To – The username of the person who will receive the trade message

From – The username of the person who sent the message

Status – Pending, Accepted, or Rejected. A pending offer has not been evaluated by the user who created the listing. If rejected, you will be able to send a counter offer.

Quantity – The quantity requested in trade.

Message – The trade offer sent plus the replies from the other party.

Offers Received

Listing Title – The listing number and listing title

Date – The date the offer was sent or when you replied

To – The username of the person who will receive the trade message

From – The username of the person who sent the message

Status – Pending, Accepted, or Rejected. A pending offer has not been evaluated by the user who created the listing. You will be able to mark each offer as either accepted or rejected.

Quantity – The quantity requested in trade.

Message – The trade offer and your reply.

My Account - Feedback

My Feedback – This section lists the users who left feedback, their comment, whether it is positive, neutral, or negative, date, and item number.

Leave Feedback - A user can only leave feedback once per listing number, and that user must be one of the two parties involved in the transaction. To leave feedback:

1. Check the box(s) of the listing(s) where feedback will be left.
2. Select feedback status (Positive, Negative, Neutral).
3. Enter comment.
4. Click “Leave feedback for selected users”.

My Account – Account

Account Details

Request to Change Username or Email Address – This is at the sole discretion of the site administrator. Enter the new username or email address, and a email notice is sent to the site administrator requesting the change.

Change Account Information – This section allows a user to update their personal information, change their email settings, and change their membership plan (if enabled).

Change Password – This allows a user to change their password at any time.

1. Enter current password (case sensitive).
2. Enter new password.
3. Confirm new password.
4. Click “Change Password”

Billing Details

Change Billing Info – This allows a user to change their billing address and credit card information (if accepted).

Make Payment – This is where a user can submit a payment for the charges they have incurred from using the website. The user must enter the amount in the field corresponding to their payment type.

View Invoice/Hide Invoice – The user can define the date range of charges/payments to view. Each transaction will have a status of either “completed” or “pending”. Pending transactions are not included in the total due.

Storefront

Quick Links: View Store – Brings the user to their storefront

Quick Links: Inventory – Brings the user to Selling > Active Listings in their My Account section

Quick Links: Recently Sold – Brings the user to Selling > Sold in their My Account section

Store Title - The name of the store

Short Description – This short description is shown on the main stores page beneath the store title

Upload Banner – The store banner is displayed on the user’s store page (suggested size is 468 x 60 standard banner)

Upload Logo – This logo is show on the main stores page for all randomly selected featured stores

About the Store – Information is displayed in the user’s store, accessible by selecting the “About the store” tab

Close Storefront – Disable the storefront feature

Confirm Changes -

Correct Changes – This allows the user to go back to fix any errors before saving the new changes.

Cancel Changes – This cancels all new changes.

Save Changes – This saves all new changes

Public Profile – This allows a user to give more information about themselves or their business. This information is displayed alongside a users feedback. The link to a user's profile will appear next to their username on their item listing pages.

General Help – Selling Process

STEP 1 of 4

Choose a category

STEP 2 of 4

Select Listing Format

Select Currency (if enabled)

Edit Item Location (if necessary)

STEP 3 of 4

Title – The listing title

Starting Price – Beginning bid amount

Reserve Price – Lowest acceptable sale price

Buy Now Price – Instant purchase price

Accept Payments with PayPal – Check if PayPal is accepted

Update for add PayPal email address to your account (Edit if necessary

Payment Instructions – Enter payment instructions for the buyer

Shipping Cost – Enter shipping cost (if known)

Detailed description – Item (listing) description

STEP 4 of 4

Listing Duration – Select the duration (in days)

Auto Re-List (if enabled) – Select # of auto re-lists (if item does not sell

Hit Counter Style – Select a hit counter

Home Page Featured – Listing option

Category Featured – Listing option

Gallery Listing – Listing option

Highlight Listing – Listing option

Bold Listing – Listing option

Upload Base Image – The main item image

Free Extra Images (if enabled) – Add more images

Premium Extra Images (if enabled) – Add more images

ITEM REVIEW & SUBMIT LISTING

Review your item details and fees, and submit your listing or go back and make changes.

