



# West Virginia Purchasing Division

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Charleston, WV 25305  
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The following documentation is an electronically-submitted vendor response to an advertised solicitation from the *West Virginia Purchasing Bulletin* within the Vendor Self-Service portal at ***wvOASIS.gov***. As part of the State of West Virginia's procurement process, and to maintain the transparency of the bid-opening process, this documentation submitted online is publicly posted by the West Virginia Purchasing Division at ***WVPurchasing.gov*** with any other vendor responses to this solicitation submitted to the Purchasing Division in hard copy format.

## Header

 List View

### General Information

Contact

Default Values

Discount

Document Information

Procurement Folder: 73507

SO Doc Code: CRFQ

Procurement Type: Central Master Agreement

SO Dept: 0803

Vendor ID:  

SO Doc ID: DOT1500000063

Legal Name: GOVDEALS INC

Published Date: 3/20/15

Alias/DBA:

Close Date: 3/25/15

Total Bid: \$0.00

Close Time: 13:30

Response Date:  

Status: Closed

Response Time:

Solicitation Description:  

Total of Header Attachments: 0

Total of All Attachments: 0



Purchasing Division  
 2019 Washington Street East  
 Post Office Box 50130  
 Charleston, WV 25305-0130

**State Of West Virginia  
 Solicitation Response**

**Proc Folder :** 73507

**Solicitation Description :** ADDENDUM 1 ANSWER QUESTIONS BUYER PREMIUM AUCTION SERVICE

**Proc Type :** Central Master Agreement

Date issued	Solicitation Closes	Solicitation No	Version
	2015-03-25 13:30:00	SR 0803 ESR03201500000002675	1

VENDOR
000000220779 GOVDEALS INC

**FOR INFORMATION CONTACT THE BUYER**  
 Crystal Rink  
 (304) 558-2402  
 crystal.g.rink@wv.gov

**Signature X** **FEIN #** **DATE**

All offers subject to all terms and conditions contained in this solicitation

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
1	BUYER PREMIUM AUCTION SERVICES	0.00000	PCT	\$12.50	

Comm Code	Manufacturer	Specification	Model #
80141705			

<b>Extended Description :</b>	BUYER PREMIUM AUCTION SERVICES
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# GovDeals.com<sup>®</sup>

*A Liquidity Services Marketplace*

Responds to

## **Request for Proposal**

For

## **Buyer Premium Auction Services**

**CRFQ No. 0803 DOT1500000063**

To

## **State of West Virginia Division of Highways**

**March 25, 2015**

**GovDeals, Inc.**

100 Capitol Commerce Blvd., Suite 110 ■ Montgomery, Alabama 36117  
Phone: 800-613-0156 Ext. 4460 ■ Fax: (334)387-0519 ■ [www.govdeals.com](http://www.govdeals.com)  
Roger Gravley, President ■ [rgravley@govdeals.com](mailto:rgravley@govdeals.com)

Angela Moorman  
West Virginia Department of Administration, Purchasing Division  
2019 Washington St. E  
Charleston, WV 25305

March 18, 2015

Re: *Centralized Request for Quote # 0803 DOT150000063*

Dear Ms. Moorman,

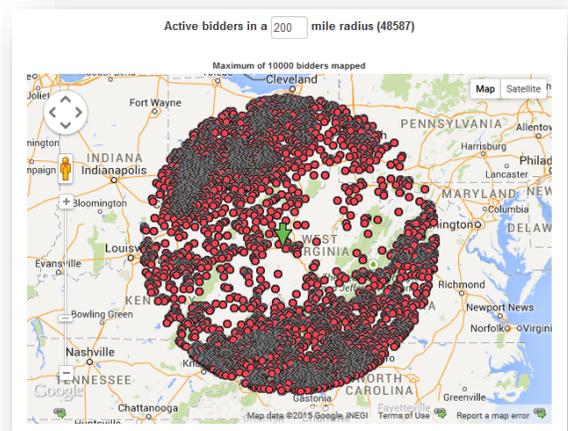
GovDeals, Inc. is the auction provider of choice for more than 7,000 government agencies, including 24 state surplus operations, the majority of whom are responsible for the disposition of their division of transportation/highways' assets. Our state government clients include the State of West Virginia, along with neighboring states such as the Commonwealth of Virginia and the states of South Carolina, New Jersey, and Maryland. In addition, we currently have 21 active government clients in West Virginia, including the City of Charleston and Kanawha County.

