

# **Auctioneer Services**

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**PropertyRoom.com, Inc.**

**Copy 1 of 1**  
**RFP for City of Rochester, NY**  
**Due Date: 12/07/2015**

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## 1 Experience & Qualifications

### 1.1 Summary

With 15+ years' experience in online auctions and more than 1.7 million registered bidders, the latest online auction technology, and a management team with government, municipality, law enforcement, ecommerce and live & online auction experience, PropertyRoom.com is already the choice of more than 3,000 government agencies nationwide.

Clearing out seized, found, unclaimed, stolen, recovered and retired property and evidence will no longer be a challenge for the City of Rochester, New York. PropertyRoom.com takes the entire process off the City's plate with our online auction service. We keep assets moving and provide a comprehensive audit trail. We pick-up, process, and provide customer service and fulfillment, while the City can reduce storage requirements, accelerate property release, free up time for more mission critical work, and receive more proceeds for each department.

With our solution we make it **remarkably easy** to manage, sell, and buy surplus assets. We provide one reliable source, turn-key service and a detailed audit trail.

#### **Benefits to Clients:**

PropertyRoom.com solutions provide several benefits to clients:

- **Convenience** – We help you clear out abandoned, seized, forfeited, impounded and fleet assets with our online auction services.
- **Security** – We employ our proprietary tracking methods to secure client asset information.
- **Auction Participation** – Our national online auctions draw more bidders 24/7/365 than live or online, local auctions.
- **Higher Proceeds** – Our clients can realize higher net proceeds as compared to their traditional local, live webcast auctions.
- **Lower Costs** – With a full service offering, we free-up municipal workers to do their core jobs. Our system also reduces storage and handling costs.
- **Transparent Reporting** – Gives you 24/7/365 status on your assets.

### 1.2 Past Experience

With more than 3,000 law enforcement clients, PropertyRoom.com is the leading full service internet auction services company serving the law enforcement community in the United States. The other 1,000+ client accounts we serve are federal, state, county, and municipal government agencies including City and State Administrative Services, Drug Task Forces and Fire, Fleet, IT, and Public Works departments. We currently serve clients in the United States and sell their confiscated, seized, unclaimed and surplus property and/or vehicles and equipment at online auction. **Our largest current clients include New York Police Department (NYPD – all Property & Evidence, including Impounds), New York City Department of Administrative Services (NYC-DCAS, the largest municipal fleet in the**

**United States), Port Authority of New York & New Jersey, New York Metro Transit Authority (NY-MTA), New York City Transit (NYCT), State of Connecticut Department of Administrative Services (CT-DAS), Chicago Police Department (CPD), Los Angeles Police Department (LAPD), City of Houston, TX, City of Baltimore, Baltimore Police Department, Houston, TX Police Department (HPD), San Antonio, TX Police Department (SAPD), Fort Worth, TX Police Department, U.S. Navy, Cook County (IL) Sheriff's Office, Fairfax County, VA, City of Sacramento, CA, Las Vegas Metro PD (Clark County, NV), Honolulu Police Department, New Orleans Police Department, City of New Orleans (Fleet & Equipment), Atlanta Police Department, Seattle Police Department, Jacksonville (FL) Sheriff's Office and San Diego Police Department. We serve many of the largest municipal government agencies and cities in the U.S. and help them sell their surplus property at auction with many utilizing our vehicle and equipment auction services in addition to our property and evidence auctions.**

Since our first auction conducted in 2001, PropertyRoom.com has returned millions to local communities as a result of our online auctions of assets seized and recovered by government agencies and other municipal asset surplus property. Additionally, many government agency clients use our services to auction off seized/abandoned vehicles as well as fleet vehicles and other surplus assets. PropertyRoom.com has auctioned off thousands of vehicles for government agencies, dramatically increasing the net financial returns for these client agencies.

Unlike traditional parking lot auctions or websites where one person sells to another, PropertyRoom.com stands behind the items we sell. This brings peace of mind to bidders who otherwise would be wary of "here today and gone tomorrow" or "buyer beware" sellers. We handle all aspects of the fulfillment process including order processing, payment collection, packaging, shipping to the winning bidder, and Customer Service. These quality services we offer to our customers are good for our client agencies because we have a continuous flow of reliable bidders on our website.

Since we were started by former law enforcement officers, we understand the need for total transparency within our company. We have a straightforward policy of documenting everything and maintaining an audit trail not only for us, but for our client agencies as well. We immediately assign a unique SKU number to all items pulled from the truck that picked up property at the City and log those reference numbers into our computer system. Barcode stickers with SKU numbers get produced in duplicate by our Agency Client Services team and are sent to the client for use during the manifest creation process. Our client agencies can then follow the chain-of-custody by tracing barcoded items using Agency Web, our online client tracking system.

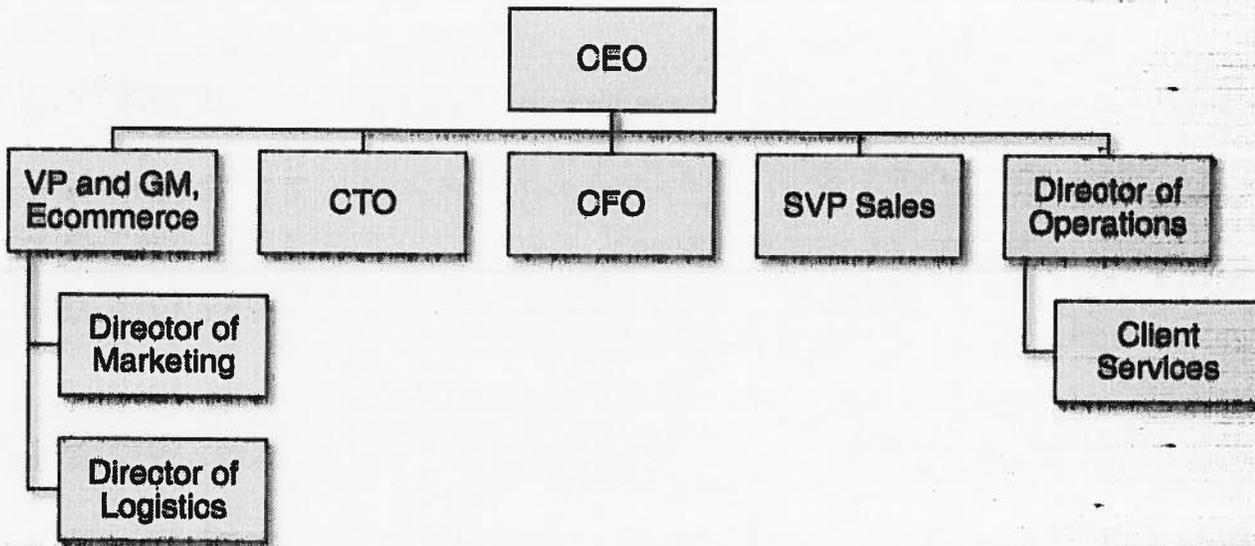
### **1.3 Firm Information**

PropertyRoom.com was incorporated in Delaware in November 2005. We are privately held and currently have 68 employees. We do not have any live auctioneers in our firm as we are an internet-only auction company and bids are tracked through our auction website. Our

corporate headquarters is located at 4650 Wedgewood Blvd., Suite 102, Frederick, MD, 21703. Our New York state location is our New York Processing Center located in Farmingdale, New York.

Our subcontractor is a registered NYS Motor Vehicle Dealer for any vehicle auctions listed and auctioned for our New York clients.

**1.4 Org Chart**



**1.5 Additional Firm Information**

Prior to re-incorporation in Delaware in 2005, we were incorporated as PropertyBureau.com. We have several locations but all are PropertyRoom.com wholly owned locations; none of which are franchised. All locations are operated under a centralized form of management. PropertyRoom.com has been registered members of the National Auctioneer’s Association since 2008.

**2 Authorization of Proposal**

Andrew Nash, President and CEO, is authorized to sign and contractually obligate PropertyRoom.com. He can be reached via email at [AndrewNash@PropertyRoom.com](mailto:AndrewNash@PropertyRoom.com), office phone at 240.575.1239 or fax at 240.230.0229.

Donald Nemer, SVP of Sales will be PropertyRoom.com, Inc.'s contact on all contract matters. He can be reached via his office phone at 240.233.5483, his mobile phone at 443.632.5483, and his email at [DonaldNemer@PropertyRoom.com](mailto:DonaldNemer@PropertyRoom.com).

**3 Disclosure Statement**

See following pages for pages 14 and 15 of City of Rochester's RFP for our response to the disclosure statement.

