

Municibid

Online Government Auctions

The **BEST** Online Auction Experience, On Any Device!



Municibid.com, LLC
2401 Walnut Street, 6th Floor
Philadelphia, PA 19103
800.531.6074
www.municibid.com
Contact: Greg Berry

Proposal Date: November 30, 2015

Technical Proposal Auctioneer Services Prepared for the City of Rochester



Connecting Supplier Perspectives with the Public Procurement Community



Leaders at the Core of Better Communities



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Cover Letter

Thank you for the opportunity to provide the following proposal for online auctioneer services and for your consideration.

We are proposing to provide online Auctioneer Services for Groups D and E.

Since 2006, the ease-of-use and auction results delivered by Municibid's online auction platform have allowed us to solidify our position as a trusted industry leader in online government auctions. Throughout the years, we have implemented numerous features and technology to provide the absolute best user experience and service for both selling agencies and bidders.

We believe we are the best qualified to perform the services because we deliver significant advantages and benefits:

- We deliver **thorough, effective, proactive marketing** for your surplus items both locally and nationally, delivering better net results.
- We provide the City and its bidders with an **effective, highly efficient, user-friendly experience** that lead to better net results.
- Our clean, responsive design and technology looks and **works great across all devices, including mobile**—over 60% of bidders bid on mobile devices.
- We deliver the absolute **best customer service and support**: Municibid Messenger, Online Support Portal, Email.

Municibid's proposal is a firm and irrevocable offer and is valid for a period of ninety days from December 7, 2015, the RFP proposal deadline.

We welcome the opportunity to answer any questions you or your colleagues might have. Thank you again for this opportunity and for your consideration of Municibid.

Kind regards,



Greg Berry, CEO & Founder | Municibid

I. Minimum Qualifications

Municibid is proposing to provide the City with services for groups D and E. Our answers for the following minimum qualifications section related to our ability to provide online auctions services for those groups.

A. Proposers for live auctions must have, at a minimum, ten (10) years experience in live municipal auctions.

N/A

B. Proposers for internet auctions must have, at a minimum, five (5) years experience in conducting internet auctions for municipalities. Provide qualifications, references and examples to demonstrate the ability to handle the range of items described herein.

Municibid has been providing Internet auctions for municipalities and government agencies since 2006. We have provided similar services to a regularly and rapidly growing list of over a 1,500 organizations and government agencies.

1. Qualifications

Municibid.com, LLC (PA LLC) was founded in 2006 by Greg Berry. Greg was a town councilor and saw how government agencies, including his own, were struggling to sell surplus items and forfeitures for a true market price, instead of the pennies on the dollar they were receiving. The issue was that few people knew the items were for sale and the processes to bid were confusing and intimidating to the general public.

Greg knew that by properly exposing the items to a larger audience and providing an easy-to-use, convenient platform to facilitate bidding, he could solve this problem. Greg created Municibid and was able to convince several agencies to try it. They did and were thrilled with the results, seeing dollar amounts for items they had never seen before. Greg took these results and testimonials on the road and Municibid has been growing substantially each year since.

Today Municibid serves a fast growing list of approximately 1,500 government agencies with around 30 agencies each month making the switch to Municibid from traditional methods of selling surplus and from other online auction providers. Over the past 3 years, Municibid has grown by a rate of nearly 100% each year.

Municibid's significant growth has allowed Municibid to become a trusted leader in the online government auctions space. We are proud to have **helped the government agencies we serve return over \$20 million dollars back into their budgets over the last 3 years.** And we are equally proud to maintain a **98% successful sale rate** based on item marketability and seller's sale price expectations.

Municibid is an **executive partner with the National Institute of Public Procurement (NIGP)** and the **International City Managers Association (ICMA)** and has a contract with **BuyBoard**, a large, national Purchasing Cooperative.



2. References

The following projects, all performed in the last five years, were similar to the project described in this RFP.

1. City of Philadelphia

City of Philadelphia, PA
120 Municipal Services Building
Philadelphia, PA 19102
Nick Susi: 215.686.4761, nicholas.susi@phila.gov

Description of Work:

- **Auction Type/Method:** Online Auction Services of City Surplus
- **Sales Volume:** Approximately \$1MM to \$2MM in Annual Surplus Sales
- **Locations of Auction Winners:** Bids received from across the US and Canada
- **Number of Transactions:** 1,476
- **Date of Services:** Seller on Municibid since 2014, year contract, 5/2011-12/2015 (Renewed for 2016-2020)

***The City was using GovDeals before switching to Municibid.**

Testimonial: "The team at Municibid is always helpful and responsive to the needs of the City. It is a pleasure to work with them." -*Nick Susi, Director of Public Works*

2. City of Boston

City of Boston, MA

400 Frontage Road

Boston, MA 02118

Bob Malovich: 617.635.4188, Bob.malovich@cityofboston.gov

Description of Work:

- **Auction Type/Method:** Online Auction Services of City Surplus
- **Sales Volume:** Approximately \$500,000 to \$1MM in Annual Surplus Sales
- **Locations of Auction Winners:** Bids received from across the US and Canada
- **Number of Transactions:** 745
- **Date of Services:** Seller since 2011, 3 year contract, 4/2014-4/2017 (Renewed after initial 3 year contract)

***The City chose Municibid over GovDeals, PublicSurplus, and others on initial contract & renewal.**

3. City of Baton Rouge

City of Baton Rouge & Parish of East Baton Rouge

P.O. Box 1471

Baton Rouge, LA 70821

Patti Wallace: 225.389.4841, Pwallace@brgov.com

Description of Work:

- **Auction Type/Method:** Online Auction Services of City Surplus
- **Sales Volume:** Approximately \$600,000 to \$1MM in Annual Surplus Sales
- **Locations of Auction Winners:** Bids received from across the US and Canada
- **Number of Transactions:** 1,751
- **Date of Services:** 3 year contract (extended 1 year), 2/2012-2/2016

***The City chose Municibid over GovDeals and others.**

Testimonial: "The City Parish is very pleased with the results of the online auction process and the partnership we have with Municibid. This was a new process for us and these results confirm we made the best choice in choosing Municibid as our online expert to guide us during the transition implementing the online auction method." -*Patti Wallace, Director of Purchasing*

Additional Testimonials

“We used to sell a single axle dump truck through the conventional bid process and get \$4,000 to \$5,000, now with Municibid we can see that number jump to \$8,000-\$10,000. It really pays to use a simple bidding system like Municibid.”

- *Mark D. Fournier, Manager, Telford Borough, PA*

“Municibid made the process so simple. It was easy to set up an account and place the item online. We sold a 1997 Ford F-450 One Ton Dump. On a trade we were guaranteed \$3,200 on Municibid we got \$12,100.00. Very little paperwork and not having to deal with sealed bids. The whole process was a piece of cake.”

- *Val Keene, Bart Township, Lancaster County.*

“Your website indicates bidding really begins at the last minute. We are about half way through bidding and have far exceeded what we would have expected to receive through advertising and receiving bids ourselves.”

- *Timothy Hagey, General Manager, Warminster Municipal Authority*

“Dover Township, York County, Pennsylvania has had much success with Municibid. We have been the most successful at selling used equipment like trucks and heavy equipment. The high bids have often exceeded what we anticipated which provides the Township resident's with more funds to use for other purposes in our community of 21,000+. Thank you for this wonderful concept that has helped our community obtain a better result!”

- *Laurel A. Oswalt, Manager, Dover Township, PA*

“The Town of Mattapoisett Massachusetts has been using the services of Municibid for the past two years with great results. Over the course of 30 years in government administration I have sold surplus town equipment by sealed bids, live auctions, and other means, I'm convinced the Municibid process gets me a better price for the item, less of a hassle, and I'm finding I'm listing more items due to this ease of the process.”

- *Michael Gagne, Town Administrator, Town of Mattapoisett*

“We have been impressed with the ease and support in listing items on Municibid. We have sold a fire truck and several automobiles through Municibid at a price much greater than anticipated. The support from Municibid staff is nothing but top shelf. Municibid is certainly a great value to the City, something we were lacking in the past.”

- *Joseph Padulla, Chief Procurement Officer City of Waltham, Massachusetts*

"I have utilized Municibid several times over the last two years and have found it to be both extremely expedient and trouble-free. I have found Municibid to be the most effective source to facilitate liquidation of surplus government property. I would highly recommend it to any municipality."

- *Joanne McManus - Director of Personnel, Town of Lincoln, RI*

"Using Municibid has broadened our scope of clients. We still get mostly local clients but we sold everything from fire trucks to someone in Canada and other equipment as far away as Connecticut. The income is much more than we received when we only advertised locally."

- *Michael Silvestri, Manager, Spring Township, PA*

"West Bradford has used Municibid on several occasions, as a buyer and mostly as a seller. We have always been very satisfied with the results we have received, consistently surpassing the reserve bid prices we set for the item. West Bradford **HIGHLY RECOMMENDS** Municibid and will continue to use it to help us to dispose of the equipment we have replaced."

- *Randy Behmke, West Bradford Township*

C. Proposers should also state their experience in appraising heavy equipment and vehicles.

Municibid does not provide appraisal services. However, we will work with the City to help determine approximate sale prices that can be expected to be achieved based on industry experience and recent comparable sales.

D. All persons who will be conducting city auctions must be licensed, as required by law to provide auctioneering services.

Municibid is an online auction provider and therefore is not required by the State to hold an auctioneer license.

E. The following information shall be provided for the proposers' firm:

1. Date of your firm's incorporation

Municibid is not a corporation. It is an LLC formed in 2006.

2. Is your company a public or privately held firm?

Municibid is a privately held firm.

3. Total number of your firm's employees

Municibid has 10 employees.

4. Total number of your firm's auctioneers

Municibid is an online auction service and, therefore, has no auctioneers.

5. The location of all of your firm's branch offices (if any), including the office nearest Rochester's City Hall

Municibid has one office in Philadelphia, Pennsylvania.

Address:

Municibid.com, LLC
2401 Walnut Street, 6th Floor
Philadelphia, PA 19103

6. Is your firm a registered NYS Motor Vehicle Dealer?

It is not necessary for Municibid to be registered as an NYS Motor Vehicle Dealer because the City will be the party selling its surplus items. While Municibid provides the platform, the City is the selling agent.

F. Provide a current organizational chart.

Municibid has a talented and nimble team of 10 that quickly turns around special requests and feature requests. **You will be working directly with company management.** Your auction team will be led by **Greg Berry, Municibid's Founder & CEO and our Chief Operating Officer, Mike Bianchini.** Their qualifications and experience are detailed below.

Municibid works in a flat team structure and format. While each team member excels in certain areas, we work as one unit to provide you with the best possible results for each item and a customer experience that's unmatched.

1. Company Structure

The Top Dogs...



Greg Berry
CEO & Founder

Mike Bianchini
Chief Operating Officer

Norm
Director of Happiness

Municibid believes that a company should be measured by the quality of its employees, not the quantity. Having a talented and nimble team of 10 enables us to offer several advantages over larger providers. We deliver a much more personal customer service and support experience while also being able to swiftly make changes and solve problems that take much longer with other providers. It's something we are truly proud of.

The City will be working directly with company management. Our team is led by Greg Berry, Municibid's founder and CEO, along with our Chief Operating Officer, Mike Bianchini. And who can forget about our Director of Happiness, Norm! Greg and Mike have extensive experience in local government, marketing, and technology. Norm has experience in slobbering, sleeping, and making people smile.

Greg Berry, Founder & CEO

Greg founded his first company, an information technology consulting company, in 1998. He later sold that company to focus on the fast growth of Municibid, which he founded in 2006. From 2005 to 2009, Greg was town council Vice President and served as Chairman of Finance, overseeing a \$45MM budget. Greg has been recognized as a business leader by several institutions, including being named as the top 40 business leaders in Philadelphia under the age of 40 by the Philadelphia Business Journal.