Start Date / End Date - (If enabled) Select the start and/or end date for your listing.

Payment required up-front – The user can select the type of payment they wish to make from the list of options. These payment options are only the accepted methods of payment as defined by the site administrator. If credit cards are accepted (optional), but the seller does not have a card on file, the option to pay using a credit card will not be available until the user enters credit card billing information (using the link “To change or add payment info, click here”).

General Help – Item Details

Comments & Ask the Seller a Question - There are two ways to post a question to the seller (Contact User Form), by clicking the username or selecting “Ask the seller a question” from the listing details page. Only verified registered users can access this function. After submitting the Contact User Form, the message is posted on the item detail page and the seller receives an email notification. The seller must login to answer the user directly from the listing detail page.

Mail This Item to a Friend – Enter an email address into the “To” field of the form to send your message and a link to this listing.

Watch This Item – Selecting this option adds this listing to your “Watch List”. This is only available for registered users.

Bid History (Auctions and Dutch Auctions) – Lists the username, bid amount, and date of bid. Since traditional auctions use proxy bidding, only the current winning bid is shown. Dutch Auction bid histories show the maximum bid by each user.

Purchase History (Fixed Price Listings) – Lists the username, quantity, purchase amount, and purchase date.

Billing Setting Case Scenario

The chart below gives an example of what actions happen with a specific combination of billing settings:

CASE 1 ***(recommended)***

Settings:

Require Payment = ON
PayPal Accepted = ON
CC Accepted = ON
Merchant Account = ON (Authorize.Net, LinkPoint, CyberSource, or SecPay)
Charge Fees When Relisting = ON

Action	**Condition**	**Results**
Selling or Editing Items		
Sell or edit item Payment with credit card	User has valid CC info	• item posted • fee transaction added • payment transaction added • redirect to listing page
	User has invalid CC info	• fee transaction added • failed payment transaction added • fee reversal transaction added • redirect to step 4 to change payment choice or info
Sell or edit item Payment by PayPal (or WorldPay)	Successful payment	• item posted • fee transaction added • payment transaction added
	Payment cancelled	• item not posted • redirect to step 4 to change payment choice or info
Relist or bulk relist	User has valid CC info	• items created • fee transactions added • one payment attempt is made for all items
Make Payment (My Billing)		
Payment with credit card	User has valid CC info	• payment transaction added
	User has invalid CC info	• failed payment transaction added
Payment by PayPal (or WorldPay)	Payment success	• payment transaction added (pending) • IPN page eventually confirms

		payment
	Payment cancelled	• no transaction added
Payment by check		• payment transaction added (pending)
Direct B2C		
B2C auction item ends		• final sale price transaction added
B2C auction item checkout Payment with Credit Card	User has valid CC info	• payment transaction added
	User has invalid CC info	• redirect to b2c checkout page
B2C auction item checkout Payment with PayPal	PayPal success	• payment transaction added (pending) • PayPal IPN page eventually confirms payment and updates transaction (completed)
	PayPal payment cancelled	• redirect to B2C checkout page
B2C BuyItNow / fixed price item Payment with credit card	User has valid CC info	• sale price transaction added • payment transaction added
	User has invalid CC info	• sale price transaction added • failed payment transaction added (pending)
B2C BuyItNow / fixed price item Payment with PayPal	PayPal success	• sale price transaction added • payment transaction added (pending) • PayPal IPN page eventually confirms payment
	PayPal payment cancelled	• redirect to B2C checkout page
Store Front Fees		
New storefront setup	User has valid CC info	• storefront setup fee transaction added • payment transaction added • storefront enabled

	User has invalid CC info	• storefront setup fee transaction added • failed payment transaction added (pending) • storefront setup fee reversal transaction added • storefront not enabled
Monthly store front fee processing (for each user with fee due)	User has valid CC info	• store fee transaction added • payment transaction added
	User has invalid CC info	• store front monthly fee transaction added • failed payment transaction added (pending) • storefront monthly fee reversal transaction added • storefront suspended