We have sold government surplus assets through online auction for 14 years, and our website is the most utilized and heavily trafficked government-specific auction resource in the United States. In addition to being selected as the online auction provider for the State of West Virginia, GovDeals has been awarded nationally cooperative contracts by NJPA and WSCA-NASPO. The State of West Virginia uses GovDeals via our NJPA cooperative award.

GovDeals was awarded over competitors who offered a lower buyers' premium because of our government experience and transparency, our ability to enable superior auction results, and our outstanding service. We ask that you consider these factors as measurement of a vendor's value rather than the buyers' premium charged. Our proposal includes a comparison of actual auction results obtained by Auctions By Gov (previously Asset Auctions) clients and by GovDeals' clients. GovDeals' state government clients can verify the added value and revenue GovDeals brings to their various surplus disposition processes. And, they can confirm that GovDeals is willing and able to offer additional services to meet their specific needs.

So far in 2015 (from January through mid-March), GovDeals' state agency clients alone have sold \$4.4 million in surplus assets through our online auction website. In calendar year 2014, our state agency clients sold nearly 20,000 assets/lots for a total sales value of \$20.8 million in recovered revenue. In total over the past 12 months, GovDeals has sold 143,300 assets/lots for thousands of clients nationwide for a total sales value of \$179 million. This includes nearly 31,000 vehicles and 5,000 pieces of heavy equipment.

A key to GovDeals' success is having a large and diverse local, national, and international bidder base. We currently have more than 450,000 verified and registered bidders with a specific interest in purchasing surplus assets from governments, including 48,500 within a 200-mile radius of Charleston, WV, as illustrated in the map shown at right.



We have included for your review a comparison of GovDeals clients' auction results to those obtained by three states who also use Auctions By Gov (previously Asset Auctions). These results were derived by comparing comparable assets auctioned on GovDeals to assets States of Ohio and Tennessee and Commonwealth of Pennsylvania sold on Auctions By Gov. We would be honored to be allowed to provide the State of West Virginia Division of Highways with comparables specific to the assets you have sold on Auctions By Gov so you will have data to support GovDeals' ability to create more revenue for your agency.

As an option, we respectfully suggest that WVDOH conduct a pilot of GovDeals or do a head-to-head test against our competitor(s) as this will provide WVDOH with assurance they are choosing the most lucrative resource for their surplus assets. Should this pilot/test prove successful, GovDeals can then be utilized via one of our cooperative awards. The State of West Virginia currently utilizes GovDeals via our NJPA cooperative award.

With the greatest of respect we pose the following question: Is the objective of this solicitation process to provide buyers with the lowest buyers' premium or to provide WVDOH with the highest possible return on investment for their assets? If return on investment is your objective, we ask that you give us an opportunity to prove our ability to produce more revenue for WVDOH's surplus assets.

Since GovDeals' standard service model does not exactly match the service scoped in this solicitation, we are providing a conceptual summary of our service as an alternative proposal. Given an opportunity, GovDeals would like to explain the various ways 24 state clients have incorporated our service model into their operations and optional services we may be able to provide to make our service work for WVDOH. GovDeals' online auction service speaks to all of WVDOH's objectives and guidelines, and our company is fully compliant with all federal, state, and local business laws. However, as an online service provider, GovDeals is not required by law to hold a West Virginia Auctioneer's License. We will be glad to speak to this issue more thoroughly at your convenience.

Thank you for considering GovDeals as an alternative. Nothing would please us more than an opportunity to provide additional information, to prove our ability to generate additional revenue and to meet with your team to answer any questions you may have.

As Vice President of GovDeals, I know I speak for our entire team when I express how much we value every opportunity to serve governments across the country. Please know that we will work hard to exceed your expectations and to be individually and collectively accountable for making this happen if awarded.