Mike Bianchini, Chief Operating Officer

Mike Bianchini joined the Municibid team in 2010. Before joining Municibid, Mike was a Director of Parks & Recreation for PA Township and went on to become Director of Media for a national software company. Mike is a graduate of the Pennsylvania State University with a B.S. in Recreation and Parks Management.

G. Has your business ever done business by any other name?

Municibid has never done business by another name.

H. If your firm has branch offices, are they franchised or wholly owned? Are your branches operated under a centralized or decentralized form of management?

Municibid does not have branch offices.

I. Provide the names and addresses of the following: your attorneys, auditors, and the bank(s) with which your firm does business

Attorney:

Gary L. Bragg, Esq.
O'Neill, Bragg & Staffin, P.C.
720 Johnsville Blvd., Suite 1220
Warminster, PA 18974
Phone 215.956.2800
Fax 215.956.2838
E-mail: gbragg@obs-law.com

CPA:

Bryan Minner
1829 New Holland Road, Suite 2
Reading, PA 19607
610.603.0500
Fax 610.603.0600

Bank:

PNC
1849 Walnut Street
Philadelphia, PA 19103
215.496.1230

J. Provide professional affiliations, e.g. membership in the NYS Auctioneer's Association, etc. and ratings with the Better Business Bureau.

Municibid is an executive partner with the National Institute of Public Procurement (NIGP) and the International City Managers Association (ICMA) and has a contract with BuyBoard, a large, national Purchasing Cooperative.



K. Authorization of Proposal

Greg Berry is the individual at Municibid who is empowered to negotiate for the company and bind it contractually. You may also address any questions to Greg.

Greg Berry, CEO & Founder
Municibid.com, LLC
2401 Walnut Street, 6th Floor
Philadelphia, PA 19103
800.531.6074

Municibid's proposal is a firm and irrevocable offer and is valid for a period of ninety days from December 7, 2015, the RFP proposal deadline.

L. Disclosure Statement

See Attachment 1

Municipibid.com, LLC has not had any lawsuits filed against it and has never violated any laws, rules or regulations relating to auctioneering service or any and all aspects of conducting business.

M. Provide a list of clients who have contracted with your firm for live auctions in the amount of \$250,000 or more within the past five (5) years.

N/A. Municipibid is an online auction service and is proposing to provide online auctions.

N. Special requirements for Group E

Proposers must demonstrate experience providing auction services to law enforcement agencies handling Property Clerk Items. Provide references from NYS. Describe your specific experience and understanding of the legal requirements for selling property no longer needed for evidentiary purposes. Describe the complete chain of custody procedures followed by your company to auction these items

Municipibid works with a constantly growing list of over 20 agencies in New York which cover all departments including police.

With Municipibid, the City will have full control of its auctions. That means you are in control of chain of custody procedures as well as item appraisal, item description, images used, auction open/close times, etc.

O. The City reserves the right to require additional information it deems necessary from any proposer in order to evaluate a proposal and the qualifications of the auctioneer.

Municipibid understands that the City reserves the right to require additional information from Municipibid in order to evaluate our proposal and qualifications.

II. Deliverables

A. Overview of System

Municibid is an online auction platform that government agencies utilize to auction surplus and forfeitures to the public. Only government agencies can auction items on Municibid and bidding is opened to the public across the United States and Canada.

Municibid's clean, organized design **looks and works great on any device.** It provides an easy-to-use, pleasant user experience for selling agencies and bidders alike. Selling agencies are able to list items and access **customizable reports** with ease, while bidders have a simple, convenient way to search, find, and bid on your surplus items.

We designed and developed Municibid with the aim of **maximizing the results of each individual auction item.** To accomplish this, we have implemented design components, technology, processes and procedures, tools and notifications, and more, **all calculated to promote and market auction items and deliver the best possible results.**

Design

With the ever-growing base of users who are accessing websites from mobile devices (including over 60% of bidders on Municibid), it is important to have a website that looks and works great on any device. Municibid is leading the way with mobile accessibility by providing a fully responsive, mobile friendly site design.

Municibid is accessible 24/7/365 from all standard web browsers on any device including PC, Mac, iOS (iPhone/iPad), Android, etc.

We encourage the proposal review committee to visit www.municibid.com on their mobile devices (and desktops) to **compare the user experience on Municibid directly with other proposer's websites.**

Technology

Municibid.com is fully redundant and has failover and load balancing technology in place to maintain optimal performance. All data, records, and reports are stored forever and are backed up several times daily. Municibid's uptime is 99.999%, backed by the world's leading datacenter, RackSpace, and our service level agreement (SLA) with them.

Processes & Procedures

We encourage sellers to follow some simple process tips and tricks to achieve the best possible outcome for their auction items. Our Top 10 List for auction listing success:

1. Set the auction duration for about 14 days. This gives us time to market and advertise your item appropriately.
2. End auctions on an ideal day and time (non-holiday weekdays, between 9am & 9pm).
3. Stagger ending times, so items don't all end at once.
4. Take high quality photos (and video if applicable), using as much light and as many angles as possible. The more photos the better.
5. Be highly descriptive and honest with item narratives.
6. Include a contact name and information in the listing.
7. Set a realistic starting price to attract more bidders.
8. Set a reserve if you have to sell an item for a certain minimum dollar amount.
9. Answer bidder questions promptly.
10. Make items available for inspection.

Tools & Notifications

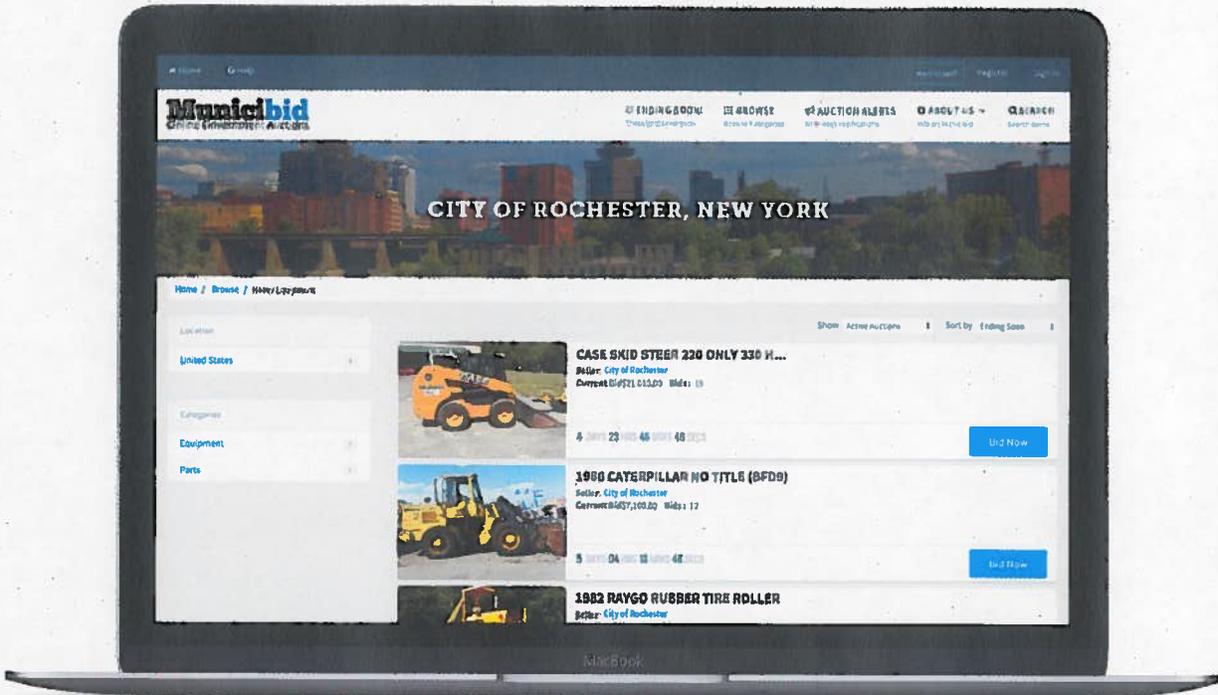
Municibid provides a number of tools to help you manage your auctions more easily and help bidders find what they are looking for. Among the tools offered are:

- Multiple ways for bidders to search (see section III.F).
- Real-time Updates (see section III.E)
- A variety of alerts and notifications all designed to ensure that bidders don't miss an opportunity to bid and don't overlook items they're looking for—Municibid Messenger and more (see section III.G)
- Incredibly flexible reporting and detailed metrics so you can find all of the data and information you're looking for (see section III.H).

B. Project Approach

With Municibid, the City will have its own online storefront that bidders will access to bid on your auction items. The City's storefront will show only the City's active auction items along with a link to view closed auction items. No other selling agency's items will appear on this page.

Bidders will be able to clearly identify the City's auction items on the website and via its online storefront. The City will also be able to link to its Municibid storefront from the City's website.



The City's Surplus Storefront, www.municibid.com/rochester

With Municibid, the City will have full control of its auctions—how each item is described, the images used, auction open/close times, etc. This approach is much easier than that of some of our competitors. For one, our process is so simple that there's no learning curve, and it only takes a few steps to list an item. Also, it eliminates a step in the overall process, which saves time. The City's staff will not need to gather all the photos, information, and items together and send them to us in a separate process; instead, in an easier method, staff can list items directly to Municibid themselves.

The City and its bidders will be able to use Municibid to deliver all of the functionality you're looking for:

- Post Items for sale (including digital photos)
- Revise, Repost, and Withdraw Auction Items
- Bid
- Search for items and sellers and refine searches in various ways.
- Receive a variety of notifications and alerts
- Generate reports
- And more!

For details about Municibid's functionality and services, see section III.

1. Monitoring & Security

Bid rigging, shill bidding, bid siphoning or bid sniping is not possible on Municibid. Municibid takes several measures to eliminate fraudulent activity on our website. All bidders must provide a verified address and credit card information before bidding. Municibid also stores IP addresses of each user login. Municibid only allows bidders with a valid United States or Canada address and credit card.

Municibid has bid-sniping protection built into every auction. This prevents people or software from placing a bid at the very last second, locking out other bidders. On Municibid, if a bid is received in the final two minutes, the auction will extend an additional two minutes from that point until no further bids are received.

Municibid.com is fully secure (via SSL Certification), redundant and has failover and load balancing technology in place to maintain optimal performance. All data/records/reports are stored forever and are backed up several times daily. Municibid's uptime is 99.999% backed by the world's leading datacenter, RackSpace, and their service level agreement (SLA) with Municibid.

2. System Software, Installation, & Technical Support

Municibid does not require any software to be installed. It is accessible via any commonly used web browser such as Internet Explorer, Google Chrome, Firefox, Safari and is configured to be fully responsive (adjusts to various screen sizes) on mobile devices such as iOS (iPhone/iPad), Android, and more.

Municibid handles all aspects of maintenance, hosting and technical support of website operation.

3. Updates, Troubleshooting, & Maintenance

We **continually update our website** to ensure that it reflects the newest trends and meets customer demand and expectations. This may sound like a no-brainer but it isn't a practice followed by all of our competitors—we **encourage you to visit some of our competitors' sites and note the last time they updated their site.**

Municibid is maintained by a team of highly experienced developers and engineers. We release new website features on a consistent basis. New releases are all fully and rigorously tested in a development atmosphere before they are deployed to live production servers.

C. Marketing Program

Your items need to be properly marketed to new bidders while successfully engaging existing bidders to deliver the absolute best results. No one does more to achieve these goals than Municibid. Indeed, the success of our business is completely aligned with the results of your auctions.

The average person sees hundreds to thousands of advertisements per day. Municibid Marketing cuts through the noise by getting your items in front of the buyers who are looking to purchase what you are selling.

