

Lights, Camera - Auction!



AARauctions.com

AUCTION MARKETING PROPOSAL FOR

**CITY OF ROCHESTER
SURPLUS AUCTION SERVICES
REQUEST FOR PROPOSAL**

**Absolute Auctions & Realty
Parent company of NYSauctions.com &
Haroff Auction and Realty Inc.
45 South Avenue | P.O. Box 1739
Pleasant Valley NY, 12533**

**CONTACT PERSON:
Phil Gableman- (845) 635-3169 x100**

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TRANSMITTAL LETTER

To whom it may concern,

AAR Auctions has been a leader in the auction industry of both real and personal property assets for government agencies for over 25 years. Having been in business since 1946 servicing and the needs of buyer's and seller's of the local community, we began expanding throughout the North East in the 1980's as new opportunities presented themselves. Our history and success in being leaders in the live auction services has helped guide us to developing some of the highest start of the art technologies no competitor can obtain today. Having been one of the pioneer auction companies that beta tested many online systems during the 1990's, we helped lead the way for online only auctions in the United States. Today, with the scalability and growth of our online model, we conduct over 800 auctions a year.

Our experienced team is knowledgeable in multiple technologies and marketing principals to ensure the highest rates of success. We have had our Online Only Platform at AARbids.com since the late 90's where bidders could bid online anywhere in the world. We have taken our experience and history and applied it to each and every client we work with to meet their needs. We will provide insight and recommendations regularly on how to maximize dollars from a sale. Aiming to start each sale as strong as possible, we recommend the most valuable pieces being sold in the beginning order of the sale as this helps set the tone for the rest of the sale. Unlike the live auction model, the online poses greater accounting and less liability for a client, something which cannot be re-created in the live auction model.

Our system was built with two very key components, ease of use and functionality. It is tied directly to our in-house inventory system (Filemaker Pro) which allows us to monitor everything in one place. Through this we can see all assets provided by a client to be sold along with their entire history of everything else that has been sold in the past. We can see the accounts receivable as well as how a bidder paid for their purchase, what they purchased, if they were tax exempt or not, their contact information all in one place. This is easily retrievable for our clients and in fact copies of all buyer invoices, tax exemption certificates and seller reporting with breakdowns of payments and buyer premium amounts are sent directly to the client for their records at the end of each auction cycle.

Whether someone is an avid bidder or it is their first time participating in an auction, we have step by step YouTube tutorials and real staff members available to help bidders. Where necessary we will take direction from the client to meet the needs of their auction experience.

We understand that shrinking budgets need auctions and that they help in the exchange of transitioning old assets into revenue and aid in bringing new assets into the fleet.

Sincerely,

Philip R. Gableman, CAI, GPPA
NYS Auctioneers Association Board Member



ONLINE AUCTION SOLUTIONS

Our proprietary online bidding platform through AARbids.com

- Auctions create a sense of urgency.
- All interested parties compete - driving prices upward.
- Approved Bidders have agreed to terms prior to auction start.
- Convenient to bid anytime, anywhere and on any device.
- Dynamic ending allows every last bid to be executed.
 - Proprietary software converts into real-time live auction at the end and prevents sniper bidding.
- Largest proprietary buyer database in the NY, NJ, CT and MA region.
 - Vetted and proven buyers.
- Highest possible fair market value achieved.
- Syndicated auction portals to market your assets to all potential buyers
- No Seller-paid Commission (Compensated by a 'Buyer's Premium').
- Pickup date and time approved prior to start of auction.
- Heavily Search Engine Optimized (SEO) websites.
- Professional photography and cataloging completed by AAR at no cost.
- Invoices can be structured to serve as Bill of Sale (BOS).
- Flat fee pricing across the board



FULL SERVICE AUCTION MARKETING COMPANY



- Auction Services
- Conventional Sales Methods
- Local, Regional, National and Global Marketing Campaigns
- Website Development and Implementation specific to assets
- Internet Marketing and data syndication
- Search Engine Optimization (SEO) by asset
- In-House Advertising Firm – AAR Marketing Services
- Over 65 years of Quality, Reputation and Experience in the Auction Method of Marketing*
- Proprietary bidding platform- Software and systems not available to any other party or firm in the industry.
- Proprietary surplus buyer database- Bank level verification of bidders
- Leaders in technology
- Professional photographing - High resolution, clear & crisp images.
- ATS (Auction Technology Specialist) certified
- Certified Auctioneers & Appraisers- Knowledge and Ability to reach markets for specialized assets.



MARKETING STRATEGY

With a clear understanding of the market, we have put together a plan that makes the most effective use of our powerful sales and promotional tools. We have a full-time diverse staff who are ready to put their industry leading marketing, web development, and creative talent to work for you. Our ability to promote your assets is unique and unmatched in the industry.

Our team would highly recommend selling all asset groups in the online format for many positive reasons not limited to better transparency, better prices, less liability, better vetting of buyers, better accounting, larger audiences, etc. If the City absolutely required live auctions, we would be willing to satisfy those needs for the City with the understanding that online be explored. Every client that we have transitioned with from live to online has never looked back. We welcome the opportunity to share our success and positive experiences with the City of Rochester.

The target market for surplus assets is diverse. We seek out those who are interested in purchasing such items, from past and current sales, as well as seek those who do not yet know such sales exist and are looking for the opportunity to buy. Our efforts will be local, regional, national and even span international. Our marketing plan is specific to the County of Essex. While there may be a lot of local interest, we will reach national and international audiences in search for potential buyers to leave no stone unturned. Our client specific marketing campaigns are geared to the specific buyer's who operate and purchase assets within their respective categories. These campaigns are also purposed to serve constituents of the County to make taxpayers aware that the county is operating in the best interest of the body which they represent and affording everyone the equal opportunity to participate in a sale of potential interest.

