



BIDDERS CHOICE NORTH



**YOUR TRUSTED CHOICE IN AUCTIONS.**

# ABOUT US

**BIDDERS CHOICE NORTH** is an auction company founded on the back of **Bidderschoice**.

At Bidders Choice North our competitive advantage comes from our hands-on approach, and our dedicated team constantly strives to improve the auction experience – for buyers and sellers alike. We believe in the auction mechanism and we wholeheartedly subscribe to the ethics and morals underpinning our industry.

If you are interested in any auction Bidders Choice North is the logical choice – a regional auction house with national coverage.

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# WHY US?

**Bidders Choice North's experienced team of professionals successfully manages all aspects of the auction – from site preparation, advertising and marketing to conducting the auction itself, as well as the final clean-up and consolidation.**

With our innovative marketing skills and techniques we offer our clients access to a wide range of platforms throughout the entire buying or selling process. This includes the opportunity, for both buyer and seller, to transact on auction or by private treaty.

# MANAGEMENT TEAM



## **JABULILE SEGOE** CHIEF EXECUTIVE OFFICER

Her passion for business growth and customer satisfaction is her motivation. She is a self-employed woman who values human beings and understands the cruelty caused by poverty in our lives, thus she believes in hard work can achieve her dreams and make a change to others.

Suppliers and customers are her most important partners in business. By consciously building business relationships she has been able to improve her knowledge of business ethics and improve her understanding of different customer needs and how to handle the pressure that comes with her responsibility.

## **PUSO GODWILL SEGOE** DIRECTOR

Puso recently joined our team to gain firsthand knowledge and experience in the auctioneering business, with the aim of establishing a formidable local presence in the North West Province. He is a bona-fide member of the Royal Bafokeng Nation, born and bred in Phokeng near Rustenburg. He is a dedicated, passionate and ambitious young businessman who has been serving the local community through various small business ventures since completing his tertiary studies as a Graphic Designer in 2006.





# MANAGEMENT TEAM

## DIRECTOR **PIETER GELDENHUYS**

After completing his military service as an Infantry School officer, Pieter started out in the teaching profession. However, he continued his studies at the University of Potchefstroom at the Vaal Campus and ventured into the banking industry, where he acquired a wealth of financial skills. Pieter moved up through the ranks in the financial sector and soon became part of the management team of what was then Boland Bank.

When the Bank decided to sell their “Eiendomsdienste en Afslalers” division to Seeff, Pieter opened up Seeff Auctions in the Northern Region. He subsequently grew this newly founded business into a solid, profitable and sustainable auction concern, and into a household name in and around Pretoria.

After almost two decades in the auction industry and with a healthy passion for the business, Pieter decided to make his move – and founded Bidders Choice.



As a veteran auctioneer throughout South Africa and in neighbouring states, Pieter has conducted substantial mining auctions. In his personal capacity he has also presided over huge agricultural and farming-related auctions, including the sale of livestock, several game lodges and farming equipment. Pieter has also conducted many commercial multiple auctions and distinguished himself as an auctioneer of exceptional skill and versatility.

Pieter firmly believes that transparency and humility are indispensable traits and that you should always treat buyers and sellers with the same dignity and respect that you expect from others. He believes trust is earned and should never be lost – even under the toughest circumstances.



## OUR VISION

We strive to make auctions the transaction method of choice among buyers and sellers alike.

We strive to enhance our reputation as an ethical and transparent organisation.

## OUR MOTTO

**OUR CLIENTS ARE OUR BUSINESS.**

# BEE STATUS

Bidders Choice North  
is a fully black owned  
company.



## OUR SERVICES

We focus on auctions across the entire auction spectrum. Bidders Choice North engage the services of Bidders Choice to conduct auctions across the entire spectrum.

## OUR VALUES

Bidders Choice North offers you uncompromising integrity through:

- Transparency
- Loyal and focused team members
- Honesty and reliability
- Dedication to the task at hand
- Service excellence and guaranteed quality
- A firm belief in our product



# ONLINE AUCTIONS



## We are hosting two types of auctions:

### Live webcasts

- These are traditional sales conducted by an auctioneer that take place at an auction venue.
- The live webcast allows the online bidder to participate in the auction in real time.
- Lots appear on your screen as they are offered in the sale Your bids are instantly relayed to the auctioneer.

### Timed auctions

- These are online only auctions. Bids are placed over a defined time period.
- The highest bidder at the end of the bidding period is successful.



# COMPANY

## DOCUMENTATION

## CONFIRMATION OF OWNERSHIP AND TURNOVER

I, the undersigned, Bhaveshen Padayachee, hereby declare as follows:

- 1) I am an auditor currently employed at BPI GROUP- 377 Rivonia Boulevard, Sandton, Gauteng, 2146
- 2) The contents of this Letter are to the best of my knowledge a true reflection of the facts after verifying the evidence provided by the client with regards to turnover. With reference to Ownership, we confirmed what the client had indicated in a sworn affidavit as per request from the client.

## BIDDERS CHOICE NORTH (PTY) LTD

**Registration Number** : 2017/370276/07  
**Vat No** : 9823691168  
**Head office, Location** : 97 Central Street, Houghton Estate, Johannesburg, Gauteng , 2198  
**Postal Address** : 97 Central Street, Houghton Estate, Johannesburg, Gauteng , 2198

- 3) Based on certain Procedures performed I have determined that the turnover / income is less than or equal to 50 000 000. As per the affidavit completed by the client, the client has confirmed the following listed below with regards to ownership, procurement recognition, empowering supplier and the level attained.

**Enhanced B-BBEE Recognition** : Level 2  
**Procurement Recognition** : 125%  
**Black Ownership** : 51%  
**Black Women Ownership** : 31%  
**Financial Year** : 2017  
**Empowering Supplier** : Yes

Issued on this the 20 October 2017 and valid till 19 October 2018.

*Based on certain procedures performed, we have determined that the turnover/income is less than or equal to R50 million. We also confirm that this is only a confirmation of turnover and ownership document as requested by the client.*



**Commissioner of Oaths**  
**Bhaveshen Padayachee CA (SA)**  
**IRBA APPROVED REGISTERED AUDITOR NO: 739148B**  
**IRBA APPROVED REGISTERED PRACTISE NO: 985353-0000**

**Reference: BCN- 20102017155**



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