Sincerely,



Steve Kranzusch, Vice President of Business Development  
Toll-Free: 1-800-613-0156 Ext. 4455  
Cell: 334-462-3962  
Email: [skranzusch@govdeals.com](mailto:skranzusch@govdeals.com)

**Understanding of Objectives**

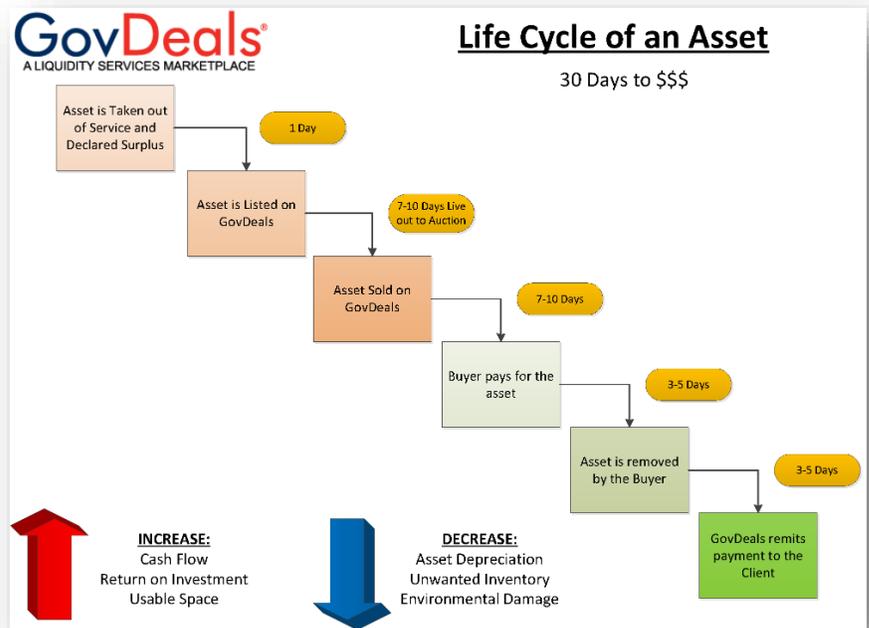
In order to meet the West Virginia Division of Highways’ needs of selling obsolete and surplus equipment, parts and supplies for the Equipment Division, GovDeals offers the State a comprehensive, transparent, live, electronic, web-based auction platform, with fees charged solely as a Buyer’s Premium. The State may continue to hold its GovDeals online auctions twice a year, as indicated in the State’s CRFQ, or our surplus auction services can be utilized on an ongoing, as-needed basis so assets are sold “as is, where is,” immediately upon becoming surplus. GovDeals will provide electronic buyer premium auction services, recordkeeping and reporting, payment collection and remittance, server security and auction website reliability, marketing services, training, and hands-on support in order to ensure the successful operation of the WVDOH’s surplus auctions. And, we are amiable to discussing potential changes to our standard service model that may be necessary to enable use of our auction solution.

GovDeals hosted more than 138,000 successful asset auctions in 2014, generating more than \$170MM in revenue for our clients. GovDeals’ auctions can be viewed publicly, but prospective buyers must be logged in to their account before placing a bid. In 2014, the number of unique visitors to the GovDeals auction website averaged 9,516 per day, or more than 350,000 unique visitors per month. Our proposal includes a graph obtained from an independent web traffic measurement resource, Compete.com, illustrating the web traffic of GovDeals and that of our major competitors. When choosing an online auction resource, the most important consideration is the exposure your assets will have – higher web traffic means more competition, which results in greater revenue generation. Again, please consider whether your objective is to provide buyers with the lowest buyers’ premium or to provide WVDOH with the highest return on investment for their assets?

**Auction Process: How it Works**

A basic outline of the auction process is provided below, with specific concentration on the duties typically performed by client agency staff, such as West Virginia Division of Highways.

1. After an asset is declared surplus, WVDOH enters photographs and descriptive details about the asset into a personalized auction template (created by GovDeals’ CSR) within your password-protected GovDeals account using the simple, 3-step auction creation procedure (training and documentation will be provided).
2. While the auction is live, WVDOH can monitor its progress at [www.govdeals.com](http://www.govdeals.com) and answer any bidder questions that may be posted via the GovDeals Q&A system.