Through strong key word optimization of assets, items are searchable on an individual basis versus traditional event basis. While the event itself is still a key part of advertising the sale overall, it is imperative to diversify the searchable inventory to allow the highest potential number of interested parties for your assets to find and bid on the auction item(s).

Assets are marketed in conjunction with their digital presence to build awareness of the auction and simultaneously reinforce the sale in print mediums. This builds confidence, credibility and transparency for the sale as to encourage the bidder base that the county and contractor are professional in all of their operations.



POWER OF THE POSTCARD

**Offered on a request basis:
Primarily for specialty assets.**

- Targeted local mailing
- Makes an immediate impression
- More people respond to post card mailings than any other type of mailing
- Post cards are less likely to be thrown away as junk mail, nothing to open, easy to view information on the card
- Puts action into the customers hands – talking directly to them about something that matters, their neighborhood, community, asset classes, etc...
- Cost effective
- Because our in-house design team has won multiple national and state advertising awards, you can feel confident that your asset(s) will get the promotion it deserves.



EMS: MEDIA ADVERTISING

BID NOW!
AAuction.com

DYNAMIC ONLINE AUCTIONS

Benefits of Dynamic Online Only Auctions:
 Quick & Efficient
 No Hassle
 Cost Effective
 Strong Marketing
 Bidding Open 24/7
 Fair Market Value

Chesler, NY Real Estate Auction
 Ending 11:30 @ 8PM
 Absolute Auction setting the Estate of Pauline Krasner. Home: 1670 Brick House on 7+ Acres + 214 Gleasons Road, Chesler, NY.

Poughkeepsie, NY Auction
 Ending 11:30 @ 8PM
 Estate in Poughkeepsie, NY. Includes full check check marked "Sign", artwork, Aeronomic piano, lawnmower and more!

Avon, CT Auction
 Ending 12:1 @ 8PM
 Contents of home in Avon, CT. Contemporary Italian Allen furniture and sofa, chairs, tables and lamps and more!

Dutchess County Surplus Vehicle & Equipment Auction Ending 12/7 @ 8PM
 49 Trucks, Buses, Vans and Cars located at the Dutchess County Auto Yard, 570 Salt Point Turnpike, Poughkeepsie, NY. Preview online 24 hrs/day. Live preview available Monday-Friday 9AM-4PM at the auto yard. Vehicles will be started on Saturday, December 4 from 9AM-4PM. Bid now on www.AARads.com.

Self Storage Westy
 11:30 Strategic Bulk Storage Auctions
 Delinquent storage units sold as "Bulk". Check web for locations and times.

Wesley's Storage Auction
 Delinquent storage units sold in Bulk. Check web for locations and times.

Sullivan County Online Only Tax Foreclosure Auction
 Ending 12:15 Visit: NYSales.com for details.

Home Improvement Building Materials Auction
 Ending Jan 2011 Major Distributor Most Liquidate - EXCEL-THING MUST GO! Terrific!

Follow us on Facebook!
 "Like" our page and be up-to-date with everything about auctions including Auction Postings, History, News, Sale Trucks & Tractors!

Buy Green and Save Your Green by Purchasing Quality, Recycled Items at YOUR Price

Recent Sales

Jewelry from Ros Kravitz Estate for \$27,581

Slickety Bedroom Set for \$1,628

1955 Ford Thunderbird for \$16,170

Hopewell Junction, NY Home for \$186,000

1999 Ford F-350 Coachman RV for \$8,200

1984 Victorian Walnut Handisaw for \$1,265

Cherry Dream Kitchen Set for \$7,188

From specialty collections, real estate, antiques, vehicles to the complete contents of estates and businesses, we auction it all!
 Call today to get more info, set up an auction or drop off items.

AAuction.com
 Add your email to our website to get auction notices.

Ranked #1 United Country office in the Northeast
 United Country - Absolute Auctions & Realty, Inc.
 45 South Ave. Pleasant Valley, NY - 845-635-3169
 info@aauction.com | www.AAuction.com | www.AARads.com

U-HAUL **United Country**
 NAA **AAuction.com**

Our media campaigns are designed to take the buying public's attention and focus it directly on your property. It is the single most important aspect of the entire process. Without the proper advertising, you will not reach the market and will not have prospective buyers to work into the system. Most of your assets will be advertised on a National, Regional and Local level to insure more than adequate market coverage. Some might command a Global campaign and others just a regional and local campaign. Either way, our award winning design team produces ads that capture the markets attention and in turn, brings buyers to the table.

SURPLUS AUCTION

Sullivan County Surplus Vehicles & Equipment
August 18 @ 7:00PM
 Preview 8/16 & 8/18 (see web for locations & times)
 Sullivan County Government Center,
 100 North St, Monticello, NY

Partial list: Heavy equipment incl. Bomag single dump roll lated haul 2500's, C recycling and n Paymer sale. C

SURPLUS AUCTION

Sullivan County Surplus Vehicles & Equipment Auction

Wed., May 28 @ 6PM/Registration 4:30-6PM
 Previews: May 27 & 28 10AM-4PM
 Sullivan Cty Govt Center, 100 North St, Monticello, NY
Partial list: Cranes, dump & flat bed trucks, buses, vans, compact, midsize & full size autos, police cars, pickup trucks and more! **Terms:** 15% buyer's premium. Payment in full, cash/guaranteed funds day of sale.
 Complete list of photos, locations & catalog:

AArauctions.com
 UCAAR & HAR 800-243-0061

CAPTURING THEIR ATTENTION

Our ads are designed to grab the readers' attention with stunning visuals that make the ad stand out in a crowd. Our award winning designs combine graphics and text that grab the attention of prospective buyers and each one is custom tailored for each property.