Marketing Approach in Various Channels/Mediums

We will market your items using a properly funded, targeted approach that utilizes several proven methods, mediums, and channels on a local, regional, and national level. These channels and mediums include:

- Social Media Marketing
- Item Specific Industry Websites
- Our Municibid Messenger Tool
- Email Marketing
- Search Engine Optimization
- Print Advertisements
- Direct Mail
- Public Relations

Our approach to each of these marketing efforts is detailed on the following pages.

Social Media Marketing & Engagement

Bidders are on social media and so is Municibid. Municibid successfully uses the targeted marketing opportunities sites like Facebook, Twitter, and LinkedIn provide to get your items in front of the right people and engage with them. And it works!

We will work with your social media person or team and web developer to ensure you are helping us help you get the word out about your online auction through your website and your social media channels.

facebook

Bidders are on Facebook.
So is Municibid.

M Municibid Auction House

Timeline About Photos Reviews More

55,000

Over 55,000 Likes.
Growing by over 300 likes per day.

24,400 Paid Reach
1,034 Actions
\$50.00 Budget Spent

24,336 Paid Reach
1,095 Actions
\$100.00 Budget Spent

12,048 Paid Reach
543 Actions
\$30.00 Budget Spent

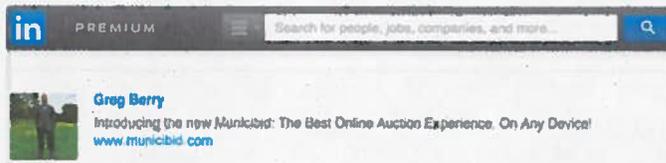
Sample Social Media Marketing – Facebook



youtube.com/municibid



twitter.com/municibid



linkedin.com/in/municibid



pinterest.com/municibid



instagram.com/municibid

Sample Social Media Marketing – YouTube, twitter, Pinterest, Instagram

Item Specific Industry Websites

When it comes to specific items in certain industries Municibid gets your items listed on industry website directories and into industry databases that buyers are looking at every day.

ROCK & DIRT

Auction Item - 1997 FORD C 6500 DUMP Dump Truck

Municibid.com
800-531-6074
300 East Market Street
Suite 4
Lansdowne, PA 19040
USA

Email Seller

Name: _____
Email: _____
Phone: _____
Preferred Contact: Phone/Email
Location: _____
Country: United States
Language: _____

FABA3c

Type the characters you see in the image above and show proof submit.

General Information

Stock #	4262711
Equipment	Used
Description	1997 FORD AUCTION, 6500 DUMP TRUCK https://www.municibid.com/Listing/Details/4262711 19 654 HOURS, Yellow 1997 Ford Chassis C 6500 Dump Truck with 1000 L low wheel base, automatic Allison transmission, 4 or 6 speed engine, 1990 Ford Dump Box w/ sprayer control valve and hydraulic, interior is in fair condition. Title in hand. 19 004
Buying	Buy of Sale
VIN	KA49H12Y102339
Location	Lansdowne, PA, USA
Auction Dates	01-04-2015 01-11-2015

Construction Equipment Guide.com

Used Wheel Loaders For Sale

Caterpillar/Cat 930 Wheel Loader For Sale

Year: 1985
5521 Hours

ITEM FOR AUCTION, MORE INFO AT <https://www.municibid.com/Detail.asp?Id=21729>

5521 Hours, 1985 Caterpillar 930 wheel loader, 2.25 yard gp bucket. Loader is in excellent condition for the age of machine. Serviced annually regardless of hours. Axles and pins are tight and Machine used very little in salt and always washed afterward.

Call for Price

Call Municibid at 800-531-6074
Email Municibid [Send Email](#)

Sample Online Marketing on Industry Websites

Municibid Messenger

Municibid Messenger is an easy and powerful tool that both sellers and bidders can use to communicate with Municibid. Users simply click on the orange circle with the chat icon at the bottom right of every Municibid page to send a message. While in its simplest form it is an outstanding support chat tool, we are also able to gather valuable information to better communicate and interact with our users.



What does this mean for you? We are able alert users, who are near your area and/or interested in items that you are selling, that your items are available to be bid on. We can also contact previous bidders of your items to let them know about new items you have for auction.

Since these messages show on our site, we have an over 80% open rate, compared to what's considered a great open rate of 20% for email alerts. If the user has been on the site in a day or more, the alert will be sent automatically as an email. All of this means better results for your items!

Email Marketing

Our email marketing strategy is two-pronged and includes engaging bidders and conducting outreach.

Bidder Engagement:

- **Auction Alerts** - Allow users to be emailed daily summarizing any new auction listings matching the keywords they specify.
- **Seller Follow** - Users can follow any selling agency and be emailed in the same daily summary as above when auction items are posted by the agency they're following.
- **Morning Reminders** - This helpful, friendly email reminder is sent in the morning to bidders or watchers of items that are closing that day.

For more details about our alerts and notifications, see section V.G.

Outreach:

- **Deals Near Me** - Visitors to the site may sign up for a free notification of deals near them. This email goes out twice per month to notify bidders of deals in their area.
- **Content Email Lists** - Municibid delivers high quality content to buyers interested in buying your surplus items and builds opt-in email lists. We then market your items to the appropriate list in an informative, welcomed manner.

- **Radius Email** - These highly selective emails get your items in front of other government agencies in a certain radius around you that may be interested in the items you're selling.
- **Monthly Newsletter** - Municibid Monthly, our monthly newsletter brings featured auctions to more than 50,000 subscribers.

Search Engine Optimization

Municibid is fully optimized for top search engines like Google, Yahoo, and Bing for both common search phrases and long tail keywords driving tons of traffic to your items.

Print Advertisements

Let's face it, while not as effective as it used to be, sometimes good old fashion print advertising still works.

- Item Specific Industry Publications.
- Local publications

Direct Mail

Yes, snail mail can be a highly effective way to bring in buyers if done correctly.

Public Relations

Your items will see huge exposure and more bids via the positive press we generate for your online auction.

Whether it's TV News, Radio News, Newspapers, Local Blogs, or Podcasts, public relations campaigns are an important piece of Municibid marketing and will drive huge exposure to your auction items while shining a positive light on you for utilizing technology to increase revenue from surplus items and increasing efficiency in your organization.

Press Coverage Samples

“You may think there’s not much of a market for a totaled ambulance, but ever since they started putting these items online, there has been a bid increase in the number of bids. That means more money going back to the City Parish.”

- *WAFB9 Live News*

“The department is auctioning off the Firefighter, a 72-foot, 1,050-horsepower fireboat that has patrolled the waters of Boston Harbor since 1972.... The department listed the fireboat on municibid.com, a government auction website, on Monday. The auction ends Jan. 30, as long as the \$10,000 minimum bid is met.”

- *Boston.com, Interested in Making Rainbows? Boston Fire Department Auctions Off old Fireboat*

“We are very pleased with the process of the online auction. Inclement weather is no longer a concern, participation has increased and the purchasing department is saving roughly \$10,000 a year by not having to pay people to run live auctions.”

- *TheAdvocate.com, EBR Online Auction Items: Diamond Ring, Rolex Watch*

“The item that brought in the most money was the Corvette, which was originally listed for \$951. It sold for \$3,300, more than three times the original listed price. Another moneymaker was a 1971 Bombadier Sidewalk Plow. The original price was \$500, but it ended up selling for \$1,605. It has found a new home in New Jersey.”

- *The Patriot Ledger, Online Auction Producing Money for Stoughton*

“City leaders said this is their third auction, and this could be the last one for this year. The auctions generate between \$500,000 to \$700,000, and most of the money goes back into city departments.”

- *WRBZ, City Holds Its Third Auction of Surplus Goods*

“Township secretary Caprice Mills said one way the municipality helps to keep costs down is by utilizing an online site to sell used equipment, such as trucks and a used high lift. ‘We utilize Municibid. It brings in the best revenue for the township selling used equipment’, Mills said.”

- *TribLIVE, Mr. Pleasant Township Supervisors Approve Preliminary 2015 Budget*

Marketing Success In New Geographical Areas

No matter where an agency is located, Municibid delivers better results than our competitors. Why? Because Municibid is so easy and convenient, it attracts more buyers from the general public—not just traditional buyers of government surplus. With Municibid you will get traditional buyers but also parents buying their son or daughter their first car, grandmas buying vintage items for DIY projects, students buying furniture, and more! Bottom line: Municibid’s clean, organized design inspires trust and confidence in members of the public, who may otherwise be intimidated by other older websites or processes.

Our marketing program is designed to quickly get the word out to the public on a local and regional level (in addition to our nationwide marketing efforts). Our 7-step citizen awareness and engagement program has proven repeatedly to be highly effective and bring enormous exposure to our clients' auction items.

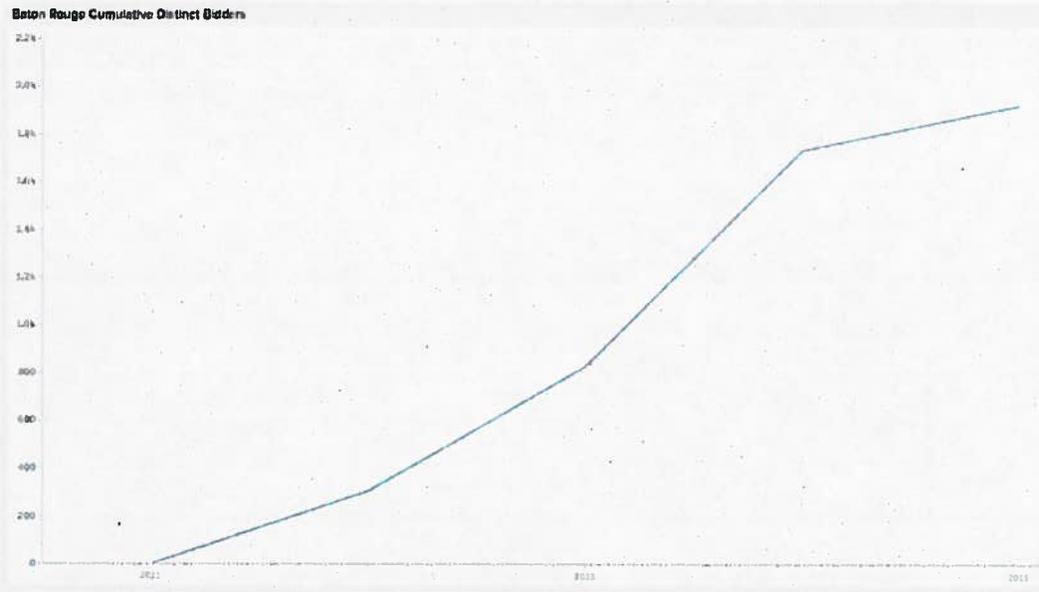
7-Step Citizen Awareness & Engagement Program:

1. Identify local media outlets and key contacts and introduce them to Municibid. We let them know how awesome it is that the City is using technology to increase efficiency and generate more non-tax revenue by selling surplus for more money, while also demonstrating why Municibid benefits the public. See media examples below.
2. Identify relevant local and regional advertising outlets and run advertisements that point people to the City's online storefront.
3. Work closely with the City to effectively get the word out to residents through community newsletters, the City's website, social media accounts, community TV/radio (if available), and other means.
4. Execute paid social media campaigns through our highly active social media channels, especially Facebook, to engage local/regional people. We are able to target specific people based on the City's region and the prospective bidders' interests. We also encourage sharing of relevant posts through contests and drawings, while also utilizing new social traction tools for exponential reach. See Facebook examples below.
5. Advertise items nationally in relevant industry publications, e.g., heavy equipment through our partnerships with Construction Equipment Guide, Rock & Dirt, etc.
6. Use our Radius Marketing program to notify other government agencies in a certain mile radius (or the entire US) about auction items that may be relevant to them.
7. Driving traffic is just half of our marketing program. We also keep visitors constantly engaged with our alerting tools (Auction Alerts, Seller Follow, and Deals Near Me) and through our Municibid Messenger tool.

