Hameriq

HAMERIQ RESELLER PROGRAMME

# Sell European auction software under your own brand

Hameriq handles the software, hosting and updates. You own the customer relationship.

**23**
European languages, also in every e-mail to bidders

**0%**
commission on auction proceeds

**EU**
hosting, e-mail and AI, all inside the European Union

WHO IS BEHIND HAMERIQ

# Hameriq is a software product of Silbador

**2014** **Founded**
Silbador starts in the Netherlands.

**2020** **Moves to Belgium**
Now Silbador CommV in Temse, KBO 0746.489.432.

**2026** **Hameriq goes live**
The European auction platform launches.

## Silbador today

An AI advisory firm that helps organisations use AI safely, with an eye on the AI Act, GDPR, NIS2 and the Cyber Resilience Act.

- AI frameworks: who may build what, who approves it
- Testing and acceptance of AI-built software
- Independent AI scans via its brand CheckMijn.AI
- AI literacy training for staff, managers and developers

**silbador.be**

FOUNDER AND TEAM

# Built by an enterprise architect, run by specialists



## Gerrit-Jan Bogert

**Founder and director · Enterprise and AI architect**

28 years in IT architecture, governance and cybersecurity, in the Netherlands and Belgium.

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**Backed by a team of external specialists**

- Development team
- Legal office
- 24/7 support desk
- 24/7 hosting, from December 2026
- Sales and support
- Administration
- Accountant

WHAT HAMERIQ IS

# An online auction platform for auction houses, companies and charities

European software as a service, in 23 languages and more on request, with no maximum price per lot.

### A fixed software fee, no commission

Customers pay a fee by quote, per project, period or year. Recognised charities use it for free.

### Buyers pay the auction house directly

By bank transfer, with full IBAN and reference in the e-mail and in “My account”, or through the house’s own Mollie or Stripe.

### Privacy kept to a minimum

The auction house sees only the winner’s details. Other bidders appear as “Bidder 1, Bidder 2…”.

WHY HAMERIQ

# Four things your customers will not find together elsewhere

## 23

languages today, for the site, the dashboard and every e-mail to bidders. More can be added for your market.

## 0%

commission on proceeds: a fixed software fee by quote

## EU

hosting, e-mail via Brevo and AI translation via Mistral, all in the EU, with a DPA available

## Direct

payment: money goes straight to the auction house: Hameriq never touches it

FEATURES

# Everything an auction needs, out of the box

### Every auction format

Timed online, live with an auctioneer, falling price (clock) and sealed bids. Fixed price coming soon.

### Automatic bidding

Bidders set a maximum and the system bids for them. Late bids extend the lot.

### Staggered closing

Lots close one after another, for example one lot per minute.

### White label

Own domain, logo and colours, with an automatic security certificate.

### Closed auctions

Only your own staff or selected traders may bid.

### B2B tools

Excel import, buyer's premium, bids per m² or m³ and pickup days.

### Automatic e-mails

Outbid, ending soon, won or lost, with payment, pickup and contact details.

### Fundraising counter

A live total for charity campaigns.

Tested every day: an automated chain test and a screen test of the full buyer journey, in a separate test environment.

WHO IT IS FOR

# Partners who already know auction houses and organisations

### Web agencies and IT providers

Offer clients a complete auction solution without building or hosting anything yourself.

### Auction and event agencies

Run the online auctions you organise for others on your own professional platform.

### Consultants and network organisations

Bring Hameriq to the auction houses, traders and associations you know in your country or language area.

**Territory:** worldwide. Resellers are welcome in every country.

WHAT YOU GET

# We bring the platform, you bring the customers

**1 Your own brand**
Your name, logo and domain. Only a small “powered by Hameriq” remains.

**2 Your own demo environment**
A live platform to show prospects.

**3 Sales material and manual**
In the language of your customers.

**4 Personal onboarding**
We help with your first customers until their first auction is live.

**5 Exclusive rights for your country**
Prove an agreed sales volume first. Then every Hameriq lead from your country is referred to you.

**6 A licence fee, plus your own packages**
A fee on every licence you sell, and you sell your own set-up and support packages.

**7 Direct support from Hameriq**
You support your customers, we support you.

# Recognised charities always use Hameriq for free

Also when they come through a reseller. You can offer them paid service packages, just as Hameriq does: help with setting up, running and supporting their auctions.

SUPPORT

# You support your customers, we support you

## You, the reseller

You are your customers' point of contact.

You help them set up the platform, run their auctions and answer their questions.

You decide how you offer and charge for that support.

## Hameriq

We support you, the reseller, with real people, not a chatbot, in English.

We run the software, hosting, updates and security, with daily automated tests of the full buyer journey.

A public status page is in development.

HOW IT WORKS

# From first contact to your first live auction

## 01

### Apply

A short form at hameriq.eu/resellers: name, company, country, VAT number, website and customers.

## 02

### Get acquainted

We talk through your market, your customers and the terms.

## 03

### Start

You receive your demo environment and sales material.

## 04

### First customer

We help until your customer’s first auction is live.

NEXT STEP

# Become a Hameriq reseller

## hameriq.eu/resellers

The page and the application form are available in 23 languages.


CONTACT
info@hameriq.eu

COMPANY
Silbador CommV · KBO 0746.489.432 · Belgium