**AUCTIONEER SERVICES**

- 17.6 Provide a current organizational chart.
- 17.7 Has your business ever done business by any other name?
- 17.8 If your firm has branch offices, are they franchised or wholly owned? Are your branches operated under a centralized or decentralized form of management?
- 17.9 Provide the names and addresses of the following: your attorneys, auditors and the bank(s) with which your firm does business.
- 17.10 Provide professional affiliations, e.g. membership in the New York State Auctioneer's Association, etc. and ratings with the Better Business Bureau
- 17.11 Authorization of Proposal

The names, titles, addresses and telephone number should be listed for those individuals who are empowered by your firm to negotiate for it and to bind it contractually, as well as for those individuals to whom we address any questions during our evaluation of the proposal. The proposal shall also contain a statement indicating the duration of the period (at least ninety (90) days) for which a firm offer is being made.

17.12 Disclosure Statement

17.12.1 A disclosure statement should be provided by each firm stating whether the firm or employee was (1) ever found guilty of violating any laws, rules or regulations relating to auctioneering services by a court or a Federal or State Agency or (2) was ever involved in any litigation related to its auctioneering services.

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/yes\_
- (b) a grant of immunity for any business-related conduct constituting a crime under state or federal law? no/yes\_
- (c) a federal or state suspension or debarment? no/yes\_
- (d) a rejection of any bid for lack of qualifications or responsibility? no/yes\_
- (e) a rejection of any proposed subcontract for lack of qualifications or responsibility? no/yes\_
- (f) any assessment of liquidated damages under any contract? no/yes\_
- (g) a denial or revocation of prequalification? no/yes\_
- (h) a prevailing wage or supplement payment violation which is deemed to be founded? no/yes\_
- (i) a State Labor Law final determination for a violation deemed willful? no/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/yes\_
- (k) any denial, decertification, revocation or forfeiture of Women's Business Enterprise, or Minority Business Enterprise status? no/yes\_
- (l) a consent order with the NYB Department of Environmental Conservation, or a federal, state or local government



**AUCTIONEER SERVICES**

enforcement determination involving a violation of federal or state environmental law? **no, Yes\_**

(m) any bankruptcy proceeding? **no, Yes\_**

(n) any suspension or revocation of any business or professional licenses? **no, 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, Yes\_**

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

17.14 Special requirements for Group E. Proposers must demonstrate experience providing auction services to law enforcement agencies handling Property Clerk items. Provide references from New York State. 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.

17.15 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.

**18. EVALUATION CRITERIA**

This contract is a professional services contract, and as such is not subject to New York State competitive bidding requirements. The proposals will be evaluated based on:

- total cost of service,
- fee schedule,
- proposed strategies to enhance revenue,
- marketing/advertising plan and capability,
- experience in municipal live auctions and sales, in particular in the Rochester region,
- experience in the area of equipment appraisal
- other services provided (i.e. vehicle or equipment preparation), and
- references.

In addition, per City policy, additional weightings shall be given as follows:

- the City will give preference to consultants who are certified M/WBE's (African American, Hispanic or Woman-Owned) who are currently certified by New York State. The preference shall be an additional weighting of 10%.
- the City will give preference to consultants who are located in the City of Rochester. In order to qualify for this preference, the location must be a bona fide business operation located in a lawfully occupied building that is open to the public and/or customers during normal business hours. The preference shall be an additional weighting of 10%.

Proposers may be required to make a presentation to the City's review committee prior to the City making its final selection.

## AUCTIONEER SERVICES

- 17.6 Provide a current organizational chart.
- 17.7 Has your business ever done business by any other name?
- 17.8 If your firm has branch offices, are they franchised or wholly owned? Are your branches operated under a centralized or decentralized form of management?
- 17.9 Provide the names and addresses of the following: your attorneys, auditors and the bank(s) with which your firm does business.
- 17.10 Provide professional affiliations, e.g. membership in the New York State Auctioneer's Association, etc. and ratings with the Better Business Bureau

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The names, titles, addresses and telephone number should be listed for those individuals who are empowered by your firm to negotiate for it and to bind it contractually, as well as for those individuals to whom we address any questions during our evaluation of the proposal. The proposal shall also contain a statement indicating the duration of the period (at least ninety [90] days) for which a firm offer is being made.

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- |     |  |   |
|-----|--|---|
| (a) | a judgment of conviction for any business-related conduct constituting a crime under state or federal law?   | no <input checked="" type="checkbox"/> yes <input type="checkbox"/> |
| (b) | a grant of immunity for any business-related conduct constituting a crime under state or federal law?  | no <input checked="" type="checkbox"/> yes <input type="checkbox"/> |
| (c) | a federal or state suspension or debarment?  | no <input checked="" type="checkbox"/> yes <input type="checkbox"/> |
| (d) | a rejection of any bid for lack of qualifications or responsibility?   | no <input checked="" type="checkbox"/> yes <input type="checkbox"/> |
| (e) | a rejection of any proposed subcontract for lack of qualifications or responsibility?  | no <input checked="" type="checkbox"/> yes <input type="checkbox"/> |
| (f) | any assessment of liquidated damages under any contract?   | no <input checked="" type="checkbox"/> yes <input type="checkbox"/> |
| (g) | a denial or revocation of prequalification?  | no <input checked="" type="checkbox"/> yes <input type="checkbox"/> |
| (h) | a prevailing wage or supplement payment violation which is deemed to be founded?   | no <input checked="" type="checkbox"/> yes <input type="checkbox"/> |
| (i) | a State Labor Law final determination for a violation deemed willful?  | no <input checked="" type="checkbox"/> yes <input type="checkbox"/> |
| (j) | any criminal conviction concerning formation of, or any business association with, an allegedly false or fraudulent women's or minority business enterprise? | no <input checked="" type="checkbox"/> yes <input type="checkbox"/> |
| (k) | any denial, decertification, revocation or forfeiture of Women's Business Enterprise, or Minority Business Enterprise status?                                | no <input checked="" type="checkbox"/> yes <input type="checkbox"/> |
| (l) | a consent order with the NYS Department of Environmental Conservation, or a federal, state or local government   | no <input checked="" type="checkbox"/> yes <input type="checkbox"/> |

## AUCTIONEER SERVICES

- enforcement determination involving a violation of federal or state environmental law? noXyes\_
- (m) any bankruptcy proceeding? noXyes\_
- (n) any suspension or revocation of any business or professional license? noXyes\_
- (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 noXyes\_
- 17.13 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.
- 17.14 Special requirements for Group E. Proposers must demonstrate experience providing auction services to law enforcement agencies handling Property Clerk items. Provide references from New York State. 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.
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- experience in the area of equipment appraisal
- other services provided (i.e. vehicle or equipment preparation), and
- references.

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- the City will give preference to consultants who are certified M/WBE's (African American, Hispanic or Woman-Owned) who are currently certified by New York State. The preference shall be an additional weighting of 10%.
- the City will give preference to consultants who are located in the City of Rochester. In order to qualify for this preference, the location must be a bona fide business operation located in a lawfully occupied building that is open to the public and/or customers during normal business hours. The preference shall be an additional weighting of 10%.

Proposers may be required to make a presentation to the City's review committee prior to the City making its final selection.

#### **4 Proposed Solution**

PropertyRoom.com offers many auction service solutions to agencies and municipalities nationwide. The services proposed in this RFP response are our recommended solutions to the goal of streamlining web based auctions for the City of Rochester, NY. However, all services will be available depending on the City's needs, and sub accounts can always be set up in the future. **We can also easily set up separate accounts for different agencies and departments. Each department can track their own assets and keep proceeds from those assets separate from other City departments.** PropertyRoom.com recognizes the City's need to alleviate the burden of storing surplus property and vehicles and auction them off in a cost-effective and disciplined manner.

Online auctioning is the most efficient and straightforward way to increase your ROI on your surplus property, and with our service, it requires very little extra effort from your staff. Auctions held online have several benefits including the elimination of bidder to bidder collusion since all bids are submitted online and time and date stamped, the elimination of auctioneer to bidder collusion because unless a bid is submitted via the internet and time and date stamped there is no way someone can win, and the elimination of geographical barriers because all bids are handled over the internet. The service we propose is easy to use and allows us to take care of the auctions for you and help increase your revenue.

PropertyRoom.com offers full-service solutions that do not require integrated software nor software maintenance and upgrades. We provide a solution that minimizes the need for additional work by the City to list and auction property. Some of our solutions include pickup of property, transportation to our secure warehouse, itemizing and processing, storage, image upload, listing, auctioning online, and remitting payment due upon completion of a successful auction. Please see below for a detailed outline of our proposed solutions for the City's RFP requirements.

##### **4.1 Property & Evidence Disposition Service (Portables)**

Our Property & Evidence Disposition Services (Portables Service) is a streamlined process of auctioning surplus property online while maximizing sales. It requires very little effort from the City as we will handle all the auctions of abandoned, seized, and recovered property on our website [www.PropertyRoom.com](http://www.PropertyRoom.com). We work with client agencies to decide the necessary pickup frequency and then schedule at the client's desired location. At the time of pickup, property is bulked together and loaded onto our truck before being dropped off at the closest PropertyRoom.com warehouse. Client agencies can track all assets and payments listed under their agency through our online client tracking system, Agency Web.