Proven Success

We have proven our ability to move into a new geographic region and achieve incredible success for our clients, many times over. Among such successes are the City of Baton Rouge, LA; Hennepin County Purchasing Cooperative, MN; and agencies in Massachusetts, including the City of Boston. When Municibid was awarded those contracts, we had little to no previous bidders or government agencies selling with us in those areas. Nonetheless, all of those organizations are thrilled with the success of their auctions.

The below metrics from Baton Rouge prove our ability to grow and produce robust results in new geographical areas—notice the **sharp upward trajectory of bidders**. It should be noted that these are **not merely registered users**; these are people who **actually placed bids on Baton Rouge's items**.



Thanks to the Internet, the challenges encountered in the past due to traditional geographical boundaries have diminished, and we are able to “get the word out” quickly and extensively no matter the region. We achieve our extraordinary results by executing our proactive, comprehensive marketing program (outlined above). Our marketing program enables us to generate rapid interest and, ultimately, achieve better results for your items.

Our program has proven to provide much better results for selling agencies in Louisiana, Minnesota, Boston, and other areas. Let us prove it to you!

“The City Parish is very pleased with the results of the online auction process and the partnership we have with Municipalbid. This was a new process for us and these results confirm we made the best choice in choosing Municipalbid as our online expert to guide us during the transition implementing the online auction method.”

- Patti Wallace, Director of Purchasing City of Baton Rouge, LA

D. The Billing Process

Municibid removes the hassle from item transactions with bidders. Upon the close of auction items for a particular day, Municibid emails invoices to winning bidders. Winning bidders submit payments via wire transfer, electronic check, certified check, or money order through USPS, a courier service, or through our payment portal at www.municibid.com/pay. We do not accept credit card payments for auction item transaction because it is not a secured method of payment; however, bidders may do a charge back after they've picked up their item.

Municibid encourages bidders to pay within three business days. Once payment is received and cleared, Municibid emails a "paid" invoice to the bidder. The bidder shows this paid invoice at the time of pickup. See samples of our paid and unpaid invoices in the Appendix, Exhibits 1 and 2.

During the payment period, authorized City personnel can access the My Account section of the website to follow invoice payment status. We will submit collected and cleared auction proceeds to the City by the fifth day of the following month.

Zero-Tolerance Default Policy

Municibid has a zero tolerance policy for defaulting bidders. Municibid reminds the bidder each time they bid (and when they register) that bidding is a legally binding agreement. If a bidder wins and does not pay for or pick up the items won, they will be banned from bidding on Municibid, they will not receive a refund of applicable fees and they may be subject to legal action by Municibid and/or the selling agency.

If a bidder defaults, the seller may offer the item to the next highest bidder, via Municibid or re-list the item for auction. If the seller decides to offer the item to the next highest bidder, the seller would contact Municibid and we will contact the next highest bidder to run the auction through our system so everything is documented.

E. Online Customer Support for Bidders

Our Promise: **AWESOME** Customer Support

The screenshot displays two components of Muncibid's customer support. On the left is a 'Live Support Chat' window powered by OLARK. It shows a conversation where Heather asks 'How many pictures do you recommend we have?' and the user replies 'Hi Mikal'. Heather then responds: 'We recommend getting pictures of all angles of the item. To help you take your photos better...'. Below the chat is the phone number 800.531.6074 option 1 and the email support@municibid.com. On the right is a screenshot of the Muncibid support portal. The page features a search bar with the text 'How Can We Help?' and a 'Type in your question' input field. Below the search bar is a 'Most Popular Articles' section with several links, including 'If I'm a what do I need to bid?', 'Can the public bid on items?', 'What are the fees to bid on Muncibid?', 'Can I pay my account fee by a method other than credit card?', 'How to bid Tutorial', 'Is there a limit on the number of items I can bid on?', 'Can I get my items for sale on Muncibid?', 'Can I get my items for sale on Muncibid?', 'Can I get my items for sale on Muncibid?', 'Can I get my items for sale on Muncibid?', 'Can I get my items for sale on Muncibid?'. At the bottom of the portal are six categories: General Questions, Bidding, Registration, Bidding, Bidding Tutorials, and Bidding Tutorials.

Municibid's customer service is unmatched. We take great pride in delivering awesome support to both sellers and bidders.

- Our **support portal** (support.municibid.com) is a great resource for bidders and sellers. It enables them to get questions answered quickly and offers tutorials and tips and tricks.
- We monitor our **support phone** (800.531.6074 option 1) and **support email** (support@municibid.com) 24/7/365.
- We offer **Municibid Messenger**, a live chat feature that is available on the lower right side of all Muncibid webpages.
- Phone, email, and Muncibid Messenger are **available live between the hours of 8:00AM and 8:00PM ET Monday thru Friday.**

III. On-Line Auction System Functionality Details

A. Auction Item Page Details

Municibid auction item pages look and work great on any web browser or device and clearly display all necessary auction information in a highly organized manner for the bidder's convenience.

Each auction page includes (see sample Auction Item Pages below):

- Item Title, listing number, and custom seller asset ID (if applicable).
- The seller's name, with the ability for bidders to follow the seller. This feature allows bidders to be automatically notified when the seller lists items. Bidders may also easily view the seller's other auction information.
- The ability for bidders to watch the item.
- The current bid and whether a reserve is set and if the reserve is met or unmet. Also includes the bid history (bidder's ID is masked).
- The auction start and end times. Remember, auctions may extend automatically with our bid-sniping protection.
- Item Photos: There is no limit to the number of photos you may list and we encourage as many photos as possible. Attachments, such as PDFs, can also be added.
- Video (If applicable): YouTube videos can also be easily embedded. In fact, you can send us the raw video and we will edit it, upload it to YouTube, and embed the video for you!
- A detailed description of the item and payment details and instructions.
- VIN Code verification information (when VIN is supplied).
- The item's location via Google Maps.
- Each page includes a "Questions & Answers" section so everyone can see the questions and answers pertaining to a particular item.
- Page views are tracked and displayed.
- Municibid Messenger (available on every website page).
- Additional components may include:
 - Seller Terms & Conditions, Waivers, Specific Forms, Restrictions

Home / Browse / Automotive / Trucks / 1997 Ford F-350 Dump Truck with plow View 4625278



1997 Ford F-350 Dump Truck with plow Viewing #: 428-0378

Current Bid **\$4,322.22**

You must bid this amount or higher \$4,422.22 (\$4,322.22 + \$100.00)

Top Offer From 15 Annapolis 5

Remaining Time:
3 Days, 18 Hours

[Place My Bid](#)

Unsuccessful and late payments for this lot may result in your status being set to 'Keep or cancel back order status'. Your bid is a contract to purchase this lot and the seller. If you are the winning bidder, you will receive an email notification from the seller.

Auction Details **Payment Details**

Current Bid \$4,322.22 **Status:** Active

Reserve Price Met:

Buyer's Fee: 4.00% [Show More](#)

Auction Ends: Friday, January 16, 2015 12:00:00 PM

Bid History: 18 Bids [Bid History](#)

High Bidders: *****

Auction Started: Monday, January 5, 2015 9:52:03 AM

Listed By: Victor Boudry [View Seller's Profile](#)

Page Views: 618 [View Seller's Profile](#)



[Facebook](#) [Twitter](#) [LinkedIn](#)

Auction Item Page, Sample 1

ITEM INFORMATION

Regular Unleaded Fuel
Auto-Shift
1844 lbs 47.40c
1 Videos plow

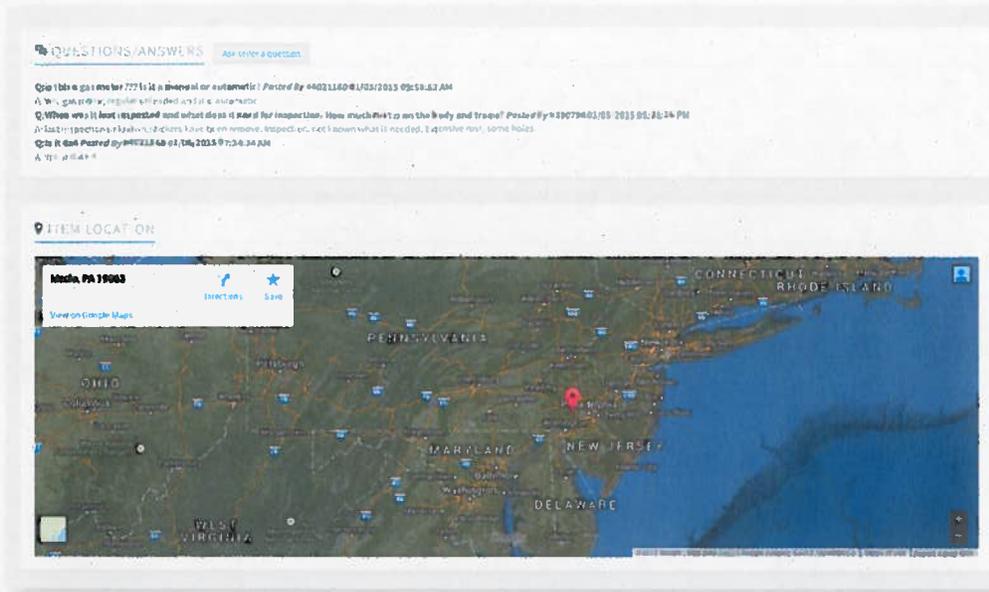
ADDITIONAL INFORMATION

Additional Information

VIN	1FDKFM3U4C394137
Year	1997
Make	Ford
Model	F-350
Trim Level	XL Reg. Cab 4WD
Body Style	REGULAR CAB PICKUP 2-DR
Engine Type	7.5L V8 OHV 16V
DriveType	4WD

Payment Instructions: Cash or certified check before successful bidder pickup

Auction Item Page, Sample 2



Auction Item Page, Sample 3

B. Posting Auction Items

With Municibid, the City has full control of its auctions because we don't post your auction items, you do—you are in control of how each item is described, the images used, auction open/close times, etc.

Our approach is simply easier. For one, our process is so simple there is no learning curve, and it only takes a few steps to list an item. Also, City staff will not need to gather all the photos and information together and send them to us; instead, they can do it themselves.

The following describes how the City will post items for sale on the site.

1. Click Sell

To begin, log in and click "sell." Note that the "sell" button only appears once you've logged in.



2. Choose a Category

To post an item, you first choose a category, then click "Next."

For this demonstration, we will select “Automotive,” then “Cars.” (If you don’t see a category for your item, please contact us.)

Create Listing - Step 1 of 2

SELECT AN ITEM CATEGORY

Choose a category for your item to be in. Items can only be in one category. If you don't see a category for your item, please [contact us](#).

Automotive	ATV & Off-road
Boating	Buses
Collectables	Cars
Computers & IT	Motorcycles
Furniture	Parts
Police and Fire	Trailers
Electronics	Trucks
Energy Equipment	Vans
Farm Equipment & Supplies	
Firearms	
Furniture & Displays	
General Equipment	
General Supplies	

After you’ve chosen a category, Municibid will take you to Step 3. If you chose the wrong category by mistake, you simply click the back button.

3. Input Auction Title & Description

Input a title and description for your item.

ITEM DESCRIPTION

Item Title * 2008 Ford Crown Victoria
to Chevrolet

Description * **B I U** [Rich Text Editor Icons] Save

2008 Ford Crown Victoria in great condition.
Power windows & locks, air and heat, cloth seats.
Maintenance records are available upon request.
Terms, as seller, includes any warranty, guarantee or representation of any kind, expressed or implied. Item sold as is.
For further information or schedule an inspection, contact John Doe at 555-555-6363 or manager@chevrolet.com

Item Title: You want it to be short, but descriptive.