FOCUS THEIR ATTENTION

Once we have their attention, we focus it on the highlights and intriguing aspects of the asset(s). Pictures of the Asset(s) and carefully thought out text focus their interest on finding out more. We give them as much information as possible, and are available to assist with additional questions via email or phone.

KEEP THEIR ATTENTION

We make it easy for them to find out more about the asset(s). They can call or visit our website for more details. We find that nearly half of all inquiries come via the web.



EMS: ADDITIONAL SERVICES



SEARCH ENGINE OPTIMIZATION

Search Engine Optimization (SEO) is critical to the success of internet marketing. Our SEO experts will make sure that you are receiving the highest amount of web traffic possible by being found on major search engines such as Google, Yahoo and Bing. Absolute Auctions & Realty (AAR auctions) integration with 3rd party companies like auctionservices.com, auctioneers.org, auctionzip.com, Facebook, global auctionguide.com, nationalauctionlist.com, LinkedIn, Twitter, Pinterest, Youtube, etc... gives you the additional insurance that your assets are being viewed by the internet masses.

PUBLIC RELATIONS

Our Public Relations department will create and distribute a press release to targeted publications and local, regional, and national news mediums. This is a great form of free advertising to potential buyers.

“INNER CIRCLE” MARKETING

Probably one of the most well known, yet overlooked methods of marketing. This form of Enhanced Marketing is going to the core of a specific asset class, such as a collector of a commodity or industry, and utilizing the opportunities within that circle to advertise assets. The most common form of this is online forums, where all members belong for one common purpose or another. This is especially important for specialty collections or commercial assets where you can target members of one commodity in a very dense population at one time. A model train auction being advertised in a train forum, a knife collection in a knife forum, or equipment in yellow iron magazine would be perfect examples this form of advertising.



MARKETING BUDGET

Location	Day	Ad Type	Cost
Internet Web Pages			
www.AARauctions.com	DOA	I	N/C
AARBids.com	DOA	I	N/C
Auctionzip.com	DOA	I	N/C
Nationalauctionlist.com	DOA	I	N/C
Auctionservices.com	DOA	I	N/C
Nyauctioneers.org	DOA	I	
Auctioneers.org	DOA	I	N/C
Postcard Mailing (500 radius) At Municipality's Discretion	Set Launch Date	P	\$300.00 Paid for by seller if chosen
Local/ Regional Paper in relation to Municipality's location (Rochester Democrat & Chronicle)	DOA	P	N/C
Internet (Craigslist.com, Pinterest.com, AARauctions.com, AARBids.com)	DOA	I	N/C
Facebook (Posts are boosted to target demographic specific buyers)			N/C
Search Engine Optimization (SEO) per asset (Keyword focused to maintain google priority)	DOA	I	N/C
Specialty groups privately targeted (LinkedIn, forums, associations, industries, demographics)	DOA	I	N/C
Photos & Vehicle identification	DOA	I & P	N/C
Email Blasts (Targeted email blasts to 45,000 approved emails)	3x	I	N/C
TOTAL PRINT & INTERNET ADVERTISING			\$0.00

***N/C: NO COST**

***DOA: Duration Of Auction**



HOW'S IT WORK?

- A bidder comes to www.AARbids.com
- If it is their first time, they will create a free member ID
 - For security purposes, we require a credit card to be entered which is verified against the information being entered into the registration fields. This is tied into the banking system to ensure valid people are participating. If false information is entered, the system automatically bans that account until information is valid.
- They then register specifically for the auction they want to bid in.
- The auction is static throughout the duration, and converts to a live ending at the end if there is still bidding.
 - This ensures there is no “sniper bidding” and every bidder that chooses, has an opportunity to continue to bid. When bidding is concluded for a period of two minutes with no further advance, the lot closes down to the high bidder.
- After the auction is over, results are sent to the county for approval/rejection of bids.
- Upon approval/ rejection from the county, bidders are invoiced with approved lots to make payment.
- Buyers can make payment via credit card, cashiers check, cash, wire transfer and money order.
 - If a payment form is preferred not to be accepted by the county for assets, we easily remove that form to meet the county needs.
- Buyers then make payment and pickup their purchases from their respective locations
 - Copies of all paperwork are provided to county and contact person as buyers pay to keep the county as up to date as possible.



HOW'S IT WORK? CONTINUED

- ❑ If a bidder pays with credit card in the system, they immediately have a paid invoice that will appear in their members area.
- ❑ If payment is being sent in via cash, cashier's check or wire transfer, once received that payment is marked "PAID" in our Filemaker Pro system which then syndicates a copy of their paid invoice in the buyers member area.

KEY POINTS:

- ❑ If a buyer has a dispute for any reason whatsoever the following procedure is followed.
 1. The complaint must be in writing and emailed to Info@arauctions.com.
 2. The complaint is shared with the county.
 3. AAR will provide input and if appropriate make recommendation on action step.
 4. Will act on behalf of county direction wherever instructed to do so.
- ❑ If a credit card dispute arises, the following additional steps would apply.
 5. Verify with county if item(s) have left the property or not.
 - Once removed, the buyer has already agreed not to do a chargeback for any reason whatsoever as per the terms and conditions as all items were sold "as is, where is".
 6. Provide bid logs to the seconds of their activity during auction, terms they agreed to, photos if necessary to a credit card company.
 - To date we have not lost a credit card dispute yet.



WHAT'S THE PAPERWORK LOOK LIKE?



Absolute Auctions & Realty, Inc. County Surplus

P.O. Box 1739 / 45 South Avenue
Pleasant Valley, NY 12569
845 635 3169

Seller Summary Auction #1410 - 6/11/2015

Items Sold: 22
Tax Rate: NONE

Auction Summary - Commission: Based per Item

Total Sales:..... **148,335.91**
Total Commission:.....
Net Inventory Adjustments:.....
Net Seller Adjustments:.....
Payments:.....
Sales Tax:.....
Net Balance:..... **148,335.91**
Total Passed:.....