We photograph and list the assets on the website for our client agencies. At PropertyRoom.com we take care of the auctioning process for you, so all you have to do is cash the check. We monitor bidder patterns versus listings available for auction to enhance the supply and demand balance. Our system tracks website traffic and knows when to put the right

assets to auction. **We work the market for you so you can get the most out of each sellable item in your inventory.**

After our Agency Client Services department schedules a pickup with the City, the assets go through the follow process.

### **Property Pick-up & Evaluation**

- Regularly scheduled pick-ups by our fleet of trucks
- We supply manifest forms and customized, account specific bar code labels
- Photographing, cleaning, sorting, and assessing the condition of assets
- Reasonable repairs of high value assets to maximize return
- Research and evaluation of assets to enhance their salability
- Appraisals or certification when we feel that would increase bidding interest
- Live bidder customer support for your agency during business hours

### **Hard Drive Security Process**

We take extra steps to ensure the protection of electronic assets consigned to PropertyRoom.com. When we receive electronics we follow strict guidelines to ~~destroy~~ or erase all existing data and information from hard drives. We utilize DBAN, a software program designed to securely and permanently erase data from hard drives. Applicable electronics go through the following process.

- **Desktop Computers:** Remove all Hard Drives < 80 GB. All removed Hard Drives must be ungrouped to maintain proper chain of custody documentation.
- **Laptop Computers:** Laptop Hard Drives are only removed if unable to power on or wipe.
  - All removed Hard Drives must be ungrouped to maintain proper chain of custody documentation.
- Wipe all Hard Drives using DBAN.
- Complete Hard Drive Disposition Log.
- Store all removed Hard Drives pending destruction in a secure container.
- Destroy all removed Hard Drives with a cross-peen hammer, ensuring the disk is sufficiently damaged to dissuade recovery attempts.
- Redeposit the damaged Hard Drive in the secure container for transport to approved electronics recycler.
- Record the Hard Drive destruction via the proper disposition manifest.

### **Online Auction**

- Offer your property to our more than 1.7 million registered bidders
- Conduct online auction using our proprietary technology
- Process payments from successful bidders either by credit card, PayPal, or wire transfer
- Ship assets to purchasers

- 24/7/365 email support to customers
- Consistent marketing support to increase visibility and end value

**Post Auction Accountability**

- Remit payments to you each month
- Detailed audit trail for all property provided to us
- Online reports available to you 24/7/365 for your internal reporting and accountability requirements
- Additional Added Service: Return of lost or stolen assets when citizens prove any asset on our site is rightfully theirs

**Benefits**

- Disciplined purges of your property and evidence rooms
- Freed up time for more mission critical work
- Higher returns on property sales from attracting more and better bidders
- Detailed audit reports to maintain tight accountability on the assets you are responsible for protecting

Please see following page for references for our Property & Evidence Disposition Services.



**4.1.1 References**

See below for two (2) New York references as well as additional references nationwide. We can supply more upon request.

	<b>Client Ref 1</b>	<b>Client Ref 2</b>	<b>Client Ref 3</b>	<b>Client Ref 4</b>	<b>Client Ref 5</b>
<b>Client Name</b>	New York City Transit Authority	New York City Police Department	Chicago, IL, Police Dept.	Las Vegas Metro, NV Police Department	San Antonio, TX Police Dept.
<b>POC &amp; Title</b>	Mike Zacchea, Assistant Chief Operations Officer, Asset Recovery	Jack Trabitiz, Deputy Chief	Lieutenant Liz Glatz, Property Clerk	Melisse Huffmaster, Director	Darrell Allen, P&E Supervisor
<b>POC Phone #</b>	203-946-6315	718-445-0438	312-746-6762	702-828-3488	210-207-7113
<b>POC Email</b>	<a href="mailto:Michael.zacchea@nyc.t.com">Michael.zacchea@nyc.t.com</a>	<a href="mailto:Jack.trabitiz@nypd.org">Jack.trabitiz@nypd.org</a>	<a href="mailto:elizabeth.glatz@chicago.police.org">elizabeth.glatz@chicago.police.org</a>	<a href="mailto:M7254H@lvmpd.com">M7254H@lvmpd.com</a>	<a href="mailto:Darrell.allen@sanantonio.gov">Darrell.allen@sanantonio.gov</a>
<b>Address</b>	2 Broadway, 18 <sup>th</sup> Floor, Room A-18-82, New York City, NY 10004	1 Police Plaza New York, NY 10038	1011 South Harmon Ave., Chicago, IL 60624	3201 Technology Court, Las Vegas, NV 89110	555 Academia Ct. San Antonio, TX 78207
<b>Date of Services</b>	March 2010 – present	July 2003 – present	October 2011-present	March 2008 – present	3/4/2009 – present
<b>Auction Type</b>	On-going seized and abandoned vehicle auction.	Seized and abandoned vehicle auction, seized and abandoned vehicle storage, NYPD property and evidence auction, fleet vehicle auction.	On-going surplus property auction for the City of Chicago Police Department.	On-going surplus property auction for the Clark County Treasurer's Office and Las Vegas Metro PD's property and evidence room.	On-going surplus property auction for the City of San Antonio Police Department
<b>Method</b>	Online Auction	Online Auction	Online Auction	Online Auction	Online Auction

## 4.2 In-Place Auction Services (Gold)

PropertyRoom.com can provide a comprehensive solution for the City of Rochester as outlined in the RFP. Our system is user-friendly and available 24/7/365 to agency clients as well as bidders. Our in-place service has two (2) facets to it depending on the additional support City personnel would like to have from PropertyRoom.com Client Services. Our Gold Auction Service is an in-place auction process for larger assets that are not cost-effective to transport. Our Gold Auction Service is our proposed solution to the goal of streamlining web-based auctions for the agency's larger surplus assets or assets the City would prefer to leave in-place.

PropertyRoom.com's standard Gold Auction Service specializes in selling large pieces of property, such as furniture, vehicles, and equipment which do not lend themselves to truck transport. This service takes place on our website, [www.PropertyRoom.com](http://www.PropertyRoom.com), and will fulfill your need to unload surplus assets for the agency while minimizing your efforts and increasing efficiency and revenue. City personnel will work with PropertyRoom.com's Client Services team to get items uploaded to the website and ready for auction.

### **Our Gold program service includes:**

- Uploading up to thirty (30) digital photographs and a vehicle description from City personnel
- Describing and listing City vehicles or other assets in our online auction catalogue
- Conducting an online auction that reaches our more than 1.7 million registered and verified bidders
- Selling agency property to the highest bidder
- Collecting the successful bid payment
- Remitting the proceeds due to the City agency
- Providing detailed audit trails for your internal reporting and accountability requirements

Reports are available on Agency Web so our agency clients always have access to the latest data available for full transparency of their assets.

Once the auction is completed and we have collected the funds, we put the successful bidder in touch with your agency to facilitate title and registration transfer and pickup of the item.

### **MobiCat® Gold In-Place Auction Services**

This is a variation of our standard In-Place Auction Service because agency personnel utilize our mobile application (MobiCat®) to catalog and upload assets without the assistance of PropertyRoom.com Client Services personnel.

PropertyRoom.com's revolutionary **MobiCat®** Gold In-Place Auction Service integrates a mobile cataloging application with an online auction platform to make the surplus asset liquidation process faster and much easier than traditional cataloging methods. Of course if the City has any questions, we will be happy to provide additional training and assistance through

the process, but the application allows clients to list the assets on their own time and at their leisure, but offers the user the control of opening bid prices, reserve prices, template auction descriptions and auction start and end time.

PropertyRoom.com's mobile cataloging application and service, **MobiCat®**, creates a streamlined, mobile process for documenting vehicles and equipment, taking digital images, and loading vehicle data for our Client's assets. Our In-place services have the added capability of using **MobiCat®** with customizable capabilities and easy implementation depending on the situation.

**MobiCat®** integrates a mobile application with an online auction platform to make surplus fleet, impound, automotive and equipment liquidation process faster and easier.

- Easy-to-use mobile application documents over 25 asset attributes to increase the end value of assets
- **MobiCat®** syncs with Edmunds.com TMV® (True Market Value®)
- Access **MobiCat®** on your phone, tablet or desktop computer to track and monitor vehicle assets, 24/7/365
- Send property and/or vehicles to auction and receive a check when complete!

#### **MobiCat® Features:**

**1. Scan the VIN (Vehicle Identification Number)**

MobiCat® automatically loads basic information, model, year, etc.

**2. Add Features**

MobiCat® walks you through adding over 25 asset details and shooting all the necessary photos on your mobile device.

**3. Easy Upload**

MobiCat® adds your assets to our auction site from your mobile device.

**4. Preview for Internal Redeployment and then Auction on PropertyRoom.com**

**5. Proceeds sent back to your agency!**

#### **Pre-Auction Activities:**

1. Upload of 30 digital photographs
2. Creation of detailed descriptions of your assets
3. De-identify assets\* (\*Services available on a case by case basis. Additional fee may apply.)
4. Use of **MobiCat®** integrated mobile application to document, list, sell and track assets.
5. Integration with Edmunds.com TMV® (True Market Value®).