Item Description: Provide as many details as possible and be sure to be honest and up front about the item’s condition. This will cut down on phone calls or emails from bidders with questions. We recommend entering a contact name, phone, and or email address for the person who can answer questions about the item. You may also want to enter times when a bidder can inspect the item.

You can format your description using the formatting tools provided (see above image) including bold, underline, center text, etc.

4. Provide Additional Details

+ ADDITIONAL DETAILS

Custom ID

Will Item results be voted on Yes
 No
 Unsure

Date of voting

Does it start Yes
 No
 Unsure

Is it drivable off the lot Yes
 No
 Unsure

Is it currently inspected Yes
 No
 Unsure

Custom ID: This is used if the City has an internal inventory number for the item.

Voted On: If the item is voted on, select “yes” and input the date it will be voted on.

Please note: we urge sellers to end the auction as close to the voting date as possible.

Miles

VIN

Year

Make

Model

VIN: After inserting the vehicle's VIN Number, click "Verify this VIN number" and the "Year," "Make," and "Model" will automatically populate. If the VIN number is an invalid, the system will state this after the button is clicked. Please make sure the number is right and that it is only 17 digits long.

5. Starting Price & Reserve Price

\$ PRICE

Set the starting and reserve price for your item. Reserve price is optional.

Starting Bid *	\$ 1.00
Start low to sell high! Entice bidding by setting your item starting bid at 10-20% of your estimated value for the item.	
Reserve Price	\$ 1000.00
Reserves are hidden from bidders. When should I set a reserve?	

Starting Price: We recommend setting the starting price very low to entice bidding. A low starting price will bring in more bidders, who then will get competitive with each other and drive the price much higher. The starting price should be about 10% of the estimated market value. The most successful auctions are the auctions that start at the lowest price.

Reserve Price: We only recommend using a reserve if you are absolutely unwilling to sell the item for even a dollar less than the reserve price. You have the right to reject any bids for any reason, even if you don't set a reserve. Our bidders agree to this and understand that their winning bid may be subject to a vote for approval or rejection.

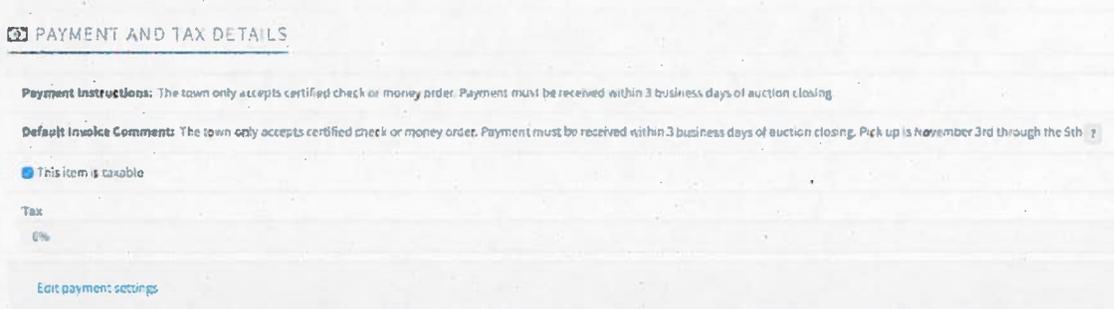
If you do set a reserve, this will display "reserve not yet met" on the auction page until bidding has surpassed the specified dollar amount. If you set a reserve and receive bids, but the bids did not meet the reserve, the system will not provide you with any results and declare the auction unsuccessful. However, if the auction closes and the reserve price was not met, you always have the option to offer the item to the highest bidder.

6. Add Images



Click the green “Add Images” button to upload photos. The first photo, the one in the top left corner, will be the cover photo for the item. If you want to reorder the photos, simply click on the photo and drag it to rearrange the order. If you would like to add additional photos, just click the green “Add Images” button again.

7. Input Payment & Tax Details



Payment Instructions:* This section notes the City’s acceptable payment methods and dates by which payments much be received.

Default Invoice Comment:* This is for when the auction is over and you send your invoices.

Tax: If for some reason you are required to charge tax, select this option and enter the percentage to be charged. Please check with the City if you are required to charge tax.

*When you edit this section, the new information will automatically be included in future listings.

8. Input Start & End Date

The screenshot shows a form titled "START AND END DATE" with a calendar icon. Below the title, it says "Set the starting and ending dates and times of your auction" and "An auction duration of 30-14 days is highly recommended. If your item must be approved, please set your ending date as close to your approval date as possible." The form contains two rows of input fields. The first row is for "Start Date/Time" and includes "Date" and "Time" fields, with a note "Leave blank to start immediately". The second row is for "End Date/Time" and also includes "Date" and "Time" fields.

Start Date: Select the date and time that you would like your auction to start or leave these fields blank and your auction will start immediately upon posting.

End Date: Choose the date and time you would like the auction end. We recommend ending auctions on weekdays, Monday – Thursday, any time between 10:00 am to 8:00 pm and Fridays from 10:00 am to 3:00 pm. If you are listing multiple items, we suggest you stagger the ending times by 5 to 10 minutes. If the item will be voted on, end the auction as close to the ending date as possible.

9. Click “Create Listing”

Click “Create Listing,” and you’re finished!



C. Revise, Repost, Withdraw an Auction Item

Municibid makes it easy to revise, re-list, or withdraw auction items. The following describes each simple and intuitive step.

1. Revise an item

As long as your items do not already have bids on them, you can make just about any edit. If bids have already been placed on your item, you can amend a description and payment details and add/delete/rearrange pictures. If you want to change any other elements of your posting, just get in touch with us. You can contact us using the Live Chat at the bottom of every Municibid page or by emailing us at support@municibid.com.

To make edits when bids have not already been placed on an item, just take the following steps:

- Make sure you are signed into your account and on the item page that you would like to edit.
- Click on “edit” below the pictures of your items.
- Make desired changes on the edit screen, then scroll to the bottom and click the blue “Save” button.

SAMPLE CROWN VIC
Listing #5802059








Edit
List Similar

13 23
DAYS HOURS

until this
Auction may be extended by 2

Current Bid: \$3,000

Auction Details	(3) Per
Starting Bid	\$500
Current Bid	\$3,000
Reserve Price	\$3,000
Buyer's Fee	0.00
Auction Started	Thur PM E
Auction Ends	Thur PM E
Bid History	Bids
High Bidder	****
Seller	Test
Location	West
Seller's Rating	★ ★

Active

Won

Not Won



Listings

Active

Scheduled

Successful

Unsuccessful

Ended

You can also edit your items from “My Account”

1. Go to the “My Account” page, and click on “Active” if your item has started accepting bids already or “Scheduled” if your item has not started accepting bids yet.
2. Once you find your item, click “Edit” to edit your listing.
3. To save your edits, click “Save” at the bottom of the edit page.

2. Re-List an Item, List a Similar Item

We make it easy at Municibid to re-list a closed auction or list items similar to others that are currently being auctioned.

You may wonder what the difference is between the two:

- You can only RE-LIST an item if it ended unsuccessfully (received no bids or didn't meet reserve). You can CREATE A SIMILAR LISTING for any item.
- RE-LISTED items maintain their original listing number and previous records of that item (e.g., bid history, start/end date) are overwritten. CREATE SIMILAR LISTING generates a new listing number and creates a duplicate copy of the item—bid history is not carried over.
- LIST SIMILAR is best used when you want to create a new listing for a similar item. For example, if you have multiple Ford, Crown Victorias to sell with different years and specs. RE-LIST is best used if you want to “try again” with an item because it didn't receive a qualifying bid.

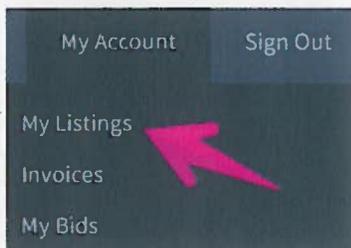
To re-list or list a similar item, just sign in to your Municibid account and follow these steps:

From the item page

From the item page, click the “List Similar” button below the pictures of your item. Items that were unsuccessful will have a re-list option.



From My Account



Go to “My Account” and click on “My Listings.”

Listings

Active

Scheduled

Successful

Unsuccessful

Ended



Test Item NOT FOR BID (1557920) 7/31/2015 10:50:45 AM

5500.00 testbidder

Download Auction Report Create Invoice Submit Feedback Contact **List Similar**

If you want to create a similar listing to a currently active or scheduled auction, click on “Active” or “Scheduled.”

If you want to re-list an item, click on “Unsuccessful” (it ended with no bidders or did not meet reserve) or ended.

Find the item that you want to re-list, and click “List Similar” or “Re-list.”

Once you select “List Similar,” you will be taken to the sell page and all information from the existing listing will be carried over automatically. From there, all you have to do is update any information or pictures as needed, and click the “Create Listing” button.

When you click “Re-list,” your listing will automatically be created for the duration you originally set. You can click “edit” after it is posted to update the listing.

Place Your Bid

To place a bid, just enter your bid in the white bid box. This amount must be greater than or equal to the minimum bid amount. Amounts higher than the minimum bid will automatically be included in our proxy bidding service (see below for more information on proxy bidding).

Next click "Place My Bid" to confirm your bid, and click "Submit Bid" on the following page to submit your bid.

The screenshot shows a bidding interface with a countdown timer at the top: 5 DAYS, 18 HOURS, 54 MINUTES, and 23 SECONDS. Below the timer, it says "until this auction ends" and "Auction may be extended by 2 minutes to prevent bid sniping". The current bid is \$435.00, and the reserve price is met. The user's maximum bid was \$425.00. There is a bid input field with a dollar sign and a "1" inside, and a blue "Place My Bid" button. Below the input field, it says "2 Enter \$445.00 or higher (Bid Increment \$10.00)". At the bottom, there are links for "Auction Details" and "Payment Details".

A few things to note about placing bids:

You cannot outbid yourself. The system knows what your current bid is and will not increase your bid to meet your proxy bid unless someone else outbids you or it meets a reserve amount.

If an item receives a bid within the final 2 minutes of an auction, the auction end time will be extended two minutes from that point until no further bids are received. This feature protects bidders from "bid sniping" or programs that come in at the last possible second to place a bid.

What is Proxy bidding? Example: I am bidding on a widget that is currently listed at \$10. The most I am willing to pay for the item is \$15. I put \$15 in the maximum bid box. It will place my bid at the minimum bid price of \$10. If someone else bids on the item, the system automatically places a bid for me at the next minimum bid level. This will keep happening until I reach my maximum bid, which was \$15.

Confirm Your Bid

Once you click "Place My Bid" on the item page, you will be taken to a page to review your bid. This screen shows you what your maximum bid is for the item; however, it does not tell you what the current bid is for the item.

You will also notice the following: "A x% Buyer's Fee up to \$____ will be applied to your Credit Card following the auction." We apply an x% buyer's fee on top of the final bid on each item to be paid by the winning bidder.

Buyer's Fee Example: You are the highest bidder for an item that sells at \$100. You will pay the seller \$100 through the payment process listed on the item page. Your credit card will be charged \$8 (8% of \$100) for our buyer's fee (if 8%). You will pay \$100 through the payment process and \$8 through our credit card.

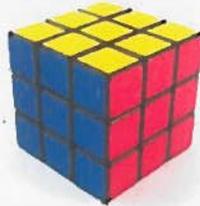
Finally, click the green "Submit Bid" button to submit your bid.

So simply:

1. Find an item you want to bid on.
2. Place your bid in the white box in the bidding section.
3. Click the blue "Place My Bid" button.
4. On the next page, click the green "Submit Bid" button.
5. Pray no one outbids you (optional) ☺

Municibid
Online Government Auctions

Congratulations! You are the winning bidder!