Appendix A –Email Template Tags

Email Event	Tags Available
Common	[ADMINEMAIL], [SITENAME], [SITEURL], [BUSINESSEMAIL]
Auction Ends For Seller With No Success (#1)	[ITEMNUMBER], [ITEMNAME], [ITEMDESCRIPTION] [SELLERFULLNAME], [SELLEREMAIL], [SELLERUSERNAME], [SELLERADDRESS], [SELLERCITY], [SELLERSTATE], [SELLERZIP], [SELLERCOUNTRY]
Auction Ends For Seller With Success (#2), Auction Ends for Buyer (#3)	[ITEMNUMBER], [ITEMNAME], [ITEMDESCRIPTION], [ITEMFINALPRICE] [SELLERFULLNAME], [SELLEREMAIL], [SELLERUSERNAME], [SELLERADDRESS], [SELLERCITY], [SELLERSTATE], [SELLERZIP], [SELLERCOUNTRY] [BUYERFULLNAME], [BUYEREMAIL], [BUYERUSERNAME], [BUYERADDRESS], [BUYERCITY], [BUYERSTATE], [BUYERZIP], [BUYERCOUNTRY]
Multiple Item Sale (To Seller) (#11)	Same as #2,3 above with 2 additional tags: [ITEMQTY], [ITEMGRANDTOTAL]
Multiple Item Sale (To	

Buyer) (#12)	Same as #11 above with the following difference: If the item is a Dutch Auction (an auction where the quantity is greater than 1) there is a possibility that some bidders will win a partial quantity (in the case where someone else bid first and only some of the second bidder's desired quantity is still available) a message stating that the partial winner is not obligated to complete the sale will be inserted. This message may be changed by editing the text found between the two hidden tags <!--[DUTCH_MSG_BEGIN]--> and <!--[DUTCH_MSG_END]--> [DUTCH_WON_QTY] and [DUTCH_BID_QTY] should only be placed between these two hidden tags.
Registration Verification (#4)	[VERIFICATIONCODE], [FULLNAME], [USEREMAIL], [USERNAME], [USERADDRESS], [USERCITY], [USERSTATE], [USERZIP], [USERCOUNTRY]
User Outbid (#5)	[ITEMNUMBER], [ITEMNAME], [ITEMDESCRIPTION], [ITEMCURRENTPRICE] [FULLNAME], [USEREMAIL], [USERNAME], [USERADDRESS], [USERCITY], [USERSTATE], [USERZIP], [USERCOUNTRY]
Feedback Left For User (#6)	[FEEDBACKITEMNUMBER], [FEEDBACKCOMMENT], [FEEDBACKTYPE] [TOUSERFULLNAME], [TOUSEREMAIL], [TOUSERUSERNAME], [TOUSERADDRESS], [TOUSERCITY], [TOUSERSTATE], [TOUSERZIP], [TOUSERCOUNTRY] [FROMUSERFULLNAME], [FROMUSEREMAIL], [FROMUSERUSERNAME], [FROMUSERADDRESS], [FROMUSERCITY], [FROMUSERSTATE], [FROMUSERZIP], [FROMUSERCOUNTRY]
User Bid On Item (To Seller) (#7)	[ITEMNUMBER], [ITEMNAME], [ITEMDESCRIPTION], [ITEMCURRENTPRICE] [SELLERFULLNAME], [SELLEREMAIL], [SELLERUSERNAME], [SELLERADDRESS], [SELLERCITY], [SELLERSTATE], [SELLERZIP], [SELLERCOUNTRY] [BIDDERFULLNAME], [BIDDEREMAIL], [BIDDERUSERNAME], [BIDDERADDRESS], [BIDDERCITY], [BIDDERSTATE], [BIDDERZIP], [BIDDERCOUNTRY]