**Auction Activities:**

1. Using **MobiCat®** online auction template, post vehicles for sale via online auction catalog.
2. Regular marketing of assets
3. Conduct online auction reaching more than 1.7 million registered bidders.
4. Conduct public inspection periods (preview events)

**Post Auction Activities:**

1. Detailed audit trail available 24/7/365 online on a secured basis that records all bids received, the successful bidder and payment terms.
2. Collect the successful bid payment and remit proceeds due to each of the City agencies.
3. Title and registration transfer
4. Put the City in contact with successful bidder for final pick-up of asset.

With **MobiCat®** In-Place, assets attributes and digital images can be easily uploaded into our mobile platform before being scheduled for auction on PropertyRoom.com. The **MobiCat®** In-Place application walks the user through the steps to gather all necessary information about each asset. This ensures all essential data is captured and included in the auction page template prior to loading the auction to PropertyRoom.com.

**4.3 Haul Away Auction Services (Platinum)**

Our Platinum Haul-Away Service allows the City to sell their surplus vehicles and other equipment in online auctions without having to store them in-place. The process is easy to follow and requires very little extra effort from the client. Sales can be held weekly so clients can avoid stockpiling assets in your yard, exposing them to potential inclement weather damage, vandalism, and deteriorating physical condition – flat tires, dead batteries, corrosion, etc. Our rapid turnover insures the City receives capital equipment funds to reinvest more quickly while at the same time significantly reduces the administrative burden on staff thus enabling them to work on more important tasks.

**This Service Includes:**

- Towing vehicles from City storage location
- Cleaning and photographing vehicles
- Describing and listing City vehicles in our online auction catalog
- Conducting public inspection periods
- Responses to bidder's questions handled by our Bidder Customer Support team
- Conducting an online auction that reaches a local as well as national and international audience of bidders
- Public inspections held off City premises – reducing liability and risk of lawsuits

- Selling vehicles to the highest bidder
- Collecting the successful bid payment
- Facilitating title and registration transfer
- Delivering the vehicle to the successful bidder
- Remitting the proceeds due to City of Rochester
- Providing detailed audit trails for your internal reporting and accountability requirements

**Benefits**

- Ease of use and reduced time spent on routine processing
- Less cost for storage and towing charges
- Higher returns on vehicle sales from attracting more and better bidders
- Automated processing of title and registration documents
- Detailed audit reports to maintain tight accountability on the assets you are responsible for protecting
- 100% solution to your disposition needs because we also process totaled/wrecked and salvage title vehicles

We can expeditiously handle any of the City's requirements on an on-going basis, throughout the year because we can conduct auctions weekly. This results in a quicker return of City capital investment dollars for redeployment. We tow vehicles and other surplus equipment to the nearest vehicle storage facility, and we keep records of all assets and maintain manifest lists to support our audit trail. Clients have full access to emailing information updates when more vehicles or equipment have come in to be sold and can track all assets and sales using Agency Web, our client-exclusive online tracking system.

**Storage – Vehicles**

Our vehicle subcontractor, Copart, Inc.'s facility to be used for the requirements outlined in this RFP will be the Rochester location. A local facility will allow for easy access and transportation from multiple City agencies.

<b>Copart Rochester, CA Facility</b>	
<b>Address:</b> 4 West Avenue Leroy, NY 14482	<b>Phone:</b> 585.768.8160 <b>Fax Number:</b> 585.768.9391
<b>General Manager:</b> Larry Bartlett <a href="mailto:larry.bartlett@copart.com">larry.bartlett@copart.com</a>	<b>Hours:</b> 8:00 a.m. – 5:00 p.m. Monday – Friday
<b>Sales are held every Monday at 10:00 a.m. EDT</b>	

### **Security Measures**

PropertyRoom.com was started by former law enforcement officers, so we understand the need to have total transparency within our company. We have a straightforward policy of documenting everything and maintaining an audit trail not only for us but for our clients as well. We maintain these strict procedures with Copart in our vehicle auction services. We immediately assign a specific identification number to vehicles unloaded at all Copart facilities. Our client can then follow the chain-of-custody by tracing these assets using Agency Web, our client exclusive online tracking system.

Copart facilities are secured with two fences, the exterior fence being electrified with 7,000 to 9,000 volts of electricity. Each facility has a “front yard” with a locking gate and security fencing for limited customer access during the day. The “back yard” at each facility has extra security and is not open to the public. Copart facilities have monitoring systems with security cameras, limited access points, and a 24 hour security response time. The Rochester Copart has monitored cameras staggered throughout the facility for numerous views of the lot. The security company responds to possible security breaches and maintains constant communication with Copart. In the event of a breach, an alarm notifies the monitoring company, and if Copart does not call to confirm the false alarm or knowledge of the breach, then the alarm company will send respondents to the scene. In addition, all employees are background checked for criminal records.

Copart facilities are superbly organized and disciplined. They have a full service record system to track the exact location of every vehicle in a Copart facility lot. An aerial shot of the Rochester, NY facility can be seen below. Fences surrounding Copart facilities are kept free of weeds, rubbish, or other material capable of offering concealment or assistance to an intruder attempting to breach the barrier. The area is well lit, with lighting around the perimeter. A tour can be arranged at your request.

**This is an aerial view of the Copart facility in Rochester, NY.**



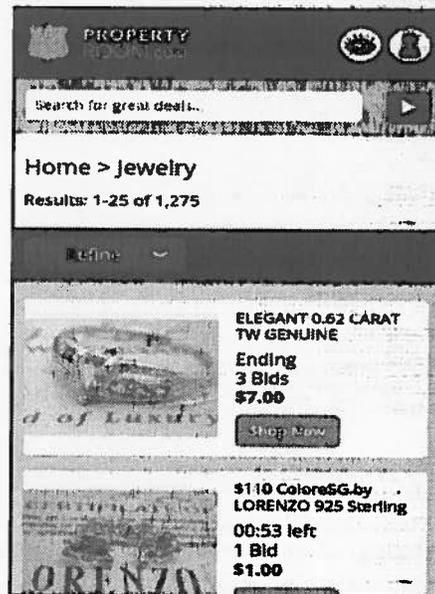
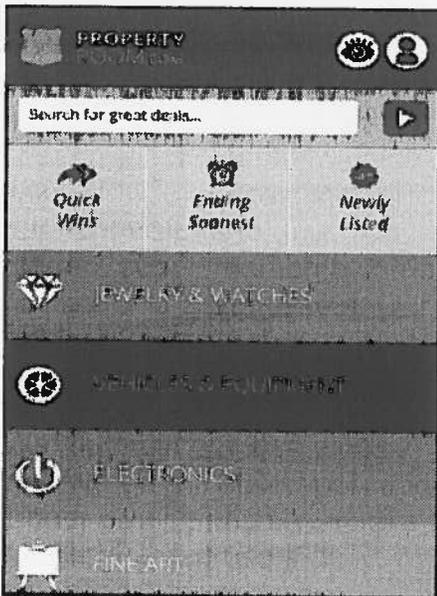
## 5 Marketing