[Solved Rubik's Cube listing # 321321321](#)

Winning Bid Amount: \$12,345.67 USD

Please Note: your winning bid may be subject to a vote for approval by the governing body. The seller reserves the right to reject any bid for any reason.

NEXT STEPS

- 1. Get in touch with the seller**
In most instances the seller will contact you shortly following the end of the auction. Remember: due to weekends, holidays, etc. some responses may be delayed. If you have not heard from the seller in a reasonable amount of time you can contact them through the [Municibid Messaging System](#).
- 2. Pay for your item**
You pay the seller directly for your final bid amount of \$12,345.67. The only time you will not pay the seller directly is if Municibid is handling the sales transaction. This will be clearly stated in the payment details section of your item and invoice.

FREQUENTLY ASKED QUESTIONS

How do I pay for my item?

Please contact the winning bidder and us. We will need to refund the bidder their buyers final sale fee.

What if the seller declines the bid?

If the seller decides to decline your final bid, you will be notified by the seller and or Municibid. A full refund of your Buyers Fee will be given.

How long do I have to pay for and pickup items?

The length of time for pickup and payment is up to the seller. We do not have a specific length in our terms.

We have not heard from the seller for a few days and we are having trouble contacting the seller. What should we do?

Please let us know. We can attempt to contact the seller.

I do not want the item I have won. What do I do?

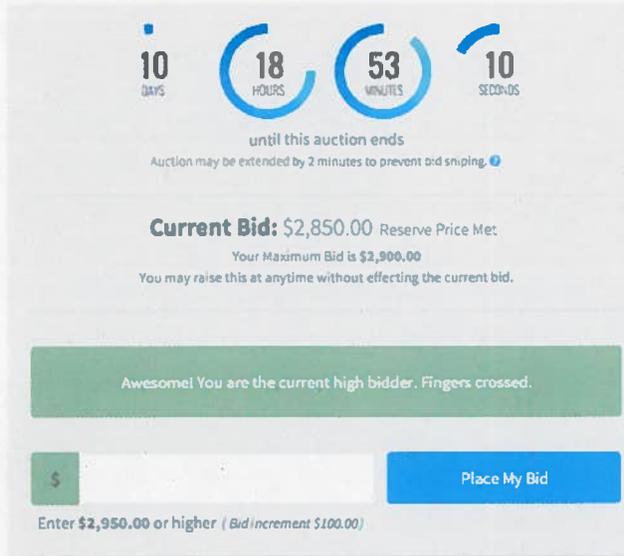
When you place your bid you agree to purchase the item for your placed bid amount. You also agree to our terms and conditions. All sales are final.

When I went to pick up the item it was not as described. What do I do?

We have no control over the information our sellers include. It is assumed that you have done your due diligence on the item you have bid on. Any discrepancies with a particular item must be addressed directly with the selling agency.

Sample Winning Bid Email

E. Municibid Real-Time Updates



It's important to us that we give your items the best possible chance of being successful. One area we focus on is **promoting bidding activity on your items**. With many online auction providers, users have to refresh their page to see the most recent time left, high bid amount, number of bids, and current high bidder...

With Municibid Real-time Updates, we removed the hassle of having to refresh. We make it live!

Your item pages will now update, live, in real-time, with the most current information. You'll see the clock countdown update with the time left until bidding ends, and you'll see the current high bid, number of bids and current high bidder update as each new bid is placed. Bidders on the item are also notified in real-time if they have been outbid which entices them to place another bid. All without lifting a finger!

We have implemented Real-time Updates on all pages that display information on your items including the My Account page, browse, and the home page.

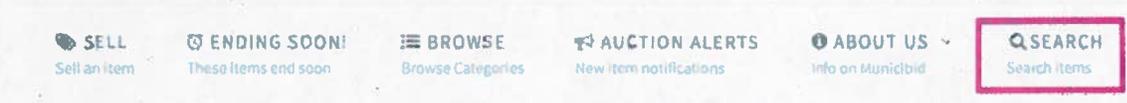
This feature gets really fun and exciting when several of your items are ending soon. You'll get a thrill out of watching your items receive bids, in real-time, live on your screen.

F. Searches

Our Simple Search and Advanced Search options make Municibid easy for bidders to find the items they're looking for.

1. Begin Search

Municibid allows you to search in various ways. To start, first click "Search" at the top of any Municibid page.



General Search:

When the search bar comes up, enter the key word or listing number, then hit search.



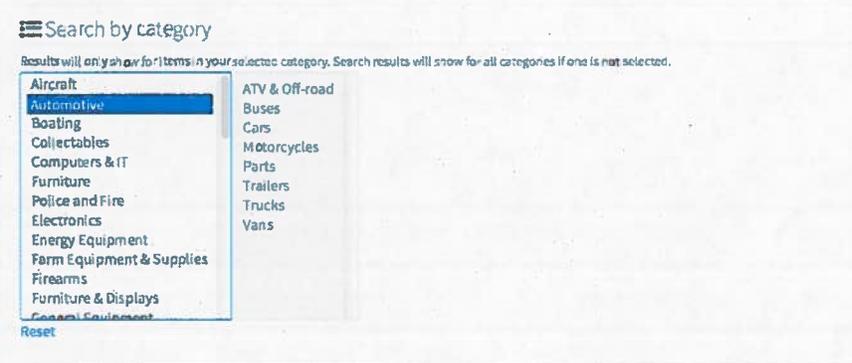
Advanced Search:

Click "Advanced Search" to use one or more of the following search methods:

Keyword Search



Category Search



Price Range

\$ Search by price range

Minimum To Maximum

Location

Bidders can search by state. This will bring up items located in the selected state. They can also search by radius. A radius search will identify for listings within a certain mile radius from the zip code entered.

📍 Search by location

Search by state

UNITED STATES ▾

PENNSYLVANIA ▾

Search by Zip Code Radius

Enter a zip code then select a radius

17111

Radius ▾

- Radius
- 10 Mile Radius
- 25 Mile Radius
- 50 Mile Radius
- 100 Mile Radius
- 250 Mile Radius

Search by seller

Select a Country ▾

Ending or Starting Dates

Search within a timeframe of when an item has been listed or when it is ending.

Search by ending or started dates

Ending in ▾

select a timeframe ▾

Seller

Search by seller, by selecting the Country, State, and then the desired seller.

Search by seller

UNITED STATES

PENNSYLVANIA

select

Abington Township

Addison Township

Akron Borough

Aldan Police

Aleppo Township

Aleppo Township Authority

Allegheny League of Municipalities

Allegheny Township

Allegheny Township Blair County

Alsace Township

Altoona Ambulance Authority

Altoona Area School District

Amity Township Police Department

Apolacon Township

Atglen Borough

Avondale Borough

Barrett Twp. Supervisors

beavertown borough

Bedminster Twp., Bucks Count, PA

Beech Creek Borough

Include Completed Listings

Completed Listings

The search feature automatically includes live listings. To also include completed listings, check the “Include Completed Listings” box.

Show results by:

Results are shown for current active items. To include completed items, please check the box below.

Include Completed Listings

Narrow Your Search:

To narrow a search, just combine any of the above search options.

2. Click Search

Once finished inputting selected information, click the blue Search button.



If you still cannot find what you are looking for, contact us through email (support@municibid.com) or Municibid Messenger.

G. Alerts & Notifications

1. Municibid Messenger

Support

Municibid Messenger is an easy and powerful tool both sellers and bidders can use to communicate with Municibid regarding any questions or comments they may have when using Municibid. Users can even attach files and view all of previous conversations.

Users simply click on the orange circle with the chat icon at the bottom right of every Municibid page to send a message.

That's just the beginning of what our Messenger can do!

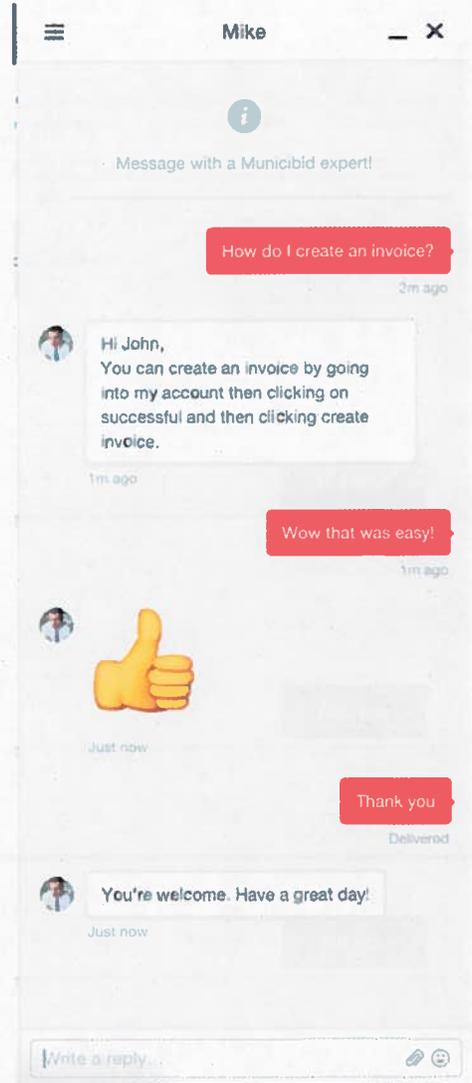
Marketing

While in its simplest form it is an outstanding support chat tool, we are also able to use it as a powerful marketing tool. See section II.C for details.

2. Auction Alert Notifications

We ensure that your bidders will never miss another deal with Municibid Auction Alerts!

Our Auction Alert Notifications alert bidders daily when new items are posted from a seller they follow or a keyword they subscribe to.



Keyword Alerts

Be notified via email when items with your keywords are posted.

How it works



You enter a keyword for an item you are looking for.



A seller lists an item matching your keyword.



You get an email notification saying that the item is available to be bid on.

Follow Sellers

Be notified via email when sellers you follow post new items.

How it works



You select sellers to follow.



A seller you follow lists an item.



You get an email notification saying that a seller you follow has listed a new item.

3. Morning Reminder Email

Each morning, for bidders who have bid on items closing that day, the bidder received a friendly reminder email that the auction item(s) they are bidding on are closing that day.

4. Auction Watch List

Municipibid gives bidders the ability to easily add items to their Watch List.

2007 DODGE CHARGER (listing #: 4301119)

Current Bid \$525.00

You must bid this amount or higher \$550.00 (\$50.00 over bid)

A valid credit card is needed to place a bid. Card # [redacted] for more information

Remaining Time :
6 Days, 15 Hours

[Add Credit Card](#)

Auction Tools ▾

- Edit
- End Early
- Delete
- Watch Item
- Extend 10 Min.

Municibid will bid incrementally for you up to your maximum bid. Your maximum bid is kept a secret from other users. Your bid is a contract between you and the seller. If you are the winning bidder, you will enter into a legally binding purchase contract.