Trade Offer Made (#8), Trade Offer Rejected (#9), Trade Offer Accepted (#10)	[TRADEMSG] [ITEMNUMBER], [ITEMNAME], [ITEMDESCRIPTION] [SELLERFULLNAME], [SELLEREMAIL], [SELLERUSERNAME], [SELLERADDRESS], [SELLERCITY], [SELLERSTATE], [SELLERZIP], [SELLERCOUNTRY] [BUYERFULLNAME], [BUYEREMAIL], [BUYERUSERNAME], [BUYERADDRESS], [BUYERCITY], [BUYERSTATE], [BUYERZIP], [BUYERCOUNTRY]
Invoice Template (#13)	**Note**: All tags that begin with “<!--” and end with “-->” must be left intact. Only change the text *between* these tags to modify the appearance of the invoice. <!-- [TABLE_START_BEGIN] --> <!-- [TABLE_START_END] --> <!--[PREV_BAL_ROW_BEGIN] --> [PREV_BAL/CREDIT], [PREV_BAL_AMT] <!-- [PREV_BAL_ROW_END] --> <!-- [ROW1_BEGIN] --> [TXN_DATE], [TXN_ITEMID], [TXN_NAME], [TXN_DESCR], [TXN_CRED_AMT], [TXN_DEB_AMT], [TXN_SUBTOTAL] <!-- [ROW1_END] --> <!-- [ROW2_BEGIN] --> (same tags as for row 1) <!-- [ROW2_END] --> <!-- [TABLE_FINISH_BEGIN] --> [TOTAL_DUE/CREDIT], [TOTAL] <!-- [TABLE_FINISH_END] -->
Bid Confirmation (#14)	[ITEMNUMBER], [ITEMNAME], [ITEMDESCRIPTION], [ITEMCURRENTPRICE] [SELLERFULLNAME], [SELLEREMAIL], [SELLERUSERNAME], [SELLERADDRESS], [SELLERCITY], [SELLERSTATE], [SELLERZIP], [SELLERCOUNTRY] [BIDDERFULLNAME], [BIDDEREMAIL], [BIDDERUSERNAME], [BIDDERADDRESS], [BIDDERCITY], [BIDDERSTATE], [BIDDERZIP], [BIDDERCOUNTRY]
Seller Question Response (#15)	[ITEMNUMBER], [ITEMNAME], [ITEMDESCRIPTION], [ITEMFINALPRICE] [SELLERFULLNAME], [SELLEREMAIL], [SELLERUSERNAME], [SELLERADDRESS], [SELLERCITY], [SELLERSTATE],

	[SELLERZIP], [SELLERCOUNTRY] [BUYERFULLNAME], [BUYEREMAIL], [BUYERUSERNAME], [BUYERADDRESS], [BUYERCITY], [BUYERSTATE], [BUYERZIP], [BUYERCOUNTRY] [QUESTION_TEXT], [ANSWER_TEXT]
Item Post Confirmation (#16)	**Note**: All tags that begin with “<!--” and end with “-->” must be left intact. Only change the text *between* these tags to modify the appearance of the invoice. [ITEMNUMBER], [ITEMNAME], [ITEMDESCRIPTION] [SELLERFULLNAME], [SELLEREMAIL], [SELLERUSERNAME], [SELLERADDRESS], [SELLERCITY], [SELLERSTATE], [SELLERZIP], [SELLERCOUNTRY] [ITEMCHARGE] <!--[VAT_MSG_BEGIN]--> [VAT_TAX], [VAT_ITEM_TOTAL] <!--[VAT_MSG_END]-->
Send Invoice (C2C) (#17)	[ITEMNUMBER], [ITEMNAME], [ITEMDESCRIPTION] [SELLERFULLNAME], [SELLEREMAIL], [SELLERUSERNAME], [SELLERADDRESS], [SELLERCITY], [SELLERSTATE], [SELLERZIP], [SELLERCOUNTRY] [BUYERFULLNAME], [BUYEREMAIL], [BUYERUSERNAME], [BUYERADDRESS], [BUYERCITY], [BUYERSTATE], [BUYERZIP], [BUYERCOUNTRY] [INVOICENUMBER], [INVOICEDATE], Note: All tags that begin with “<!-—” and end with “-->” must be left intact. Only change the text between these tags to modify the appearance of the invoice. <!-- [ROW A BEGIN] --> [ITEMNUMBER], [ITEMNAME], [ITEMQTY], [ITEMPRICE], [ITEMSHIPPINGCOST], [ITEMTAXCOST], [ITEMSUBTOTAL] <!-- [ROW A END] --> <!-- [ROW B BEGIN] -->