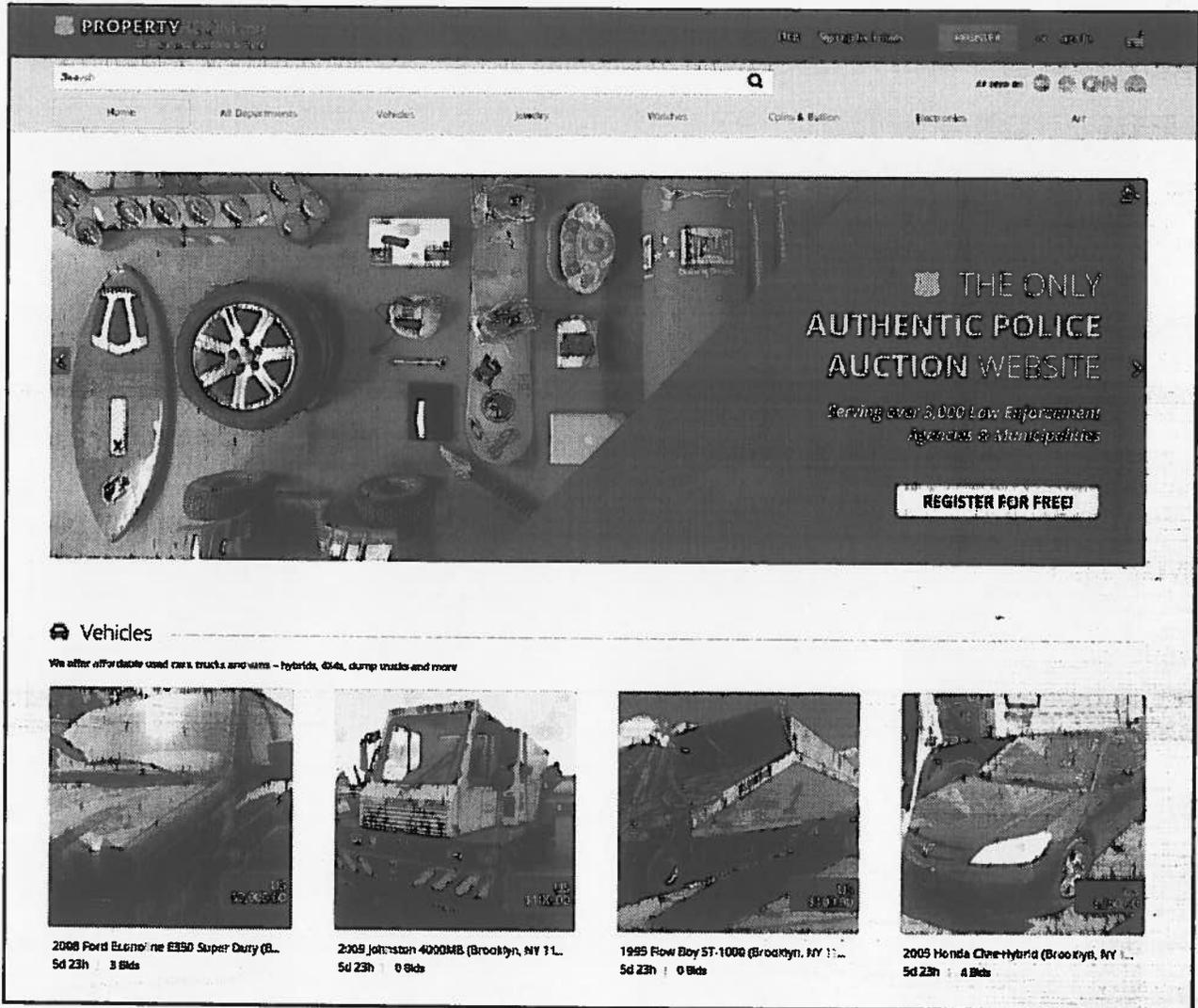
PropertyRoom.com implements a methodical, disciplined and consistent marketing approach to create awareness and drive consumers to surplus property and equipment in our online auctions. Utilizing channels such as email, Google AdWords, social and blog postings, and display advertisements to name a few, the Marketing Group at PropertyRoom.com communicates to customers nationwide on a daily basis making them aware of items from client agencies up for auction on the site. We regularly employ the marketing tactic of tie-in links with other sites, including but not limited to other auction sites. We identify sites with relevant visitors to drive bidding traffic to listings. With a house list of 1.7 million registered bidders supplemented by a nationwide audience, our communication strategy drives traffic to our site and State assets. Our Marketing Group creates and pushes out relevant content to bidders 24/7/365.

### Marketing – Website

We maintain our own website for auctioning off client agency property. We also have our website on a mobile application to allow for easy access to our auction listings and increase bidder participation. We have a total of 1.7 million registered users and average hundreds of new registered users daily.

Please see below and on the following page for screenshots of our mobile application homepage and our website homepage.





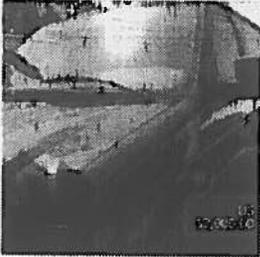
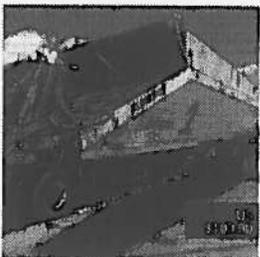
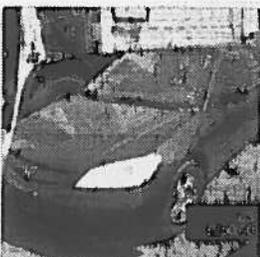
**PROPERTYROOM.com**  
THE ONLY AUTHENTIC POLICE AUCTION WEBSITE

Serving over 3,000 Law Enforcement Agencies & Municipalities

**REGISTER FOR FREE!**

**Vehicles**

We offer affordable used cars, trucks and vans - hybrids, 604s, dump trucks and more

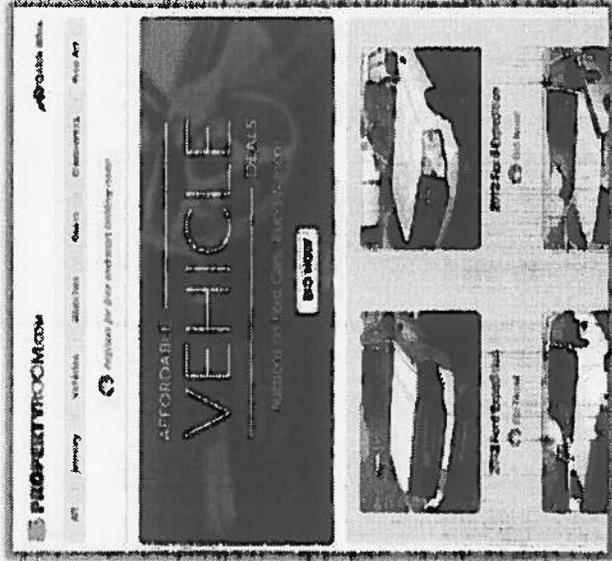
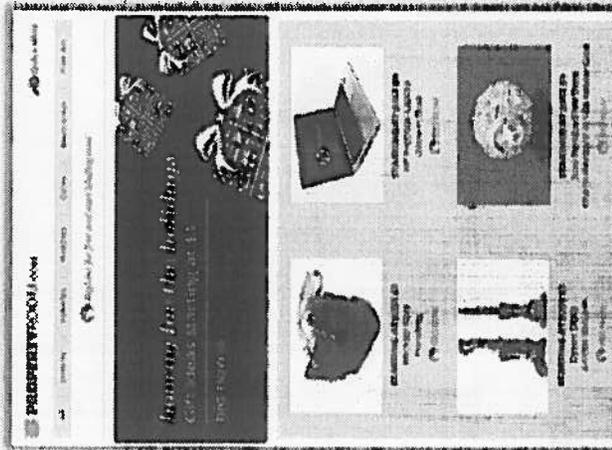
 <p>2008 Ford Escape ne E350 Super Duty (B... 5d 23h   3 Bids</p>	 <p>2008 John Deere 4000MB (Brooklyn, NY 11... 5d 23h   0 Bids</p>	 <p>1999 Ford Box 57-1000 (Brooklyn, NY 11... 5d 23h   0 Bids</p>	 <p>2005 Honda Civic Hybrid (Brooklyn, NY 11... 5d 23h   4 Bids</p>
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**Past Marketing Efforts**

Please see the next four (4) pages for samples of past Marketing Efforts by PropertyRoom.com.

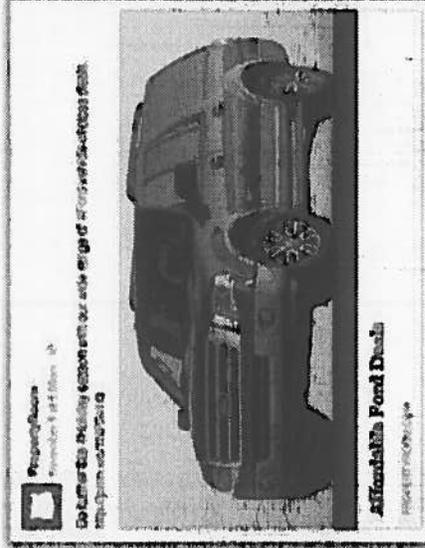
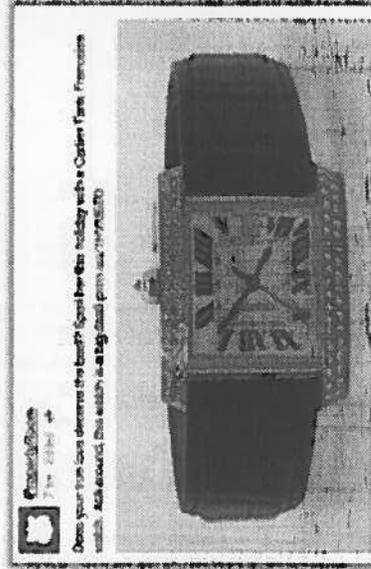
**WEEKLY EMAILS: Segmented based on asset type and target customer**

- Emails sent to targeted customer segments on a daily basis
- High open rates and click thru rates compared to industry average