3. After the auction is completed, WVDOH will automatically be emailed a Seller's Certificate with details of the sale and contact information for the winning bidder; and the winning bidder will automatically be emailed a Buyer's Certificate with sale and payment details.
4. The winning bidder typically has five business days to complete payment for the asset, which can be done at GovDeals' website via a credit/debit card or PayPal, or by wire transfer. The time period for payment may be adjusted by the State as desired. After successful payment, the WVDOH will receive automatic email notification that the asset has been paid for.
5. The winning bidder is responsible for contacting the WVDOH to schedule an asset removal appointment. Removal typically must be completed within 10 business days of the auction's close date. This time period may also be adjusted by the WVDOH as desired. At pickup/removal, the winning bidder must bring valid photo identification and his or her GovDeals' Buyer's Certificate. Both the Buyer and the WVDOH will sign the GovDeals system-generated Bill of sale, and the winning bidder may leave the WVDOH's premises with the purchased asset.
6. When the WVDOH marks the asset "Picked Up" in the GovDeals system, GovDeals will remit payment for the asset to the State. Assets marked "Picked Up" by Friday will be included in the next week's payment cycle. GovDeals will withhold the agreed-upon fees, as applicable, and will electronically (or by paper check if preferred) remit the balance to the WVDOH. All payment disputes after pickup of an asset are handled by GovDeals, eliminating liability on part of the State. GovDeals may request a copy of the signed Bill of Sale from the WVDOH in the case of payment disputes.

### **Support and Service**

GovDeals will assign an experienced and dedicated team to the West Virginia DOH's account, including a knowledgeable and helpful Client Services Representative (CSR), who will be the WVDOH's primary point of contact for any technical questions, advice, further training, support, assistance creating auctions, etc. Your CSR may be reached by cell phone or email 24 hours a day, 7 days a week, and this representative will also provide on-site support at implementation and as needed throughout the duration of our business relationship.

GovDeals will serve as the single point of contact for all customer inquiries/complaints relating to the State's use of the GovDeals auction platform. Technical support for bidders is provided by our Bidder Services Help Desk team by toll-free phone, email, and live chat. Our Bidder Services Help Desk is staffed with seven full-time employees who are dedicated solely to bidder support. This support team is available Monday through Saturday.

In addition to bidder support, technical support for sellers (WVDOH representatives) will be readily available at all times. Your dedicated CSR may be contacted by cell phone or email 24 hours a day, 7 days a week for support and service. In addition, GovDeals provides fully trained CSRs on our Client Help Desk who are available for support and training by live chat, toll-free phone, and email, and may provide on-site support if additional service is needed to help the WVDOH load a backlog of assets to auction. The Client Help Desk is available Monday through Friday.

## **Training**

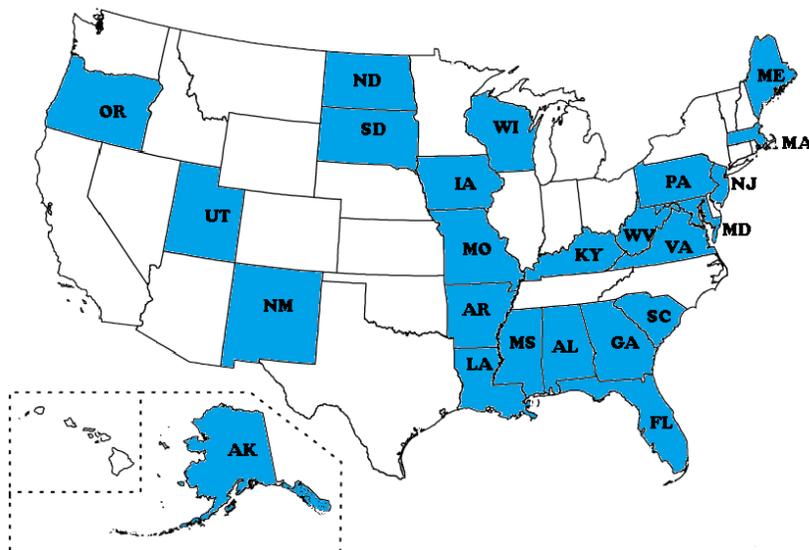
West Virginia Division of Highways' account will be set up immediately, and GovDeals will assign an experienced and dedicated team to your account, including a knowledgeable and helpful Client Services Representative (CSR) who will be your primary point of contact for any technical questions, advice, training, assistance loading auctions, etc., throughout the duration of our business relationship. Your CSR may be reached by cell phone or email 24 hours a day, 7 days a week, and will provide on-site support whenever needed.