Seller Number: 42635 (ID: 42635)

NAME AND ADDRESS
WOULD BE HERE

Lot #	LotTitle	Qty	Price	Ext Price	Commission
Sold (22)				148,335.91	
1	2006 Ingersoll/Rand Model 4410 Paver/Finisher with manuals, VIN# 193029, odometer reading: 277 Hours. Cummins diesel 359/5.96 engine, serial #46606894. Originally purchased for \$294,294.	1	101,000.00	101,000.00	.00
2	1999 Smart/Kustoms Signal Trailer, VIN# 1K9BS0814XK118249. Has not been used in 6 years. Age, parts missing. Title available	1	150.00	150.00	.00
3	2000 Chevrolet Cavalier, VIN# 1G1JC5244Y7459262, odometer reading: 88210. Age, mileage, rotted frame. Runs. Title & key available.	1	900.00	900.00	.00
4	2001 Chevrolet Cavalier, VIN# 1G1JC524417131121, odometer reading: 36473. Age, rotted brake lines. No brakes. Runs. Must be towed.	1	1,150.00	1,150.00	.00
5	2002 Chevrolet 2500 Pickup, VIN# 1GCHK24U42E152360, odometer reading: 130643. Age, mileage, body damage, driver's door hinges bad. Runs. Title & key available.	1	2,600.00	2,600.00	.00
6	2002 Chevrolet Cavalier, VIN# 1G1JC524827331792, odometer reading: 81490. Rotted frame, age, miles, rust and scratches. Runs.	1	1,050.00	1,050.00	.00
7	2003 Chevrolet Cavalier, VIN# 1G1JC52F137368007, odometer reading: 74037. Age, miles, bad heater control unit, interior damage, no engine belt. Runs. Must be towed.	1	1,050.00	1,050.00	.00
8	2009 Lektro Electric Aircraft Tug with batteries, VIN# A83461, odometer reading: 5 Hours. Never used, with complete set of batteries. No title. Bill of Sale only.	1	12,200.00	12,200.00	.00
9	2009 Lektro Electric Aircraft Tug with batteries, VIN# A83460, odometer reading: 5 Hours. Never used, with complete set of batteries. No title. Bill of Sale only.	1	12,400.00	12,400.00	.00
10	2008 Suzuki 650 Motorcycle, VIN# JS1VP53A282101991. SALVAGE ONLY. No key, parts missing. Does not run. No title.	1	225.00	225.00	.00
11	1991 Olathe Wood Chipper, VIN# 182182258ADL, odometer reading: 285 Hours. Age, rust, inoperable. Does not run.	1	450.00	450.00	.00
12	2002 John Deere Generator, VIN# JA2360480. Age, does not run. Bill of Sale only. Fleet #07381.	1	70.00	70.00	.00
13	2010 Honda EU2000 Watt Generator, VIN# EAAJ1968897. Age, does not run. Bill of Sale only.	1	150.00	150.00	.00

WHAT'S THE PAPERWORK LOOK LIKE?



Absolute Auctions & Realty, Inc.

County Surplus

P.O. Box 1739 / 45 South Avenue
Pleasant Valley, NY 12569
845 635 3169

Seller Summary

Auction #1410 - 6/11/2015

Items Sold: 22
Tax Rate: NONE

Item #	Description	Qty	Unit Price	Total Price	Tax
14	Massaro Detroit Diesel Electric Generator, VIN# 8VA403919. Working condition. 150 KW generator. Detroit diesel engine. Runs	1	2,700.00	2,700.00	.00
15	2009 Cat C9 Engine, VIN# JSC08222. Completely functioning engine. Diesel engine. Runs. Bill of Sale only.	1	3,400.00	3,400.00	.00
16	Sweepster Broom 18 Foot, VIN# 2356. Comes with all associated hoses and pumps, wiring and controls, 3 spare broom core sets, manuals included.	1	550.00	550.00	.00
17	Wastequip Accurate Trash Compactor, VIN# 16538. Rust, body damage, unknown working condition. All direction feed capability vertical compactor	1	100.00	100.00	.00
18	1992 Addco Sign Trailer DH1200, VIN/Serial# 1A9H12106NM158386. Age, parts missing. Sign missing. Sign Trailer. Rust, parts missing, bad tires. 1983 Cavalier Corp Condor Model 46N Man Lift, VIN/Serial# N342-000447. Age, no	1	1,650.00	1,650.00	.00
19	1993 Snapper 48" Deck Walk Behind Mower, VIN/Serial# 35024906. Age, parts missing, inoperable. 1996 Bobcat Walk Behind Mower 48", VIN/Serial# 9300011553. Age, parts missing, inoperable. Does not run. 1998 Bobcat Walk Behind	1	700.00	700.00	.00
20	1994 Custom Flatbed Trailer, VIN/Serial# 1YB321534R1B1T614. Age, rust, landing gear damaged. Title available. Fleet #04457. 2002 Alamo Flail Mower 74", VIN/Serial# 60620. Age, rust, parts missing, inoperable. Bill of	1	1,350.00	1,350.00	.00
21	2008 Saturn Aura XE Vin # 1G8ZS57N68F293583 Fleet #AD430 Odometer Reading: 112440 Age, mileage, no maintenance records, runs. Title & key available. Located at 198 Lake Street, White Plains, NY.	1	2,190.91	2,190.91	.00
22	Fleet # 194644 2009 Electric Vantage Cargo Van Vin #: 1V9C5SPA39C113283 Odometer reading:N/AMinor body damage, no maintenance records, runs. Title & key available. Located at 38 Brockway Place, White Plains, NY.	1	2,300.00	2,300.00	.00

Seller Charges/Credits/Adjustments	Amount	Tax	
Seller Payments Paid or Rec'd	Paid	Received	
			Total Sales 148,335.91
			Total Commissions
			Sales Tax - <i>Commissions</i>
			Net Inventory Adjustments
			Sales Tax - <i>Inv Adjusts</i>
			Net Seller Adjustments
			Sales Tax - <i>Seller Adjusts</i>
			Sales Tax Total
			Payments to/from Seller
			Balance Due to Seller 148,335.91



County Surplus Vehicle & Equipment Auction
Ending 6/29

Absolute Auctions & Realty, Inc.