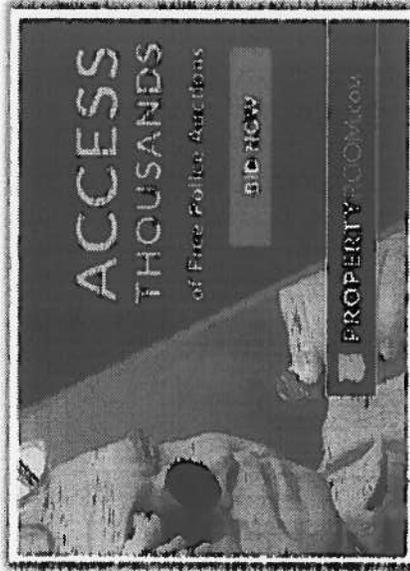
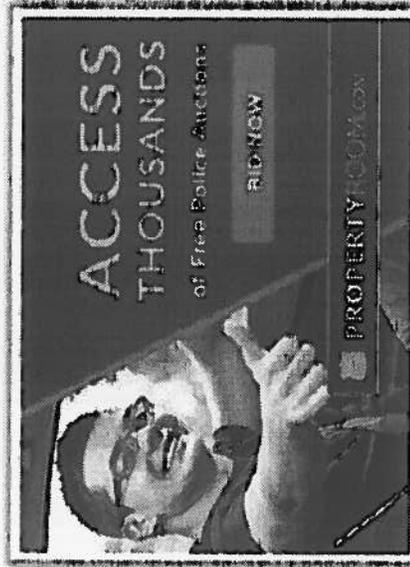
## REGULAR SOCIAL POSTS: Drive Engagement

- Multiple posts on a daily basis optimized based on social channel
- Facebook, Twitter, Google+, Pinterest, etc.
- Continued increase in traffic to our site from social channels on a weekly basis



**KEYWORD & DISPLAY ADS: Google & Bing Ad Networks**

- Targeted keyword and display ads
- Utilizing Google & Bing Ad Networks for increased reach to relevant customers





## **5.1 Copart Marketing**

Copart leverages a multi-million dollar annual marketing budget to target core buyer types through online and offline channels. For example, they target construction companies and end users in addition to their base of wholesalers and rebuilders through industry publications. They target dealers, remarketers, international buyers, and exporters through online and offline publications. Copart is constantly testing new advertising channels, and recently launched a multi-country online/offline marketing campaign based on the high growth in export volume. Copart deploys sophisticated, real-time tracking for all advertising initiatives to optimize their spend (based on new registration volume, incremental vehicle searches, bid volume and live auction participation).

Once a buyer registers with Copart, they use enterprise-class email marketing tools to increase visit frequency and drive search and bid volume. In addition, they run numerous alert campaigns targeting individuals based on previous bidding behavior. Each email campaign is tracked end-to-end so they can directly measure the incremental bid volume generated.

Copart also messages directly to buyers (and prospects) on the site through advertising banners. These category campaigns maximize bid volume and auction participation weekly. We will deploy A/B/N multivariate testing capabilities on our homepage in the next couple of months. Once deployed, we will be able to target individuals based on geographic location (to remind people of upcoming auctions in their area), visit frequency, previous bidding behavior, etc. This rollout is a precursor to a full deployment as part of our new website launch.

Copart's new website launched August of 2013 and has added substantial new targeting capabilities. They can now target customers based on real-time algorithms based on the types of cross-selling seen on Amazon.com (people who looked at this, looked at this; people who bid on this, bid on this; most popular, etc). This will dramatically increase an average buyer's time on the site, bid volume, and ultimately, average selling prices for our client's vehicles.

Copart runs surveys weekly based on first-time and repeat purchase behaviors. Our surveying considers buyer type, purchase location, vehicle type and purchase frequency. They process the survey data and make real-time adjustments to our operational activities because they take customer satisfaction very seriously.

This will include but not be limited to online advertising, offline publications through our 191 US and International locations and through our International Market makers, and specific target marketing to the 2MM unique visitors to [www.copart.com](http://www.copart.com)

### **Market Exposure**

We understand how important it is to have the right kind of buyers to maximize the potential sales from the client's equipment. Copart can target potential bidders based on registered interests and drive traffic to the site before the auctions occur. A pre-bidding catalog lists the upcoming vehicles or equipment for sale and allows pre-bidding to happen up to a week before

the auction goes live. Bidders both local and international have to compete for the purchase of a vehicle, which drives the price up even higher.

Copart has over 950,000 registered members in 150 countries. In addition, Copart has an international presence in Canada, Brazil, UK, Spain, Germany, and Dubai with market makers in 9 other countries. These venues, along with a long standing international buyer base, provide the greatest, already established, exposure for the City of Dallas.

Copart will advertise both online, offline, and through our captive member base of 950,000 members and PropertyRoom.com's 1.6 million members.

### **Marketing & Advertising Examples**

We focus on online advertising and website banners because they reach a much wider audience, and much of the online marketing tools and email alerts drive traffic to the Copart website. As part of the proposed service, we send email notifications to advertise client vehicles in upcoming auctions. Copart's website offers a "Buyer Profile" for registered users to select these email notifications to be specifically narrowed to location, geographic region, or desired vehicle. We drive traffic to the site by sending emails to those registered bidders alerting them to vehicle auctions that suit their specific requests.

We can customize email messages depending on the registered user to make sure only interest relevant vehicles are mentioned. This new vehicle alert emailing campaign has driven nearly 3x the bid volume as previous campaigning. It has driven nearly \$20 million in incremental bids since 2012. Figure 3.1 is an example of a vehicle alert email Copart sends to its registered users. Copart continually looks for new ways to attract customers to increase traffic and bidding on their site.

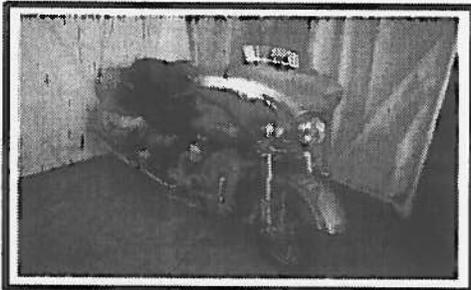
See next two (2) pages for examples of effective marketing techniques employed by Copart.

Dear Kelley,

We wanted to follow up with you regarding an email we sent you a few weeks ago. This is the last email that you will receive regarding the Motorcycle Extravaganza. As we mentioned prior, we noticed that you expressed interest in, bid on or purchased one or more motorcycles from Copart in the past year. Because of this, we wanted to make you aware of the several hundred motorcycles for sale in the Oregon area over the next two weeks.

This equipment ranges in make, model and condition. Chances are that if you are in the market for motorcycles, we have just what you are looking for!

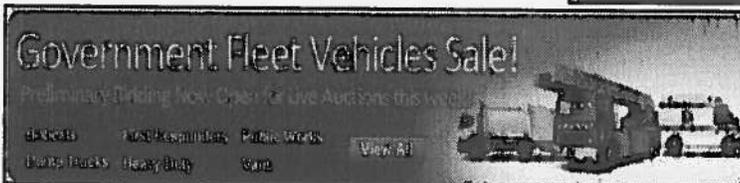
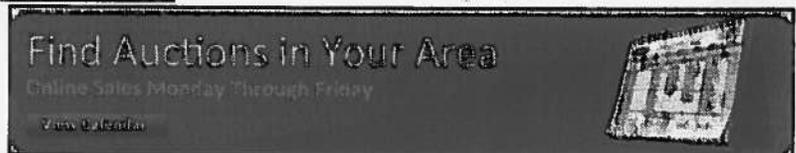
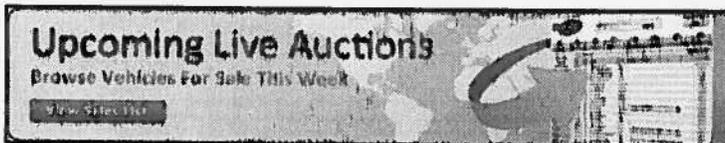
**Featured Items:**



**2009 Harley-Davidson Flhtcuse4 Motorcycle**  
Auction Date: 04/02/2012  
Location: Portland South, OR  
ACV: \$29,000  
Condition: Front End Damage  
Odometer: 9,369 Actual  
Current Bid: \$15,100 USD



5.1: Vehicle Alert Email



5.2: Additional Banner Campaigns



**Copart** Search

Home Fleet & Vehicle Auctions Locations Sell a Vehicle Support

**Looking for Municipal Vehicles?**  
Copart has hundreds of Municipal Fleet vehicles up for auction each week.

[View Inventory >](#)

**Municipal Fleet Vehicle**

**About Copart's Municipal and Government Fleet Vehicles**  
Do you need new vehicles for your municipal fleet or instead damaged vehicles for your business? Copart has hundreds of Municipal Fleet vehicles up for auction each week, many of which have limited damage.