5. Follow a Seller

Municibid gives bidders the ability to follow specific sellers:

Seller	City of Philadelphia
Location	Philadelphia, PA US
Seller's Rating	★★★★★ 126
Page Views	1397

[+ Follow This Seller](#)

H. Metrics & Reporting

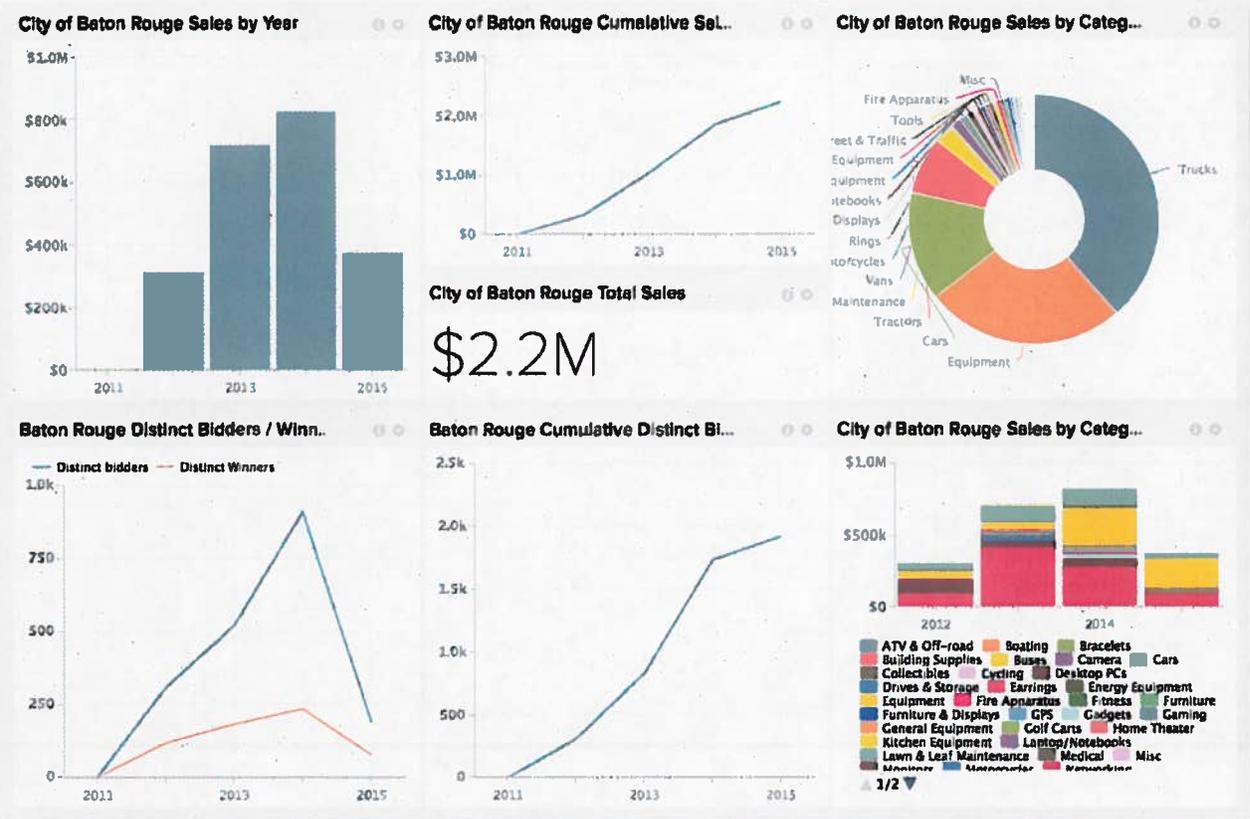
Municibid Metrics

Municibid understands how important reporting is to you. You want to know that, within a few seconds, you can quickly answer such questions as:

- What is the total dollar amount of auction sales for each of the last X number of years?
- How many items were sold over the past X number of years?
- How many trucks versus cars were sold last year?
- How many bidders participated in our auction? Of them, how many won?
- How many bidders were from our state versus other states?

With Municibid Metrics you can!

Municibid Metrics is a powerful reporting tool to give you quick and easy access to the reports and data you need to gain valuable insight into your auction and sales activity.



Municibid Metrics Dashboard

Your Municibid Metrics dashboard will contain an array of reports on any data you would like regarding your Municibid auction activity. Municibid Metrics is fully customizable to meet your exact requirements.

These reports can all be easily and quickly downloaded to meet a variety of formats such as CSV and Excel and can be printed or saved as PDF, PNG and even Vector SVG format (for larger format printing).

Baton Rouge-20150821094813.xlsx

Home Layout Tables Charts SmartArt Formulas Data Review

Font: Calibri 11, Alignment: abc, Number: General, Format: Conditional Formatting, Cells: Styles, Actions, Themes: Aa

City of Baton Rouge Cumulative Sales

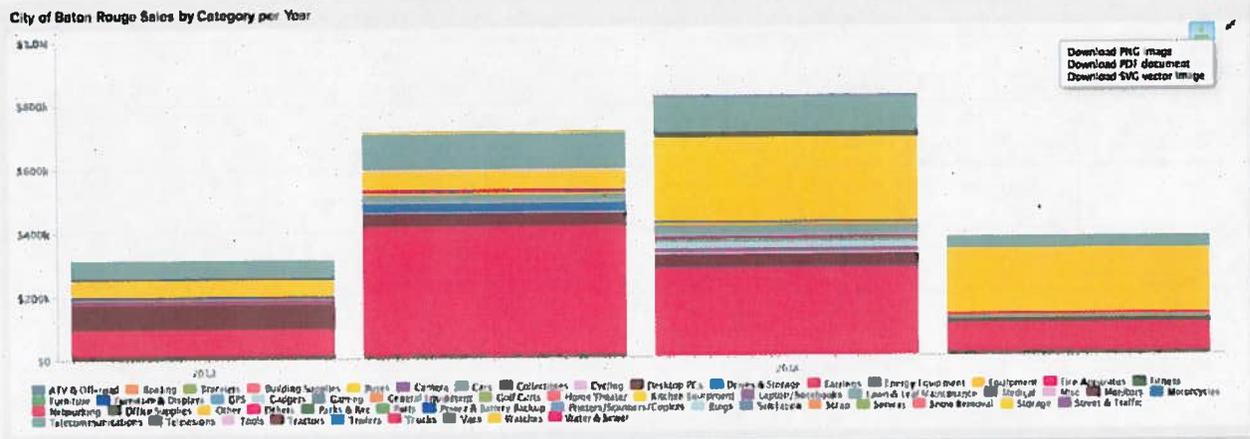
Date	Value
2011	0
2012	312830.67
2013	1029568.69
2014	1892708.2
2015	2226845.27

Exported: August 21, 2015, 9:48 am EDT
Exported By: Greg Berry

City of Baton Rouge Sales by... Baton Rouge Distinct Bidders... **City of Baton Rouge Cumulat...** City of Baton Rouge Total Sales Baton Rouge Cum...

Normal View Ready Sum=0

Municibid Metrics Export to Excel (notice a tab is automatically created for each report)



Reports can be enlarged and saved as PNG, PDF or SVG images

My Account

Municibid provides a full array of customizable reports that are all available for download in Excel or CSV format or saved in PDF, PNG and even Vector SVG format (for larger format printing). These reports can be emailed and are always available 24/7/365 online in the City’s “My Account” portal on Municibid. Municibid also can turnaround custom report requests quickly.

Through the My Account portal, the City can easily see the status of all current auctions and you can easily see which items are popular by both sale price and bids.

The screenshot displays the 'MY ACCOUNT' portal interface. On the left, there are navigation menus for 'Summary' (with options: Bidding, Watching, Active, Won, Not Won) and 'Listings' (with options: Active, Scheduled, Successful, Unsuccessful, Ended). The main content area is titled 'Account Summary' and features a 'Sold asset report' button. Below this, there are two summary tables: 'GENERAL' and 'ACTION NEEDED'.

GENERAL	
Listings being watched	0
Listings being bid on	0
Listings not won	7
Listings won	3
Active listings	0
Unsuccessful listings	19
Successful listings	1172
Scheduled listings	0

ACTION NEEDED	
Won listings awaiting payment	7
Purchase invoices awaiting payment	3
Successful listings awaiting payment	112
Sales invoices awaiting payment	41

My Account Portal

Sold Asset Reports

Municibid's Sold Asset Report allows you to quickly pull up closed auctions by date range, sort them, and export them to CSV or Excel. This is available 24/7/365 and data is held forever.

Using Municibid's Customizable Sold Asset report, the City can easily run reports on closed auctions for any date range specified. The standard sold asset report includes Listing #, Custom ID, Title, End Date, Winning Bid amount, Winning Bidder name, phone and email, Number of Bids.

Sold Asset Report

From Date: 12/01/2014

To Date: 01/09/2015

View Report

Export to Excel

Listing #	Custom ID	Title	End Date	Winning Bid	First	Last	Phone	Email
4035266	065211	2006 EXPLORER / LOT1876-065211	1/6/2015 1:05:00 PM	\$238.00	raphael	scott	215-776-2000	scott@munibid.com
4037458	950183	1995 GMC VENTURA / LOT789-950183	1/6/2015 1:39:01 PM	\$165.00	kingston	gabriel	215-776-2000	kingston@munibid.com
4035651	835297	2003 FORD CROWN VICTORIA / LOT937-035297	1/6/2015 1:45:00 PM	\$636.00	PCS	scott	215-776-2000	scott@munibid.com
4025844	075152	2007 CHEVY IMPALA / LOT960-075152	1/6/2015 1:53:00 PM	\$317.00	nicholas	scott	215-776-2000	scott@munibid.com
4036037	095131	2009 CHEVY IMPALA / LOT961-095131	1/6/2015 2:00:00 PM	\$282.00	raphael	scott	215-776-2000	scott@munibid.com
4037220	995481	1999 FORD TAURUS / LOT968-995481	1/6/2015 2:07:00 PM	\$321.00	raphael	scott	215-776-2000	scott@munibid.com
4036372	015224	2002 DODGE INTREPID / LOT983-015224	1/6/2015 3:47:00 PM	\$725.00	brad	scott	215-776-2000	scott@munibid.com
4036142	065127	2006 CHEVY IMPALA / LOT984-065127	1/6/2015 4:05:00 PM	\$397.00	Harry	scott	215-776-2000	scott@munibid.com
4036551	065149	2006 CHEVY IMPALA / LOT985-065149	1/6/2015 4:10:00 PM	\$396.00	Klasy	scott	215-776-2000	scott@munibid.com
4036742	970126	1997 GMC JIMMY / LOT986-970126	1/6/2015 4:16:00 PM	\$395.00	wyneth	scott	215-776-2000	scott@munibid.com
4036833	045105	2004 CHEVY IMPALA / LOT987-045105	1/6/2015 4:41:00 PM	\$253.00	Harry	scott	215-776-2000	scott@munibid.com
4037022	059274	2005 CHEVY IMPALA / LOT988-059274	1/6/2015 4:49:00 PM	\$338.00	Harry	scott	215-776-2000	scott@munibid.com
4037062	075086	2007 CHEVY IMPALA / LOT989-075086	1/6/2015 5:04:00 PM	\$326.00	raphael	scott	215-776-2000	scott@munibid.com
4037102	091023	2008 CHEVY IMPALA / LOT990-091023	1/6/2015 5:07:00 PM	\$332.00	raphael	scott	215-776-2000	scott@munibid.com
4037241	065081	2006 DODGE CHARGER / LOT991-065081	1/6/2015 5:15:00 PM	\$1262.00	PCS	scott	215-776-2000	scott@munibid.com
4037482	005183	1998 FORD F250 PICKUP / LOT992-005183	1/6/2015 5:14:00 PM	\$490.00	scott	gabriel	215-776-2000	scott@munibid.com

Sample Sold Asset Report

Auction Reports

Municibid sends a detailed PDF Auction Report for each auction item immediately at the close of the auction and is available for download anytime via the My Account section of Municibid. It contains all data relating to the auction.