P.O. Box 1739 / 45 South Avenue
 Pleasant Valley, NY 12569
 845 635 3169

marc etre (Bidder: 54, ID: laurai)
 79 webster ave
 harrison NY 10528
 9147606679

Invoice: 34975
 Jun 30, 2015

Action: 1410
 Bidder: 54, ID: laurai
Verification Code:
JALA-9166

PAID

Lot #	Type	Price	Qty	Extended Price	Inv Adjust	Tax %	Total Tax	Item Total	BP	BP Tax
1	One Lot	101,000.00	1.0	101,000.00		8.375%	9,305.130	111,151.51		846.380

2006 Ingersoll/Rand Model 4410 Paver/Finisher with manuals, VIN# 193029, odometer reading: 277 Hours. Cummins diesel 359/5.96 engine, serial #46606894. Originally purchased for \$294,294.
 Description: 2006 Ingersoll/Rand Model 4410 Paver/Finisher with manuals, VIN# 193029, odometer reading: 277 Hours. Cummins diesel 359/5.96 engine, serial #46606894. Originally purchased for \$294,294. Blaw/knox Paver/Finisher Rubber Track. Hopper capacity: 8.5 tons/155 cu ft with 2 independent adjustable flow gates. hydraulic folding sides. Screenshot -Ultimat with electric heat 16 feet with smoke eater, fume extraction system, hydraulic generator 16KW grade & slope control. Traction drive with 2-speed drive motors. 14" continuous, flexible Rubber Track system. Oscillating Push Rollers. Runs. Transferable registration available. Questions please about the paver call [redacted] attention Joe [redacted] from 8 am to 2:30 pm. Fleet #096646. Items located at 198 Lake Street, [redacted] NY.

Date	Payments	Type	BP %	Conv. Fee
7/1/15	120,410.18	Surplus Check	10%	

Item Total	101,000.00
Item Tax	8,463.800
Surcharge Tax	
Buyers Prem	10,100.00
BP Tax	846.380
Inv Adjust	
Inv Adjust Tax	
Adjustments	
Shipping	
Packing	
Invoice Total	120,410.18
Conv. Fee	
Total+Surcharge	120,410.18
Paid by Deposit	
Received	120,410.18
Balance Due	
Change	

IMPORTANT: All lots sold AS IS, WHERE IS, NO REFUNDS. Tax is being paid to [redacted] NY, Federal ID # [redacted] Contact Frank [redacted] to schedule your pickup at [redacted]



County Surplus Vehicle & Equipment Auction

Ending 6/29
Absolute Auctions & Realty, Inc.

P.O. Box 1739 / 45 South Avenue
 Pleasant Valley, NY 12569
 845 635 3169

Virginia Hickey (Bidder: 71, ID: mrh)
 420 Cedar Hill Road
 Fishkill NY 12524
 845-897-3442

Invoice: 34983
 Jul 1, 2015
Auction: 1410
 Bidder: 71, ID: mrh
Verification Code:
PZSD-3517

Lot #	Type	Price	Qty	Extended Price	Inv Adjust	Tax %	Total Tax	Item Total	BP	BP Tax
8	One Lot	12,200.00	1.0	12,200.00		8.375%	1,123.986	13,426.22		102.236
2009 Lektro Aircraft Tug with batteries, VIN# A83461, odometer reading: 5 Hours. Never used, with complete set of batteries. No title. Bill of Sale only. Description: 2009 Lektro Electric Aircraft Tug with batteries, VIN# A83461, odometer reading: 5 Hours. Never used, with complete set of batteries. No title. Bill of Sale only. Fleet #169744. Items located at 198 Lake Street, [REDACTED] NY. Live preview is available by appointment only M-F between 8AM-2:30PM at each auction location. Call Frank [REDACTED] at [REDACTED] to schedule.										
9	One Lot	12,400.00	1.0	12,400.00		8.375%	1,142.412	13,646.32		103.912
2009 Lektro Electric Aircraft Tug with batteries, VIN# A83460, odometer reading: 5 Hours. Never used, with complete set of batteries. No title. Bill of Sale only. Description: 2009 Lektro Electric Aircraft Tug with batteries, VIN# A83460, odometer reading: 5 Hours. Never used, with complete set of batteries. No title. Bill of Sale only. Fleet #169844. Items located at 198 Lake Street, [REDACTED] NY. Live preview is available by appointment only M-F between 8AM-2:30PM at each auction location. Call Frank [REDACTED] at [REDACTED] to schedule.										

Date	Payments	Type	BP %	Conv. Fee
7/1/15	29,327.63	Surplus Cash	10%	

Item Total	Value
Item Tax	2,061.480
Surcharges	
Buyers Prem	2,460.00
BP Tax	206.148
Inv Adjust	
Inv Adjust Tax	
Adjustments	
Shipping	
Packing	
Invoice Total	29,327.63
Conv. Fee	
Total+Surcharge	29,327.63
Paid by Deposit	
Received	29,327.63
Balance Due	
Change	

IMPORTANT: All lots sold AS IS, WHERE IS, NO REFUNDS. Tax is being paid to [REDACTED] County, NY, Federal ID # [REDACTED]. Contact Frank [REDACTED] to schedule your pickup at [REDACTED]



Absolute Auctions & Realty,
County Surplus
 P.O. Box 1739 / 45 South Avenue
 Pleasant Valley, NY 12569
 845 635 3169

Invoice Summary
Auction #1410
 6/11/2015

WHAT'S THE PAPERWORK LOOK LIKE?