The initial 60- to 90-minute training session is designed to teach the WVDOH about GovDeals, our web-based software, how online auctions work, and the best auction practices that will bring the highest possible returns to the State. The training will be held within the WVDOH's live GovDeals account in order to provide your staff with hands-on experience loading assets and interacting with the system.

During training, your GovDeals CSR will show your employees the live auction website and explain in detail how bidding takes place and how our asset search engines work. Once a thorough review is completed on the live auction site, the CSR will then take the employees to the WVDOH's account, reviewing each screen and each process involved in posting an asset to auction. Once this part of training is complete, the CSR will teach the employees how to set auction dates and send the asset to the live auction site. The CSR will also go over many features designed to make the auction process as efficient and successful as possible. Although training is typically completed in a few hours, a fair amount of training time will be allocated to teaching your employees best auction practices, such as bid increment guidelines and when to use reserve pricing.

WVDOH will also be given thorough support documentation, including a training video that focuses on loading assets into the GovDeals system. Our full written documentation that will be provided to the WVDOH includes a 46-page user training manual, an extensive online help feature, numerous quick-reference guides, best practices documentation, and a guide library for immediate and ongoing access to the latest editions of all of our documentation. After the initial training, the State's CSR will be available for further on-site or web-based training sessions, again at no additional cost. Your CSR will continue to visit periodically at your convenience to promote best practices, provide service, and conduct training for new employees or existing users.

A map of our current state clients is provided below:



**GovDeals**<sup>®</sup>  
A LIQUIDITY SERVICES MARKETPLACE

**24 States Have Partnered with GovDeals**

## **Personnel Experience**

Following is a list of key personnel who will be assigned to West Virginia Division of Highways' account, along with background information and contact information for each:

### **James Stuart, Senior Client Services Representative**

Charlottesville, Virginia | Cell: 580-406-7104 | [jstuart@govdeals.com](mailto:jstuart@govdeals.com)

*James Stuart will serve the State of West Virginia Division of Highways directly as its Client Services Representative and primary point of contact. Jim has served in this capacity at GovDeals for six years and has led the implementation, training, and support for hundreds of government clients. He will be happy to assist the WVDOH with loading assets to auction, as well as being on-call 24 hours a day to answer any questions or resolve any technical issues the DOH may encounter. Jim has a high level of expertise on auction strategy, the GovDeals platform, and large surplus operations.*

### **Rebecca Murphy, National Manager – State Surplus Sales**

Richardson, Texas | Cell: 980-354-8909 | [rmurphy@govdeals.com](mailto:rmurphy@govdeals.com)

*Rebecca Murphy has been employed by GovDeals since January 1, 2007. She works closely with GovDeals' 24 state government clients' surplus operations and with our various other state-level clients. Rebecca has an in-depth knowledge of state governments' purchasing procedures and requirements, and she will be the main point of contact for contractual matters with WVDOH. Rebecca's prior government experience includes 10 years with Texas Municipal League and 10 years with the Texas Association of School Boards. Rebecca holds a Bachelor of Science degree in business communications.*

### **Roger Gravley, President**

Montgomery, Alabama (GovDeals headquarters) | Cell: 334-467-2411 | [rgravley@govdeals.com](mailto:rgravley@govdeals.com)

*In his role as President of GovDeals, Roger Gravley has led the company to deliver exceptional results while providing incomparable customer service to clients and buyers. As one of the original founders and board members of GovDeals, Roger formally joined the company in 2008 as Vice President of Client Services, where his leadership efforts helped to double the number of clients served. In 2011, Roger added oversight of the GovDeals marketing team to his management portfolio, where his team focused on delivering a superior customer and client experience. As the Vice President of Client Services and Marketing, Roger provided top-notch results to clients and worked with a team of IT professionals to expand systems to support clients and buyers. He has also served in a leadership capacity to facilitate integration efforts for automation and marketing. Previously, Roger was the Vice President of Professional Services at Information Management Specialists (GovDeals' founding parent company), where he also served on the Board of Directors. He has had a long and distinguished career in a number of IT management roles for leading companies, including Unisys, Litton Computer Services, and Harris Data Systems – where he applied skills in project management as well as database engineering. Roger also served 10 years in the U.S. Air Force as a linguist and computer programmer prior to commencing his career in the private sector. He has completed coursework in Mathematics at University of Southern California and in Computer Science at Troy University in Alabama.*

