

## FIND YOUR FIT: Custom Auction Development Self-Qualification Quiz

Five questions. Add up your points. Find your path on page 3.

### FIRST, A QUICK PRIMER

#### Standard vs. Custom — Which Are We Talking About?

These terms are often used interchangeably, so here's how we define them — to help the questions on the next page land in context.

##### STANDARD AUCTION SOFTWARE

- White-labeled platform — your branding, our infrastructure
- Core auction tools: catalog, bidding, payments, invoicing
- Live in days, not months
- Flat-fee pricing — no per-transaction cuts

##### CUSTOM AUCTION DEVELOPMENT

- Built around your specific workflows and asset classes
- Deep integrations: ERP, BI, SSO, custom APIs
- Full code and data ownership — no shared infrastructure
- Partnership model — typical builds take 3–6 months

##### HOW TO SCORE

Each option's number is its point value. Add the points from your five answers to calculate your total score.

### 1 DESIGN & CUSTOMIZATION

#### How much control do you need over your site's design and customization?

- 1 PT  A clean, functional design — standard templates work fine
- 2 PT  My logo and colors applied, with some layout flexibility
- 3 PT  Significant control over branding, layout, and user experience
- 4 PT  Full design freedom, including custom workflows and unique page templates
- 5 PT  A completely custom-designed site that doesn't look or behave like a standard auction platform

### 2 WHAT'S DRIVING THE SEARCH

#### What's pushing you to look at new auction software?

- 1 PT  Starting a new auction business
- 2 PT  Current platform works, but I want better pricing
- 3 PT  Current platform has hit a ceiling — I need more capability
- 4 PT  I have specific workflow needs nothing on the market handles
- 5 PT  I'm building a new auction product or marketplace

### 3 INTEGRATION DEPTH

#### What integrations do you need?

- 1 PT  Payment processing only
- 2 PT  Payments, shipping, and email
- 3 PT  All of the above, plus CRM and accounting
- 4 PT  All of the above, plus ERP, BI, SSO, or custom APIs
- 5 PT  I'll tell you — it's unusual

**4** BUDGET**What's your realistic first-year budget (build + ongoing)?**

- 1 PT  Under \$5,000
- 2 PT  \$5,000 – \$20,000
- 3 PT  \$20,000 – \$75,000
- 4 PT  \$75,000 – \$250,000
- 5 PT  \$250,000+

**5** TIMELINE**How quickly do you need to be running?**

- 1 PT  Within 30 days
- 2 PT  1–3 months
- 3 PT  3–6 months
- 4 PT  6+ months — I want it right more than I want it fast
- 5 PT  No specific deadline

**ADD YOUR FIVE POINT VALUES**

Q1 \_\_\_\_\_ + Q2 \_\_\_\_\_ + Q3 \_\_\_\_\_ + Q4 \_\_\_\_\_ + Q5 \_\_\_\_\_ = TOTAL \_\_\_\_\_

*Now turn to page 3 to find your path.*

**WHY WE ASK THESE QUESTIONS****How These Questions Map to Your Path****DESIGN & TIMELINE**

Together, these tell us whether a standard solution can meet your needs or whether you require a fully custom design. Standard solutions deploy in days; custom solutions take months.

**INTEGRATIONS**

The strongest predictor of custom vs. standard. Deep requirements like ERP, BI, SSO, or specialized API work generally fall outside the scope of standard white-labeled platforms.

**BUDGET**

An accurate budget answer leads to an accurate recommendation. Custom auction development typically starts around \$75K — knowing this upfront helps both sides plan effectively.

## STEP 2 — FIND YOUR PATH

## Match Your Score.

Find the row that matches your total score. Each path links to the appropriate next step on [auctionmethod.com](https://auctionmethod.com).

YOUR SCORE	PATH	WHO IT'S FOR	NEXT STEP
5 – 12	<b>PATH 1</b>	Lower complexity needs. Lean budget. Need to be running fast.	<a href="#">GET PRICING</a> →
13 – 17	<b>PATH 2</b>	Moderate complexity and budget. Planning to grow into more.	<a href="#">GET PRICING</a> →
18 – 21	<b>PATH 3</b>	Specific or deep integration needs (ERP, BI, SSO, custom APIs). Custom solutions are likely the right fit. We recommend exploring further or scheduling a call to discuss your requirements.	<a href="#">EXPLORE CUSTOM SOLUTIONS</a> →
22 – 25	<b>PATH 4</b>	Enterprise budget. You're building something new. We recommend a thorough discovery process to scope and design a custom solution that fits your requirements.	<a href="#">BOOK A CALL</a> →
MISMATCH	<b>PATH 5</b>	Your current goals and resources may not be fully aligned. A custom solution may not be the right fit at this time — but we've put together a free guide to help you plan ahead.	<a href="#">DOWNLOAD FREE GUIDE</a> →

## ABOUT PATH 5

Path 5 isn't score-based. If your budget (Q4) is significantly smaller than what your other answers indicate you'll need, your result is Path 5 — regardless of total score. This helps ensure we recommend a path that's realistic for your current resources.

## WHAT HAPPENS NEXT

## Our Process for Path 3 and Path 4 Engagements

Custom auction software development follows the same structured process for every client.

## 01

## Discovery Call

30 minutes to understand your goals, requirements, and constraints. We focus on listening before recommending.

## 02

## Scoping Document

Within a week, we document the requirements we've gathered, identify potential risks, and recommend an approach.

## 03

## Technical Proposal

Two to four weeks. Detailed architecture, timeline, milestones, and fixed-fee pricing — fully transparent.

## 04

## Build &amp; Launch

Three to six months for most custom builds, with weekly progress updates and full visibility into the process.