Inv #	Bidder	Acct Code	Items	Premium	Surcharge	Inv Adjust	Taxable	Sales Tax	Adjst.	Total	Deposit Payments	Deposit Remaining	CC Surchg	Payments	Total	Balance Due
Auction Totals																
34954	2		1,650.00	165.00		0.00	148,439.50	12,439.24		175,608.74				175,608.74		0.00
							Pay ID: 31285	7/1/2015		Surplus Cash BP:10%				1,815.00		0.00
34955	4		150.00	15.00		165.00		13.83		178.83				178.83		0.00
							Pay ID: 31293	7/2/2015		Surplus Check BP:10%				178.83		0.00
34956	5		225.00	22.50		247.50		20.74		268.24				268.24		0.00
							Pay ID: 31288	7/1/2015		Surplus Check BP:10%				268.24		0.00
34957	10		2,050.00	205.00		0.00		0.00		2,255.00				2,255.00		0.00
							Pay ID: 31298	7/2/2015		Surplus Check BP:10%				2,255.00		0.00
34958	17		3,950.00	395.00		0.00		0.00		4,345.00				4,345.00		0.00
							Pay ID: 31290	7/1/2015		Surplus Check BP:10%				4,345.00		0.00
34959	23		3,000.00	300.00		0.00		0.00		3,300.00				3,300.00		0.00
							Pay ID: 31281	7/1/2015		Surplus Cash BP:10%				3,300.00		0.00
34960	24		2,100.00	210.00		2,310.00		193.58		2,503.58				2,503.58		0.00
							Pay ID: 31299	7/2/2015		Surplus Check BP:10%				2,503.58		0.00
34961	40		1,350.00	135.00		1,485.00		124.44		1,609.44				1,609.44		0.00
							Pay ID: 31289	7/1/2015		Surplus Check BP:10%				1,609.44		0.00
34962	47		70.00	7.00		77.00		6.45		83.45				83.45		0.00
							Pay ID: 31283	7/1/2015		Surplus Cash BP:10%				83.45		0.00
34964	69		150.00	15.00		165.00		13.83		178.83				178.83		0.00
							Pay ID: 31284	7/1/2015		Surplus Cash BP:10%				178.83		0.00
34967	73		100.00	10.00		0.00		0.00		110.00				110.00		0.00
							Pay ID: 31310	7/7/2015		Surplus Cash BP:10%				110.00		0.00
34969	76		2,600.00	260.00		2,860.00		239.67		3,099.67				3,099.67		0.00
							Pay ID: 31295	7/2/2015		Surplus Check BP:10%				3,099.67		0.00
34970	83		2,700.00	270.00		2,970.00		248.89		3,218.89				3,218.89		0.00
							Pay ID: 31329	7/9/2015		Online BP:10%				1.89		0.00
							Pay ID: 31328	7/9/2015		Surplus Cash BP:10%				3,217.00		0.00
34975	54		101,000.00	10,100.00		111,100.00		9,310.18		120,410.18				120,410.18		0.00
							Pay ID: 31287	7/1/2015		Surplus Check BP:10%				120,410.18		0.00
34983	71		24,600.00	2,460.00		27,060.00		2,267.63		29,327.63				29,327.63		0.00
							Pay ID: 31282	7/1/2015		Surplus Cash BP:10%				29,327.63		0.00
35055	75		450.00	45.00		0.00		0.00		495.00				495.00		0.00
							Pay ID: 31364	7/14/2015		Surplus Cash BP:10%				495.00		0.00

WHAT'S THE PAPERWORK LOOK LIKE?



Absolute Auctions & Realty,
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 P.O. Box 1739 / 45 South Avenue
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 845 635 3169

Invoice Summary
Auction #1410
 6/11/2015

Inv #	Bidder	Acct Code	Items	Premium	Surcharge	Inv Adjust	Taxable	Sales Tax	Adjust.	Total	Deposit Payments	Deposit Remaining	CC Surchg	Total Payments	Balance Due	
35654	72		2,190.91	219.09		0.00	0.00	0.00		2,410.00				2,410.00	0.00	
Pay ID: 31933 8/20/2015 Surplus Cash BP:10%												2,410.00				
Auction Totals															175,608.74	0.00

RECOMMENDED TERMS

TERMS FOR AUCTION OF VEHICLES

Note: This is a cataloged sale and lots will be sold in catalog order.

1. Purchases are cash, Visa/MC/Discover, guaranteed funds, or cashier's check. Bidder agrees that if paying by credit card that they shall not attempt a charge-back for any reason whatsoever.

Payment: Immediately following the payment deadline, the credit card associated with your account will be automatically charged for the full price of your purchases. For this reason, it is imperative that you provide the Auctioneer with a credit card that can bear the weight of all of your purchases. Failure to do so will result in account suspension. You can update your credit card information at any time by clicking the "My Account" tab and choosing "Update Credit Card."

Chargebacks Prohibited: You agree that you will accept all charges placed on the credit card associated with your account, and you agree that you will not chargeback any amount that the Auctioneer charges to your credit card. You agree that this provision applies equally to amounts charged in connection with any items you have won.

2. All lots are sold subject to New York State Sales Tax unless bidder has filled out a NEW YORK STATE SALES TAX EXEMPTION CERTIFICATE and has such certificate on file with the Auctioneer.

3. If the Auctioneer determines that any bid is not commensurate with the value of the article offered, he may reject the same and withdraw the item from the auction. If, having acknowledged an opening bid, he decides that an advance is not sufficient, he may reject the advance. The Auctioneer reserves the right to bid on behalf of Buyers/Seller/Secured parties.