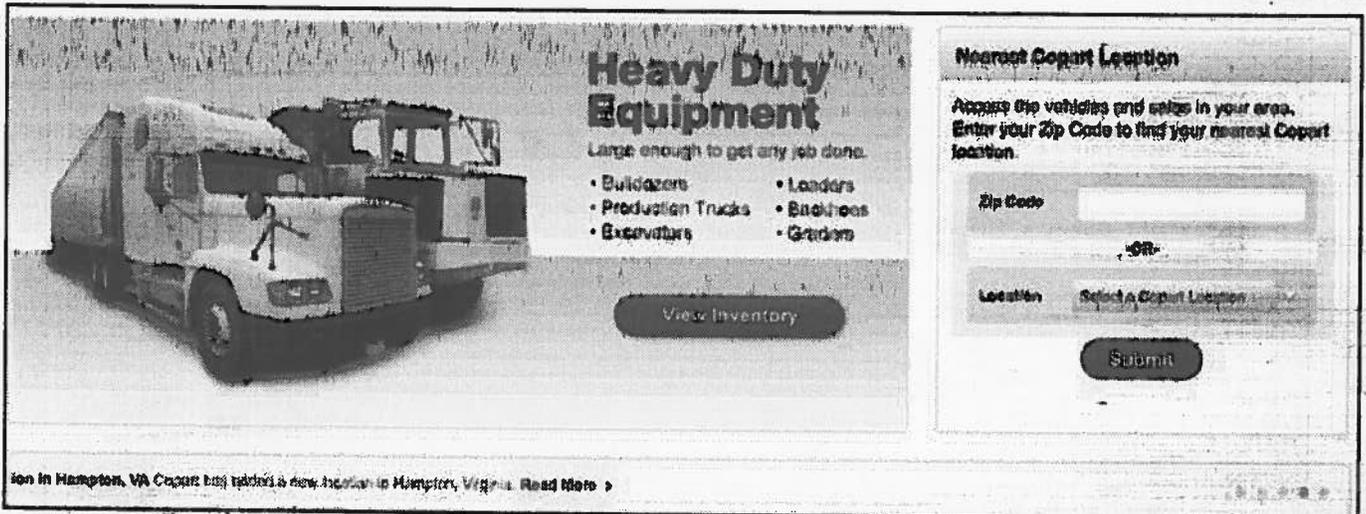
A variety of vehicles come in each week from New York and other large municipalities. You'll find municipal and government fleet in various models including:

- [Chevrolet Municipal Fleet Inventory >](#)
- [Dodge Municipal Fleet Inventory >](#)
- [Ford Municipal Fleet Inventory >](#)

Municipal Fleet vehicles are often disposed of in a fleet turnover. For example, a city might get rid of 500 clean, fully equipped trucks regardless of mileage, simply because they have a written policy to keep their average vehicle age under a certain year.

**Who Buys Municipal and Government Fleet Vehicles?**  
Many cities are required to keep a strict maintenance schedule on their equipment. Therefore, buyers like Municipal and Government Fleet vehicles because they are usually well

5.3: Landing Page – Municipal Vehicles



**Heavy Duty Equipment**  
Large enough to get any job done.

- Bulldozers
- Production Trucks
- Excavators
- Loaders
- Backhoes
- Graders

[View Inventory](#)

**Nearest Copart Location**  
Access the vehicles and sales in your area. Enter your Zip Code to find your nearest Copart location.

Zip Code:

OR

Location:

[Submit](#)

ion in Hampton, VA Copart has added a new location in Hampton, Virginia. [Read More >](#)

5.4: Banner – Heavy Duty Equipment

## **6 Security**

All PropertyRoom.com servers are located in the Amazon Web Services (AWS) cloud. Physical access to AWS data centers is restricted to AWS employees and contractors. Access to our web servers is limited publicly to only ports 80 (HTTP) and 443 (HTTPS). Administrative access to all PropertyRoom.com servers is IP restricted to business locations and through VPN connections available only to authorized IT employees. AWS and PropertyRoom.com are PCI Compliant.

Registered bidders on PropertyRoom.com do not have their identity exposed to other bidders at any point in the bidding process. Instead, bidders are identified by a system-generated ID plus their city and state (ex. ...4942 from Las Vegas, NV). Payment data is encrypted at rest and not shared with merchants or client agencies.

PropertyRoom.com has proxy bidding on its' website. This allows our customers to have their bid automatically placed by the auction system based on the Maximum Bid Amount they have set for the particular listing. If another bidder places a bid on the item, the customer's proxy bidding will then bid automatically on their behalf at the lowest possible bid increments.

### **IT Security**

We employ a full-service IT Department whose job is to maintain the auction website and handle any issues that may arise. They take the necessary precautions to encrypt and protect the privacy of our online bidders as well as protect the integrity of our auction listings. We use Amazon Web Services (AWS) for additional protection of our website and privacy data. With AWS we have a totally secure environment which provides backups and additional location servers to protect the integrity of our auction platform. Details of the security and privacy processes utilized can be found in the Fraud section of this proposal response.

We contracted with AWS to ensure a totally secure environment for our bidding customers as well as our client agencies providing assets for auction. Servers are backed up and stored in the AWS cloud and in multiple locations with limited employee access to ensure preparation for any contingency.

### **Bidder Security**

Bidding is open to all customers on the website (except PropertyRoom.com employees and families). There is no way to limit bids. Auctions are frequently reviewed for bidding irregularities. Also, bidding from the same IP address on the same item by different accounts is limited. Emails are hidden from public view. Additionally, there is no way for buyers to contact other buyers. We track IP addresses and restrict bidding activity from multiple accounts using the same IP address on the same item within a one hour window. Sellers have no access to a buyer's email addresses until they have won an auction or purchased from them. They have no way of knowing what users are bidding on or buying from others.

When a bidding customer wins an auction on our website, they receive an email notifying them of the win. This email includes appropriate listing ID numbers and Order IDs for reference of

the completed auction listing. This information will be represented in a packing slip if the item is shipped to the winning bidder.

Assets available for customer pickup require either the winning bidder or an authorized representative to produce photo identification. The information on the ID must match the winning bidder. In the case of an authorized representative, the information must match the data provided by the winning bidder through the “My Account” section of the website. The release of assets requires a match between customer-provided documents and our internal systems of record. The inventory information for each of these vehicle assets will be available in Agency Web as well. Through Client Services, a Bill of Sale will be available and customized reports can be requested as necessary.

### **Fraud Process**

PropertyRoom.com's published policies may be accessed via the website footer, and direct links are as follows:

- User Agreement: <http://www.propertyroom.com/policies/user-agreement>
- Privacy Policy: <http://www.propertyroom.com/policies/privacy-policy>
- Return Policy: <http://www.propertyroom.com/policies/return-policy>
- Intellectual Policy: <http://www.propertyroom.com/policies/intellectual-policy>

Fraud detection at PropertyRoom.com occurs at many levels. Known fraudulent credit cards are automatically banned from being added to accounts. Cards added to an account must be debit/credit and match on AVS and CVV. Physical addresses previously tied to fraudulent activity are flagged for order review. IP address restrictions can be enabled to block an IP address associated with fraud attempts from registering/logging in, preventing the registration of more than one account in a certain timeframe, and preventing bids from more than one account using the same IP address. New customers that win a batch of auctions are flagged for review as well.

## **7 Support**

We have two support streams within our company to maintain our comprehensive set of solutions. Our Agency Client Services department works with client agencies to ensure smooth transfer of assets as they go to auction. They are available 8:00 A.M. EST to 6:00 P.M. EST Monday through Friday.

### **Agency Client Services**

If the City is using MobiCat® Gold or similar listing service that requires hands-on assignment by City personnel, PropertyRoom.com will provide all necessary training using various methods to make sure the City maximizes their experience with our mobile application platform.

If the City is using a PropertyRoom.com full service there is very little training necessary. We schedule a Welcome Call so Agency Client Services can introduce themselves to City employees involved in vehicle and/or surplus management. Training can be set-up to show our

clients how to utilize their Agency Web account and where to find reports on their assets. If more training is required, our Agency Client Services personnel are always available to help understand the system.

Our Agency Client Services team is there to continually follow-up to ensure client satisfaction. We take a personal approach when working with our client agencies to make sure they are happy. Our staff in Agency Client Services is easily available by email and telephone for our client agencies to reach out to if they have any questions or concerns.

### **Customer Support**

In addition, we have our Bidder Customer Support team who works with our customers, bidders on our auction website, to answer any questions throughout the auction process. Bidder Customer Support is available by phone and email from 9:00 A.M. ET to 8:00 P.M. ET Monday through Friday.

We provide a free and easy online registration for our customers so customers can get started bidding on desired items. We have popular categories featured prominently throughout our website to attract more bidders to each auction. It is free to sign up on our website and free to bid.

In addition to a streamlined online process for auctioning off property, we have helpful Customer Support personnel to aid customers through the online and payment process if they have questions. Our customer support is easily available by email or by calling our main telephone line 800-799-2440, and they all based right here in the U.S., so they can help any and all customer questions and concerns.

### **8 Reporting**

Our streamlined database allows for easy reporting of all our client agencies on a daily basis. We have over 3,000 client agencies from around the country, and they can all access their item manifest and payment information at any time by using our exclusive database, Agency Web. We have several Agency Client Services personnel members whose job is to maintain the day-to-day communication with client agencies. They keep up with each account and work to make it as smooth a process as possible.