Send Invoice (C2C) (#17) (Continued)	[ITEMNUMBER], [ITEMNAME], [ITEMQTY], [ITEMPRICE], [ITEMSHIPPINGCOST], [ITEMTAXCOST], [ITEMSUBTOTAL] <!-- [ROW B END] --> <!-- [OTH AMT A BEGIN] --> [OTHER_AMT_DESCR], [OTHERCHARGEAMOUNT] <!-- [OTH AMT A END] --> <!-- [OTH AMT B BEGIN] --> [OTHER_AMT_DESCR], [OTHERCHARGEAMOUNT] <!-- [OTH AMT B END] --> <!-- [AMT PAID A BEGIN] --> [AMT_PAID_DESCR], [AMT_PAID_DESCR] <!-- [AMT PAID A END] --> <!-- [AMT PAID B BEGIN] --> [AMT_PAID_DESCR], [AMT_PAID_DESCR] <!-- [AMT PAID B END] --> <!-- [TOTAL ROW BEGIN] --> [INVOICEGRANDTOTAL] <!-- [TOTAL ROW END] --> <!-- [TRACKING BEGIN] --> [TRACKINGINFO] <!-- [TRACKING END] -->
Bid Retraction (#18)	[ITEMNUMBER], [ITEMNAME] , [ITEMDESCRIPTION], [ITEMCURRENTPRICE] [FULLNAME], [USEREMAIL], [USERNAME], [USERADDRESS], [USERCITY], [USERSTATE], [USERZIP], [USERCOUNTRY]

	[RETRACTIONUSERNAME], [RETRACTIONUSERID], [RETRACTIONBIDDERNAME], [RETRACTIONBIDDERID], [RETRACTIONDATETIME], [RETRACTIONREASON]
C2C Invoice Updated (#19)	[INVOICEID], [INVOICENUMBER], [INVOICEDATE], [SELLERFULLNAME], [SELLEREMAIL], [SELLERUSERNAME], [SELLERADDRESS], [SELLERCITY], [SELLERSTATE], [SELLERZIP], [SELLERCOUNTRY] [BUYERFULLNAME], [BUYEREMAIL], [BUYERUSERNAME], [BUYERADDRESS], [BUYERCITY], [BUYERSTATE], [BUYERZIP], [BUYERCOUNTRY]
C2C Tracking Updated (#20)	[INVOICEID], [INVOICENUMBER], [INVOICEDATE], [SELLERFULLNAME], [SELLEREMAIL], [SELLERUSERNAME], [SELLERADDRESS], [SELLERCITY], [SELLERSTATE], [SELLERZIP], [SELLERCOUNTRY] [BUYERFULLNAME], [BUYEREMAIL], [BUYERUSERNAME], [BUYERADDRESS], [BUYERCITY], [BUYERSTATE], [BUYERZIP], [BUYERCOUNTRY]

Appendix B - Glossary

Administrator (Admin) – The user(s) in charge of / responsible for maintaining and setting the site preferences.

ASP – Active Server Pages.

Auction – The sale of an item to the highest bidder.

Auto Re-list – A function of rwAuction Pro where a person listing an item for sale can choose to have their item automatically list again if it does not sell. The administrator can define the maximum number of auto re-lists allowed.

B2B – Business to Business. Products or services sold by one business to other businesses.

B2C – Business to Consumer. Products or services sold by a business to end-user consumers.

Batch Payments – Automated payments collected in bulk through a payment processor for settling credit card transactions. Transactions are authorized and collected in an efficient manner.

Bid Increment – Specified monetary amount used for increasing item price.