4. Ownership title passes upon the fall of the Auctioneer's gavel, and thereafter the property is at the risk of the buyer, and neither the seller nor the auctioneer shall be responsible for loss or damage.

5. Every item is sold "as-is, with all faults." Neither the Auctioneer nor the Seller makes any warranties or representations of any kind or nature with respect to said property. All sales are final. Catalog descriptions are for simple identification purposes only; no representations are made as to authenticity, age, origin or value. The Buyer relies solely on his/her own inspection and judgment when bidding.

6. All purchases shall be **paid in full** by date specified in the shipping and payment terms located in each lot. Any items not removed by that date shall be deemed abandoned by bidder and shall be disposed of at bidder's expense without recourse. Failure to make payment by payment deadline will result in forfeiture of items in the auction and may result in revocation of bidding privileges with the bidders account.

7. Purchasers are responsible for all costs involved with removal of their purchases and any and all damages incurred during removal of purchases.

8. **10% BUYER'S PREMIUM** shall be added to the top bid to become part of the purchase price. **BUYER'S PREMIUM DEFINITION:** The Buyer's Premium is that portion of the commission(s) which is being paid by the buyer. It is clearly understood and agreed by both the buyer and the Seller that the Auctioneer and Broker represent the Seller only.

9. If you, the bidder, are not at pickup before the last person has finished picking up their purchase(s), your items will be considered abandoned. Pickup time(s) are sharp, unless otherwise mentioned, no exceptions.

10. The highest approved bidder is determined to be the buyer. In all cases of disputed bids, the property shall be resold, but the Auctioneer will use his judgment as to the good faith of all claims, and his decision is final.

11. All bidders are required to register and give full identification prior to the beginning of the auction and are required to use the number issued them when identifying themselves as the successful bidder.

12. Should a dispute arise after the auction, the Auctioneer's records shall be conclusive in all respects.

13. This is a privately owned and operated auction. We reserve the right to refuse admittance to any person(s). No transfer shall be recognized from one buyer to another.

14. Bidder agrees to pay any and all charges and expenses incurred by reason of any breach of Terms & Conditions of auction, or in case of default, including, without limitation, reasonable attorney's fees, as well as any dollar deficiencies which may result in the resale of the property and the cost of re-marketing said property. Additional commissions shall be due and payable.

15. Auctioneer reserves the right to withdraw any property prior to auction.

16. Bidder agrees to the above Terms and Conditions of the auction prior to receiving a bid card for this auction, and all other auctions said bidder attends of **ABSOLUTE AUCTION & REALTY, INC.** in the future.

17. The above-stated Terms & Conditions of Auction cannot be altered except in writing by all parties of the contract, or by verbal changes to terms give by the Auctioneer at time of auction.

18. Bidder does hereby indemnify and hold harmless the Auctioneer and Seller from any and all damages, claims, or liabilities from injuries to persons or property of any type whatsoever, caused before, during, or after the auction.

19. In event that description differs from photos, description takes precedence over photos.

20. Buyers are responsible to make sure they receive everything at point of pickup.

21. Bidder gives permission for Auctioneer and those acting pursuant to its authority to photograph, video tape, or use any other electronic method of recording my likeness and/or voice to be used at the Auctioneer's discretion in auction-related publications and/or websites.



RESPONSIBILITIES

Seller:

- Provide accurate list of assets to be sold in surplus auction (Excel format templates can be provided if preferred for municipality)
 - Vin number
 - Year, make, model
 - Any known additional information
- Transfer keys and title to purchaser at time of pickup
- Establish and provide staff at a date and time for prospective bidders to preview

Auctioneer:

- Photograph and catalog all assets if required (No cost)
 - Watermark all assets numerically
- Double check Vin #'s and serial #'s (where applicable) against provided list
- Post auction to AAR's bid platform
 - Give municipality exclusive web listing on calendar page
- Develop and create web listings for multiple market channels
 - Hub listings to sister sites.
 - Publish on social media (facebook, twitter, youtube, etc.)
- Create, proof and execute marketing plan
 - Expand marketing to asset specific markets
 - E-mail blast to our 45,000+ member database
- Provide invoice to buyer(s) with municipality tax id# (if applicable) to serve as bill of sale at DMV
- Collect payments including taxes (If applicable)
- Provide detailed accounting of auction
 - Sale price of each asset
 - Total sales
 - Payment and receivables from auction documented for county records



MEET OUR TEAM



Susan A. Doyle, President:

Principal Real Estate Broker, Certified Appraiser, Certified Auctioneer.

Sue is a certified appraiser, a certified auctioneer and a licensed real estate broker. A graduate of the International Auction School and the Certified Auctioneers Institute, Sue is a past president of the New York State Auctioneers Association and served on the NYSAA board for more than 6 years. She also served on the board of directors of the National Auctioneers Association from 2002-2005 and has traveled the U.S. and Canada instructing auctioneers and appraisers in the various aspects of the auction and appraisal business.



Robert A. Doyle, CAI, ISA, CAGA:

Principal Auctioneer / Appraiser

Rob is a certified appraiser, a certified auctioneer and a licensed real estate broker. A graduate of the International Auction School and the Certified Auctioneers Institute, he is deeply committed to the auctioneer profession. He was inducted into the National Auctioneers Hall of Fame in 2006, having served as the 50th president of the National Auctioneers Association, president of New York State Auctioneers Association, and president of NYC Auctioneers Association. Rob currently serves on the National Auctioneers Association Foundation board of directors.