Municibid Auction Report **2008 Freightliner Dump Truck, Business Class**
 Seller: Centerville Borough Listing # 22504 Custom ID: Yes Starting Bid: \$11,000.00 HIGH BID: \$55,000.00
 Started: 11/3/2014 9:32:17 AM Ended: 12/1/2014 3:00:00 PM Number of Bids: 47 Number of Views: 1468

High Bidder: Joseph

Bidder Email: [redacted]@comcast.net **Bidder Phone:** 610-754-7800 **Bidder Alt Phone:**
Address: [redacted] Blue Mountain Road, Schuylkill Haven PA 17972

Bid History

Bid Date/Time	Bid	Username	First	Last	Email	Phone
12/1/2014 1:40:57 PM	\$55,000.00	wjgave	Joseph	Schoffstall	schoff@comcast.net	610-754-7800
12/1/2014 1:40:57 PM	\$51,611.00	wjgave	Joseph	Schoffstall	schoff@comcast.net	610-754-7800
12/1/2014 1:40:57 PM	\$51,511.00	schuff	brett	starr	bstarr@stagherytrucks.com	412-481-9600
12/1/2014 9:48:56 AM	\$50,200.00	schuff	brett	starr	bstarr@stagherytrucks.com	412-481-9600
12/1/2014 9:48:56 AM	\$50,100.00	wjgave	Joseph	Schoffstall	schoff@comcast.net	610-754-7800
12/1/2014 9:48:35 AM	\$48,400.00	wjgave	Joseph	Schoffstall	schoff@comcast.net	610-754-7800
12/1/2014 9:48:35 AM	\$48,300.00	schuff	brett	starr	bstarr@stagherytrucks.com	412-481-9600
12/1/2014 9:36:38 AM	\$45,655.00	wjgave	Joseph	Schoffstall	schoff@comcast.net	610-754-7800
12/1/2014 9:36:38 AM	\$45,555.00	schuff	brett	starr	bstarr@stagherytrucks.com	412-481-9600
12/1/2014 9:34:18 AM	\$45,200.00	wjgave	brett	starr	bstarr@stagherytrucks.com	412-481-9600
12/1/2014 9:34:18 AM	\$45,100.00	wjgave	Joseph	Schoffstall	schoff@comcast.net	610-754-7800
12/1/2014 12:20:41 AM	\$40,600.00	schuff	brett	starr	bstarr@stagherytrucks.com	412-481-9600
12/1/2014 12:19:57 AM	\$40,500.00	wjgave	Joseph	Schoffstall	schoff@comcast.net	610-754-7800
12/1/2014 12:19:57 AM	\$40,444.00	schuff	brett	starr	bstarr@stagherytrucks.com	412-481-9600
11/30/2014 9:45:17 PM	\$35,900.00	wjgave	Joseph	Schoffstall	schoff@comcast.net	610-754-7800
11/30/2014 9:45:17 PM	\$35,800.00	schuff	brett	starr	bstarr@stagherytrucks.com	412-481-9600
11/30/2014 8:17:32 PM	\$35,100.00	wjgave	brett	starr	bstarr@stagherytrucks.com	412-481-9600
11/30/2014 8:17:32 PM	\$35,000.00	wjgave	Joseph	Schoffstall	schoff@comcast.net	610-754-7800
11/30/2014 7:20:45 PM	\$31,600.00	wjgave	Joseph	Schoffstall	schoff@comcast.net	610-754-7800
11/30/2014 7:20:45 PM	\$31,500.00	schuff	brett	starr	bstarr@stagherytrucks.com	412-481-9600
11/30/2014 7:15:47 PM	\$30,600.00	schuff	brett	starr	bstarr@stagherytrucks.com	412-481-9600
11/30/2014 7:15:47 PM	\$30,500.00	wjgave	Joseph	Schoffstall	schoff@comcast.net	610-754-7800
11/28/2014 12:00:05 PM	\$26,245.00	wjgave	Joseph	Schoffstall	schoff@comcast.net	610-754-7800
11/28/2014 12:00:05 PM	\$26,145.00	Adriana	Shawn	Garber	shawn434@yahoo.com	610-659-7944
11/28/2014 11:59:23 AM	\$25,968.00	wjgave	Joseph	Schoffstall	schoff@comcast.net	610-754-7800

[Sample Auction Report](#)

Appendix

Exhibit 1, Unpaid Invoice

Exhibit 2, Paid Invoice

Attachment 1, Disclosure Agreement

Exhibit 1, Unpaid Invoice

Municibid Sales Invoice #5479346

Date Created: 7/11/2015 10:32 AM

Seller: City of Baton Rouge

Buyer: steve mitchell (lakeservices)

Seller Address

City of Baton Rouge
15202 South Choctaw Extension
Baton Rouge, LA 70819 US

Buyer's Billing Address

steve mitchell
14367 brignac rd
st amant, LA 70774 US

Comments:

PAST DUE! MUST PAY IMMEDIATELY Payment in full is due not later than 3 working days from the date of the end of the auction. For instructions and to make payment, please visit: www.municibid.com/pay

Description	Unit Price	Quantity	Total
2006 FORD F 250 WW-458 (5358146)	\$7,372.72	1	\$7,372.72 Exempt
		Subtotal	\$7,372.72
		Sales Tax	\$0.00
		Total Due	\$7,372.72

Exhibit 2, Paid Invoice

Municibid Sales Invoice #5479375



Date Created: 7/11/2015 10:48 AM

Seller: City of Baton Rouge

Buyer: Chris Kinchen (covingtonsales)

Seller Address

City of Baton Rouge
15202 South Choctaw Extension
Baton Rouge, LA 70819 US

Buyer's Billing Address

Chris Kinchen
7868 Florida Blvd.
P.O. Box
Denham Springs, LA 70727 US

Comments : Payment in full is due not later than 3 working days from the date of the end of the auction. For instructions and to make payment, please visit: www.municibid.com/pay

Description	Unit Price	Quantity	Total	
2008 KUBOTA M1055 4X4 TRACTOR 3177-T 2008 TRACTOR SLOPE MOWER TIGER 3177-T (5382688)	\$26,700.00	1	\$26,700.00	Exempt
2008 KUBOTA M1055 4X4 TRACTOR 3178-T 2008 TRACTOR SLOPE MOWER TIGER 3178-T (5383744)	\$27,000.00	1	\$27,000.00	Exempt
Wire Transfer	(\$53,700.00)	1	(\$53,700.00)	Exempt
		Subtotal	\$0.00	
		Sales Tax	\$0.00	
		Total Due	0	

Payment History

7/17/2015 10:49:03 AM

Manual Payment
\$0.00

APPROVED

7/17/2015 10:49:01 AM

Manual Payment
\$0.00

APPROVED

17.12.2 Within the past five years has the firm, or any member been the subject of any of the following: (respond to each question and describe in detail the circumstances of each affirmative answer; attach additional pages if necessary)

- (a) a judgment of conviction for any business-related conduct constituting a crime under state or federal law? no_x yes_
- (b) a grant of immunity for any business-related conduct constituting a crime under state or federal law? no_x yes_
- (c) a federal or state suspension or debarment? no_x yes_
- (d) a rejection of any bid for lack of qualifications or responsibility? no_x yes_
- (e) a rejection of any proposed subcontract for lack of qualifications or responsibility? no_x yes_
- (f) any assessment of liquidated damages under any contract? no_x yes_
- (g) a denial or revocation of prequalification? no_x yes_
- (h) a prevailing wage or supplement payment violation which is deemed to be founded? no_x yes_
- (i) a State Labor Law final determination for a violation deemed willful? no_x yes_
- (j) any criminal conviction concerning formation of, or any business association with, an allegedly false or fraudulent women's or minority business enterprise? no_x yes_
- (k) any denial, decertification, revocation or forfeiture of Women's Business Enterprise, or Minority Business Enterprise status? no_x yes_
- (l) a consent order with the NYS Department of Environmental Conservation, or a federal, state or local government enforcement determination involving a violation of federal or state environmental law? no_x yes_
- (m) any bankruptcy proceeding? no_x yes_
- (n) any suspension or revocation of any business or professional license? no_x yes_
- (o) any determination of violations:
- federal, state or local health laws, rules or regulations
- unemployment insurance or workers compensation coverage or claim requirements
- federal, state or local human rights laws no_x yes_

Municibid

Online Government Auctions

The **BEST** Online Auction Experience, On Any Device!



Municibid.com, LLC
2401 Walnut Street, 6th Floor
Philadelphia, PA 19103
800.531.6074
www.municibid.com
Contact: Greg Berry

Proposal Date: Nov. 30, 2015

Fee Schedule **Auctioneer Services** **Prepared for the City of Rochester**



Connecting Superior Perspectives with the Public Procurement Community



Leaders at the Core of Better Communities



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I. Municibid's Approach	3
II. Fee Schedule.....	4

I. Municibid's Approach

Municibid takes the complexity and confusing pricing options out of selling surplus and makes it easy and clear for bidders.

Very simply, the City will retain 100% of auction proceeds and never receive an invoice from Municibid. The City will never need to send money to Municibid.

Municibid does not charge any extra fees to the County. We earn revenue by charging the winning bidder a buyer's fee of 8% of the auction. This fee is a completely separate transaction from the item transaction and is paid directly to Municibid by the winning bidder.

If an individual item sells for more than \$100,000, the percent is 8% up to \$100,000 and then 5% aggregate above \$100,000.01. For example, if an individual item sells for \$110,000, the buyer's fee will be \$8,500 (\$8,000 [8%] for the first \$100,000 and \$500 [5%] for the additional \$10,000).

We have found the 8% fee to be highly competitive and lower than many online and traditional auction houses. The fee allows us to properly fund a highly effective marketing campaign for your items.

Furthermore, due to the highly competitive nature of Municibid auctions, the 8% fee has little to no effect on the sale price. While bidders are fully aware that they will be charged an 8% fee, they, for the vast majority of auctions, are not subtracting it from their bids and are more concerned with increasing their bid in order to outbid their competing bidders.

The buyer's fee (charged to the bidder's credit card on file at the close of auction) also acts as bid security.

We accept Visa, MasterCard, American Express, and Discover for the buyer's fee.

AUCTIONEER SERVICES

**CITY OF ROCHESTER
REQUEST FOR PROPOSALS - AUCTIONEER SERVICES
Proposal Pricing Schedule**

The undersigned bidder hereby agrees to furnish the goods or services specified, and to otherwise fully meet all terms, conditions, and specifications contained in this Request for Proposal without exception, unless exceptions are clearly noted in this proposal. SIGNATURE MUST BE THAT OF THE BIDDER OR OF AN EMPLOYEE OR AGENT AUTHORIZED TO SIGN ON BEHALF OF THE BIDDER.

FEE SCHEDULE

GROUP A: Live auction for City auto pound, light vehicles and miscellaneous items

Auctioneer fee: _____ % OF GROSS

Any other fees or costs to the City: Not proposing for.

GROUP B: Live auction for City owned light vehicles and equipment and miscellaneous items

Auctioneer fee: _____ % OF GROSS

Any other fees or costs to the City: Not proposing for.



Authorized Signature

Greg Berry, CEO

Typed Name and Title of Authorized Signer

Municibid.com, LLC

Typed Name of Company

AUCTIONEER SERVICES

**CITY OF ROCHESTER
REQUEST FOR PROPOSALS - AUCTIONEER SERVICES
Proposal Pricing Schedule**

FEE SCHEDULE

GROUP C: Live auction simultaneous with internet auction for heavy vehicles and equipment and miscellaneous items

Auctioneer fee: 0 % OF GROSS

Any other fees or costs to the City: Please see included pricing model details.

GROUP D: Internet auction for vehicles, equipment and/or miscellaneous items

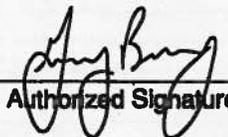
Auctioneer fee: 0 % OF GROSS

Any other fees or costs to the City: Please see included pricing model details.

GROUP E: Internet auction of items held by the Rochester Police Department Property Clerk

Auctioneer fee: 0 % OF GROSS

Any other fees or costs to the City: Please see included pricing model details.



Authorized Signature

Greg Berry, CEO
Typed Name and Title of Authorized Signer

Municibid.com, LLC
Typed Name of Company