

MacLean & Associates, Inc.

Portraying Professionalism With PFW Auction Manager

MacLean & Associates Inc. was formed in 2001 in Ottawa, Ontario, Canada, by Diana MacLean Fuller. MacLean conducts auctions, appraisals, estate sales, and liquidations for a diverse group of clients that includes the general public, businesses, trustees, and legal professionals. MacLean’s mission is to “provide valuable, accurate, trustworthy and professional service for all of our clients, ensuring a remarkably high recovery.”

Fuller’s 15 years as a business manager and 10 years in the liquidation and appraisal industry help her to provide MacLean’s customers with relevant and accurate information. MacLean & Associates believe their professional team gives clients a sense of comfort and trust, and ensures a well-organized sale. According to Fuller, MacLean & Associates, Inc. strives to be “one of the finest auctioneers and appraisers in Ontario, through high-quality customer service.”

After becoming aware of PFW through a colleague, Fuller carefully considered and then purchased the company’s auction management solution, PFW Auction Manager. Now, several months later, Fuller says Auction Manager has helped the company’s effort to streamline business processes: “Before implementing Auction Manager, when we did work for KPMG, Inc. (one of the world’s leading accounting firms) we used a Microsoft Excel spreadsheet to complete our reconciliations within a 30-day

period. Now, I can do it in the same day—I just push a button and receive the reports. KPMG, Inc. thinks our system is very well organized. It actually gives us more information than we need at present. Our other clients and trustees are also impressed.”

Fuller explains how Auction Manager has improved MacLean’s before-, during-, and after-sales process:

“We had to hand-write the list of items for auction, then sort the numbers for the catalogue—now it’s just the push of a key. In the middle of the sale, I can’t stop to assist my staff, so it’s important that they’re competent, and because Auction Manager is so user-friendly, this is never an issue. It’s geared to my business, in that the software is so straightforward to use and teach that everyone catches on very quickly. The software is easy to move around in, and the flow of information is logical. It’s also very flexible: we can do sales of anywhere from one to an unlimited number of items. At the end of the auction, our clients can get reports quickly, so we don’t have to mail them out, after the fact.”

For MacLean, Auction Manager provides a valuable sense of security. Fuller describes herself as a hands-on type of businessperson, and Auction Manager—through its ease of use and automation—has allowed her to find a comfort

level when passing on responsibilities to her staff. With Auction Manager she knows that her employees will be able to deal effectively with customers and efficiently enter information into the system, as she says “everything seems to do be done for you—there are no mistakes to be made.”

Auction Manager grew out of a consultation with the industry, as illustrated by the depth of its features. Fuller explains, “The reports are particularly useful and designed with the auctioneer in mind. Also, their detail is fantastic. When I need to

“I’m very comfortable with Auction Manager and have great confidence in the system. PFW Auction Manager helps us portray professionalism.”

Diana MacLean Fuller
Owner, MacLean & Associates, Inc.



For More Information

Visit <http://auction.pfw.com> for more information. To contact PFW call (519) 474-3300 or send an e-mail to auction@pfw.com.

PFW Systems Corporation

PFW Auction Manager is developed and supported by PFW Systems Corporation. PFW, a privately-owned company based in London, Ontario, Canada, provides automated dealership solutions for industrial and agricultural equipment dealerships throughout North America. As an authorized IBM Premier Business Partner and an IBM Certified for eBusiness Business Partner operating in Canada and the United States, PFW develops, markets, installs and supports dealership management software for the IBM eServer iSeries family of business computers. In addition, PFW continues to introduce new software technologies, such as browser-based CRM solutions, online parts ordering, Business Intelligence tools, manufacturer and product interfaces and wireless applications.



know what did and didn't sell—even during an auction—I can." Fuller says Auction Manager's reports are "high quality and manageable: select and print the report, then package and deliver it—very nice!

"After a sale is concluded, it's easy to pick out the information you need. As an example, I print listings of sold and unsold lots and determine who purchased what.

"The software is so straightforward to use and teach that everyone catches on very quickly."

Diana MacLean Fuller
Owner, MacLean & Associates, Inc.

As well, the commission structure logic is useful for estate sales. There are many different structures required, and the freedom is there to assign as many percentages as you need."

A number of other Auction Manager features are also exciting to Fuller: "The cashiering screen is easy to read and follow, and the number-pad layout of the screen is excellent. Customers have commented

positively regarding the detail of the invoice we can produce. When there's an issue with an invoice, it's nice to be able to void specific items—and not the whole bill. Reprinting an existing invoice is easy in Auction Manager—it's just a matter of looking up the customer record and selecting the auction from the buyer's history. The tax logic is simple to set up and is especially useful for our auctions, where we can create multiple taxes and use them according to state or provincial tax laws. We can also exempt buyers from particular taxes—with a mouse click."

With regard to Auction Manager's support program, Fuller comments, "I have backup if I need it—that's important to us. PFW has been there anytime I needed them. I have quick access to someone who knows everything about the program—all I need to do is pick up the phone, or access the web site, and the instructions I receive are easy to follow."

The future relationship between MacLean and PFW looks bright. Fuller notes that "we are expecting to buy additional copies of the software." She sums up her feelings: "I'm very comfortable with Auction Manager and have great confidence in the system. PFW Auction Manager helps us portray professionalism."

"We were very satisfied with the reports provided by MacLean and Associates to KMPG, Inc. The reports were user friendly and included all relevant information we required to report to other stakeholders related to the engagement."

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