Philip Gableman, CAI, GPPA:

Auctioneer / Appraiser, Licensed RE Salesperson & Personal Property Coordinator

Auctioneer, conducts auctions, handles vehicle consignments, oversees personal property staff and business development. Phil is a graduate of Texas Auction Academy in Dallas Fort Worth, Texas and has a bachelor degree in Marketing & Finance from Marist College, Poughkeepsie, NY and is also a graduate of the Certified Auctioneer Institute offered at Indiana University, and is a certified appraiser. Phil is also a 2015-2018 NYS Auctioneers Association Board Member.



Jennifer Mensler, ATS:

Auctioneer, Licensed NY, NJ & CT RE Salesperson

Auctioneer, conduct auctions, office administrator, customer service and billing. Graduate of the Texas Auction Academy in Dallas Fort Worth, Texas. Has associate degree in Business Administration. Currently completing Bachelor Degree in Business Management & Finance.



John Santiago:

Licensed RE Salesperson & Gallery Manager

John is the gallery manager of AAR auctions and works closely in keeping the personal property division of AAR aligned with the corporate focus. He is a key member in staff management and client relations. John has attended multiple National Auctioneer Association events to aim at providing auction clients with the best services available.



MEET OUR TEAM



Frank T. Pietrzak, CAGA:
Associate Broker

Licensed NY Real Estate Broker, Graduate Missouri Auction School, Past President of the New York State Auctioneers Association. (NYSAA) Chairman of the Public Relations Committee of NYSAA. 20+ years professional Auctioneer experience.



Gregory P. Frederick:

Licensed NY Real Estate Broker, Graduate Missouri Auction School, Past President of the New York State Auctioneers Association. (NYSAA) Chairman of the Public Relations Committee of NYSAA. 20+ years professional Auctioneer experience.



Gregory Stone:
Associate Broker

With the company since 2002, Greg has been a real estate auction professional who assists in gathering parcel information, photographing, sign-posting and showing properties to prospective bidders. Additionally, Greg spot's bids and assists prospective bidders at the auction. Greg is a member of NAA, NYSAA, NAR, NYSAR and WCBR.



Paul Gableman:
Assistant Gallery Manager

Paul is responsible for merchandise lotting, cataloging, and auction setup. Paul also assists in setting up Dynamic Online Only Auctions at our gallery or onsite as well as helps oversee the gallery operations.



Evette Jimenez:
Office Liaison

Evette provides administrative support to the Auction Team and handles customer service and billing, assists with tax foreclosure auctions, on-site auction and in-house auction preparation. She also coordinates auction details along with posting auction content to the website. Evette is also a Graduate of the Ridley-Lowell Business and Technical Institute with a diploma in networking and technical support specialist.



EXPERIENCE AND REFERENCES

New York State municipal clients for whom Absolute Auctions & Realty, Inc. has provided service (all within the past 5 years and many renewals annually):

- Arlington Central School, Lagrangeville NY: Personal Property
- Chemung County, NY: Real Property
- City of Beacon, NY: Real & Personal Property
- City of Newburgh, NY: Real & Personal Property
- City of Poughkeepsie, NY: Real & Personal Property
- Clinton County, NY: Real Property
- Dutchess County, NY: Real & Personal Property
- Dutchess Community College, Poughkeepsie NY: Personal Property
- Franklin County, NY: Real Property
- Greene County, NY: Real Property
- Madison County, NY: Real Property
- NYS Bridge Authority: Personal Property
- Orange County, NY: Personal Property
- Putnam County, NY: Personal Property
- Sparkill-Palisades Fire District, Sparkill NY: Personal Property
- Sullivan County, NY: Real & Personal Property
- Town of Fishkill, NY: Personal Property
- Town of North Castle, NY: Personal Property
- Town of Orangetown Police Department, NY: Personal Property
- Town of Pleasant Valley, NY: Personal Property
- Town of Poughkeepsie, NY: Personal Property
- Town of Red Hook, NY: Personal Property
- Town of Rhinebeck, NY: Personal Property
- Town of Wappingers, NY: Personal Property
- Town of Yorktown, NY: Personal Property
- Ulster County, NY: Personal Property
- Ulster County, NY BOCES: Personal Property
- Wallkill Central Schools, Wallkill NY: Personal Property
- Westchester County, NY: Personal Property
- Town of East Fishkill, NY: Personal Property
- Town of Fallsburg, NY: Personal Property

References:

- Heidi Seelbach, Commissioner of Finance, Dutchess County, NY- 845-486-2033
- Nancy Buck, Treasurer, Sullivan County, NY- 845-807-0200
- Steve Connor, Fleet Manager, Westchester County, NY- 914-995-4961
- Dwayne Doughty, Captain, Town of East Fishkill Police- 845-221-2111



FEE STRUCTURE

Commission- With Credit Card- 13%

The buyer(s) will pay the commission, not the seller, in the form of a 13% buyers premium. The buyers premium is added to the final sales price. Example: \$1,000 bid price + 13% buyers premium (\$130) = \$1,130 total contract price. The buyers premium is a well-accepted compensation method in the auction business. Buyers are familiar and comfortable with this method of compensation.

Commission- With Cashier's check, Cash, Wire Transfer or Money Order- 10%

The buyer(s) will receive a 3% reduction on their buyer's premium and pay a 10% buyers premium that is added to the final sales price.

Marketing Fees

Marketing and advertising fees will be absorbed by the auctioneer, and may be adjusted accordingly based on total number of assets to be sold. Postcard mailings are a service we can provide at municipality's request, and cost would be deducted directly from proceeds. All other marketing previously mentioned (both print and digital) will be covered by AAR.

If municipality should have extremely odd and unusual assets to be sold (items not commonly sold in surplus channels), then an additional marketing plan and budget can be implemented and paid for by the municipality if requested, only after pre-approval to proceed with specialized asset marketing.

There are no additional fees or costs involved for any other services such as photography, watermarking, data verification, processing, listing, rejection of bids, etc.

This is a NO-COST solution for the county.