**Scott Starcher, Director of Client Services**

Montgomery, Alabama (GovDeals headquarters) | Cell: 919-802-6800 | [sstarcher@govdeals.com](mailto:sstarcher@govdeals.com)

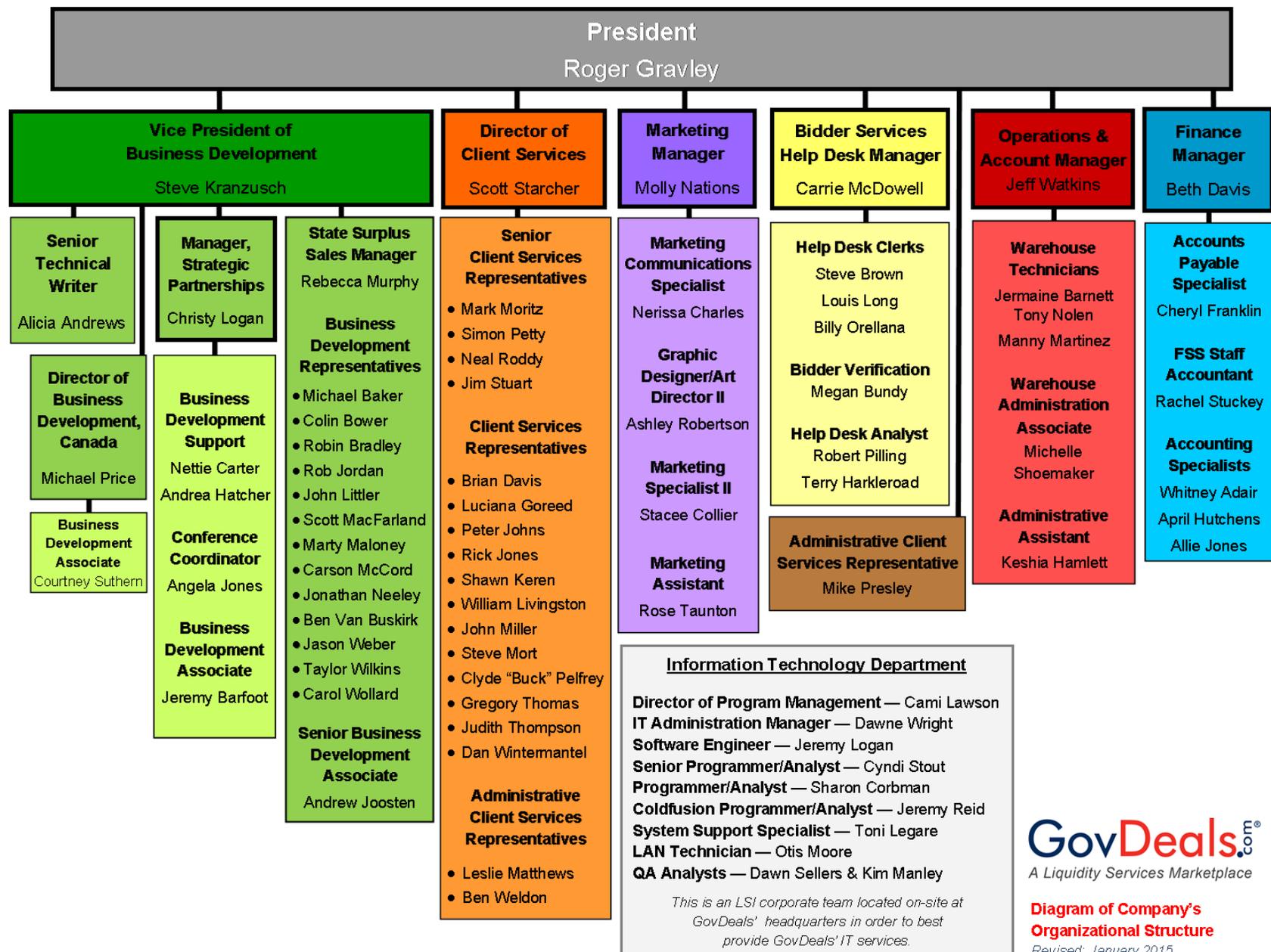
*Upon being hired in 2006 as a GovDeals Client Services Representative in the Mid-Atlantic region, Scott Starcher worked closely with his clients to implement best practices strategies and to innovate ways he and the GovDeals team could best support the client agency staff members. This included hands-on training, “elbow grease” customer service, and developing and implementing efficiency tools within the GovDeals system to provide a more user-friendly platform to government clients nationwide. Scott’s interdepartmental improvement efforts have been invaluable to the GovDeals team, resulting in his promotion to Client Services Supervisor in 2011 and to Director of Client Services in 2014. Scott supervises a staff of 18 Client Services Representatives nationwide, including the Client Services Help Desk. Scott aims to visit as many clients as possible on a regular basis, ensuring each agency’s GovDeals representation is providing the best possible service to our clients. Whether providing clients with on-site service, email correspondence, or behind-the-scenes upgrades, Scott is continually looking for ways to advance the GovDeals platform, service, support, and performance to better serve government entities. Scott visits clients often and will make himself available to the WVDOH for on-site and remote service and support as needed at implementation and throughout the contract. Scott is a graduate of Ohio University.*