Bulkloader – Utility used for creating item listings off-line.

Buy Now – Feature allowing the purchase of an item for a fixed price, which allows a user to bypass bidding.

C2C – Consumer to Consumer. Commerce without the middleman. (C2C includes bartering, flea markets, yard sales, etc.)

Caption – A comment used to describe or instruct.

Classified Ad – Text based advertising that usually lists items for sale or service for hire.

Comma Delimited – Data elements separated by a comma.

Content Management System (CMS) – A system (collection of tools) used to manage the content of a website

Currency Field – Part of a form that accepts a monetary amount as input.

Date/Time Field – Part of a form that requires the user to select a date and time.

Directory – An entity in a file system.

Discount Tier – Admin defined discounts that can be manually applied to a user's account.

Display Order - The order in which items are arranged (numerically).

DLL – Dynamic Link Library. Functions or data that can be run by a Windows application.

Drop Down (Drop Down List) – A dialog box that contains multiple choices.

Dutch Auction – Multiple item online auction format where the item's final cost is the lowest successful bid by the highest bidders.

Email Template – Pre-defined text and graphic forms used for system email. (e.g. Registration Email, or Outbid Notice)

Feedback – Information supplied by a user in reference to the service(s) given by another user.

Feedback Score – The sum of all feedback given (Positive +1, Neutral 0 , Negative -1)

Final Sale Fee – The percentage of the final selling price of an item that is charged to the user in exchange for the services provided and ability to post an item for sale.

Fixed Price - A constant price. (No Bidding)

Integer Field – Part of a form that accepts whole number (Positive or Negative) input.

IPN System – Instant Payment Notification. Interface for real time payment confirmation. (e.g. PayPal)

Item Credit – Units used to measure the remaining number of items (item limit) a user can list in relation to their membership plan.

Local ID (LCID) – A value defined by Windows (for use on Windows Servers) that consists of a language ID and a sort ID. (also defined as Locale ID) http://www.microsoft.com/globaldev/reference/lcid-all.mspx

Manual Discount – A % discount applied to an account by an Administrator.

Membership – Belonging to a defined Membership Tier.

Merchant Account – A special bank account used when processing credit cards.

Merchant Account Gateway – A services that coordinates the process of card verification and settlement plus transferring money from a buyers account to a sellers account.

Payment Processor – A company that processes data from credit card transactions.

PayPal – Internet business which allows users to send and receive money (www.paypal.com)

Popcorn Bidding – (See Sniper Protection) The closing time of an auction is extended with each bid until all bidding activity ends.

Post Item Fee – Fee charged when a user activates an item listing, making it viewable to other users.

Proxy Bidding - An automatic method of bidding that increases your bid to the next lowest price when another user bids on the same item. Your bid is increased until your maximum bid amount is reached or the auction ends.

Reserve – The hidden minimum dollar amount that a seller is willing to accept for an item.

Restricted –If a user is “Restricted” they will be unable to log into their account. Restricted status is set by the administrator in Users > User List > Edit User.

RFQ – Stands for a “Request for Quote” style listing, allowing bidders to make price quote offers for services the lister requests.

Skin – The set of images that form the graphical user interface (GUI).

Sniper Protection – Automatically extends the closing time of an auction by an admin specified number of minutes when a user bids within this number of minutes from the end of the auction. This removes a user’s ability to “play the clock” and allows all bidders an equal chance to bid. The auction will end when all bidding activity ends. (Also called Popcorn Bidding)

SQL Server- Microsoft database management software.

Starting Price – The beginning bid price.

Terms and Conditions – The rules of site usage and operation.

Text Field – Part of a form that accepts alpha-numerical input.

Trade – The exchange of goods or services.

True / False Field – Part of a form that allows a user to select the options of “True” or “False”

URL - An acronym for "Uniform Resource Locator." The address that specifies the location of a file on the internet.

Verified – If a user is “Verified” they have activated their account using the verification code sent to their email when registering.

WYSIWYG – An Acronym for “What you see is what you get.” This is usually used in reference to built in HTML editors.