### **Standard Process for Monthly Reconciliation**

PropertyRoom.com employs the same standard reconciliation and payment process for 100% of its client agencies. All unclaimed and other surplus property received by PropertyRoom.com is barcoded prior to pick up and recorded on a manifest for tracking, reporting, and auditing purposes. Our proprietary inventory management system was created to allow agencies complete access to our systems for monitoring and auditing of every item consigned to PropertyRoom.com. The system was developed in such a way that it allows maximum flexibility in receiving assets from contracting agencies while maintaining the integrity of the inventory tracking and audit capabilities. Our systems will facilitate the manifesting, tracking, and transfer of all property consigned by the City.

Once a month, PropertyRoom.com reconciles all auction assets closed and paid for the previous calendar month and prepares payment to client agencies. We mail checks to each of our client agencies based on the reconciliation for the previous calendar month results.

### **Full Service Reporting**

As part of our service, the City will receive login information to their own account on Agency Web, our asset and inventory tracking and account service provided exclusively to client agencies. On Agency Web, client agencies can track current status and ultimate disposition of each item by unique barcode numbers. We assign a unique barcode to each asset once the City issues a release and notice to proceed so we can create a transparent audit trail available 24/7/365. Additional client agency reference numbers can be added in to identify each item. This will allow client agencies to query the database using the barcode SKU, lot number, case number, and/or asset code number.

Agency Web also serves as a means of accessing financial information for client agencies, offering current and historical access to account information and monthly payments. The company maintains reports for over seven years, available online 24/7/365. After month-end reconciliation, the system offers the most recent account information, including check amount and supporting detail. With vehicle assets, a Bill of Sale will be available and the customized reports if necessary. All asset information can be tracked and monitored because the system was designed for total transparency and full accountability for government agencies.

### **Reporting Options**

- The property sold during the prior month, all relevant amounts for winning bid, sales tax, credit card costs, and agency share of proceeds
- The property consigned for sale during the month
- The total amount of proceeds collected during the month
- The property, if any, inventoried at the end of the month
- Any and all relevant make, model, or other identification provided on the auction manifest
- The City's net proceeds and PropertyRoom.com's net proceeds during the preceding month
- Cumulative year-to-date totals for sales proceeds, the City's proceeds and PropertyRoom.com's proceeds
- All required City reference numbers and identifying information to permit reconciliation, including manifest date, page and line number, case ID, and City auction reference number.
- Custom reporting options are available for client agencies needing more detailed and broken down information for the previous month.

### **Features:**

The following details some of the features of Agency Web.

**Pre-Auction Tracking**

The City can track current status and ultimate disposition of each item by bar-code number on Agency Web.

**Auction Tracking**

The City will be able to track every asset live on the auction site once an assignment has been made.

**Post-Auction Tracking & Reporting**

Agency Web also serves as a means of accessing financial information for client agencies. After month-end reconciliation, the system offers the most recent account information, including check amount and supporting detail. Further, Agency Web delivers historical data, allowing reporting of account information, such as monthly payments prior to the most recently concluded month. We provide continuous training on the use of Agency Web to contracted agencies.

**Auditing**

Agency Web is password protected for our client agencies to access manifests and assets consigned for Services. The system is available 24/7 and has many standard reports that allow our client agencies visibility into the inventory management and tracking system of PropertyRoom.com. At any time, the City can use Agency Web to view reports on completed transactions and pending transactions for their vehicles and other property.

**9 Exceptions**

We take exception to the following items listed in the RFP:

1. Page 10, Section 14.1: The Auctioneer shall, within 14 calendar days after each sale, deliver in person or by Certified Mail to the Office of the City of Purchasing Agent, Room 105-A, City Hall, 30 Church Street, Rochester, New York 14614, a certified statement of the results of the sale along with payment in full of the net proceeds of the sale. The statement shall be certified to be true by the Auctioneer.

We have a standard process for monthly proceeds reconciliation for all our 3,000+ clients. We conduct many auctions throughout the month for smaller portable property and vehicles. It is most efficient to consolidate auctions and remit proceeds monthly to all clients.

2. Page 10, Section 14.2: The Auctioneer shall be responsible for paying, to the City, the knockdown or final bid price on each item regardless of default by the buyer unless prior arrangements are made. Should a buyer default on an item, it will become the property of the Auctioneer. Items sold at Impound Auto Sales that are not paid for that day become the property of the Auctioneer.

Part of the advantage of internet auctions is they can easily be relisted to a whole new set of bidders at a later date. If a buyer defaults on payment, we will relist at no cost to the City and the City will receive the final, completed bid price.

**10 Pricing**

We do not charge a listing fee for each auction listing on our website. We keep a commission percentage of the Winning Bid of an item. We also do not charge training fees, start-up costs, or Advertising costs to our client agencies. Please see below for our pricing break down by service proposed in this RFP response.

**Portables Auction Service**

<b>Portables Auction Service – Fee Breakdown</b>		
1	PropertyRoom.com Auction Commission %	50%
2	Payment Processing Cost (“PP Cost”) e.g., credit card fees	3%
3	Fuel Surcharge	See table below

If quarterly retail diesel prices, as published by the U.S. Energy Information Administration, rise above the level shown in the table below, a fuel surcharge (“Fuel Surcharge”) will be deducted from Client Net Proceeds for each Portable Manifest.

**Fuel Surcharge Schedule**

<b>Retail Diesel (per gal)</b>	<b>Fuel Surcharge*</b>
< \$ 2.50	\$ 0.00
\$ 2.50 to \$ 2.99	\$ 12.40
\$ 3.00 to \$ 3.49	\$ 24.80
\$ 3.50 to \$ 3.99	\$ 37.20
\$ 4.00 to \$ 4.49	\$ 49.60**

\* Divides across locations and/or sub-accounts picked-up same day

\*\* Table continues at same rate of \$12.40 increments per \$0.50 per gal change in Retail Diesel.

**Gold Auction Service (In-place auctions)**

<b>Gold Auction Service – Fee Breakdown</b>		
1	PropertyRoom.com Auction Commission %	5% of sales proceeds

**MobiCat® Gold Auction Service (In-place auctions)**

<b>MobiCat® Gold Auction Service – Fee Breakdown</b>		
1	PropertyRoom.com Auction Commission %	2.5% of sales proceeds

**Haul-Away Auction Service**

<b>Platinum Haul-Away Auction Service – Fee Breakdown</b>		
1	PropertyRoom.com Auction Commission %	12.5% of sales proceeds
2	Tow Fees for automobiles and light trucks < 11,000 lbs. GVWR	Free for the first 30 air miles, and \$10 for every 10 miles over the first thirty free miles.
3	Tow fees for medium to heavy duty vehicles ≥ 11,000 lbs. GVWR	These will be quoted on an as-needed basis.

See RFP Pricing pages filled out as well.

**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: \_\_\_\_\_ % OF GROSS

Any other fees or costs to the City: \_\_\_\_\_  
\_\_\_\_\_

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

**1.) In-place (Gold)**

Auctioneer fee: 5 % OF GROSS

**3.) In-place (MobiCat(R)) Gold**

Auctioneer Fee: 2.5 % OF GROSS

Any other fees or costs to the City: \_\_\_\_\_

**2.) Haul-away (Platinum)**

Auctioneer Fee: 12.5 % OF GROSS

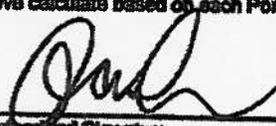
Any other fees or costs to the City: Tow fees: \$10 for every 10 miles over the first 30 free miles

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

Auctioneer fee: 50 % OF GROSS

Any other fees or costs to the City: Fuel Surcharge: When quarterly diesel prices are above \$2.50 we deduct from client proceeds \$12.40 for every \$0.50 per gallon of diesel change above \$2.50.

We calculate based on each Portable Manifest picked up at the Client's location.

  
\_\_\_\_\_  
Authorized Signature

Andrew J. Nash, President & CEO  
\_\_\_\_\_  
Typed Name and Title of Authorized Signer

PropertyRoom.com, Inc.  
\_\_\_\_\_  
Typed Name of Company

\_\_\_\_\_  
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: \_\_\_\_\_ % OF GROSS

Any other fees or costs to the City: \_\_\_\_\_  
\_\_\_\_\_

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

1.) In-place (Gold)

Auctioneer fee: 5 % OF GROSS

3.) In-place (MobiCat(R)) Gold

Auctioneer Fee: 2.5 % OF GROSS

Any other fees or costs to the City: \_\_\_\_\_  
\_\_\_\_\_

2.) Haul-away (Platinum)

Auctioneer Fee: 12.5 % OF GROSS

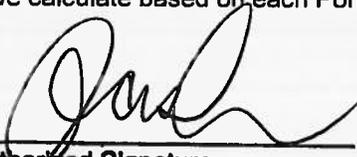
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