**Molly Nations, Marketing Manager**

Montgomery, Alabama (GovDeals headquarters) | Office: 334-387-0475 | [mnations@govdeals.com](mailto:mnations@govdeals.com)

*Responsible for all advertising and promotion of assets being auctioned, Molly Nations supervises a team of four full-time marketing specialists and graphic designers. This team places advertisements, writes press releases, and designs custom marketing plans for our clients’ specialty assets. Having joined GovDeals in 2008, Molly was promoted to Marketing Supervisor in 2013 and was promoted again in 2014 to Marketing Manager. Clients are encouraged to contact the Marketing Department when high-value or unique assets will be up for auction so that Molly and her team can execute marketing campaigns designed to drive bidders to your GovDeals auctions and in turn increase the final selling price.*

GovDeals’ current organizational chart is provided on the following page.



**Diagram of Company's Organizational Structure**  
Revised: January 2015

## **Marketing**

GovDeals will provide marketing services at no additional cost to the West Virginia Division of Highways. Our time-tested and proven approach to marketing government surplus goods for online auction is unparalleled. We know from research and experience how to develop and implement customized marketing plans for our clients, and our Marketing Department has the expertise to create effective ads, press releases, mailings, etc., and utilize the right combination of these in order to consistently bring a steady stream of targeted traffic to the State's surplus assets on GovDeals.com.

In calendar year 2014, GovDeals placed more than 15,400 online and print advertisements for our clients' surplus assets. Following is a summary of our most-used marketing strategies and advertising venues.

### ➤ **Niche Marketing**

All vehicles, heavy equipment, unique, and high-dollar assets that the WVDOH posts on the GovDeals website will be advertised or listed on appropriate niche websites that will expose your assets to as many targeted bidders as possible.

- Heavy trucks and heavy equipment are advertised in the print and/or online editions of *Rock and Dirt* magazine and its Spanish-language counterpart. GovDeals also advertises assets weekly in *Contractor's Hotline*.
- Cars, trucks, and vans are advertised online at CarDaddy.com
- Medical and laboratory equipment is advertised at [www.labx.com](http://www.labx.com) and [www.equipmatching.com](http://www.equipmatching.com).
- Fire trucks, ambulances, and associated apparatuses are advertised on [www.1stresponder.com](http://www.1stresponder.com), while garbage trucks are advertised on [www.trashtrucksonline.com](http://www.trashtrucksonline.com).

### ➤ **Custom Marketing Plans**

Certain assets can warrant a customized marketing plan involving identification of target audiences and specialized marketing media. Assets that often warrant custom marketing plans include, but are not limited to, aircraft, watercraft, classic/custom automobiles, utility vehicles, heavy equipment, and specialty equipment. Specialty publications and websites are used to market these assets, including [www.equipmatching.com](http://www.equipmatching.com), [www.labx.com](http://www.labx.com), [www.trade-a-plane.com](http://www.trade-a-plane.com), [www.aircraftdealer.com](http://www.aircraftdealer.com), [www.boats.com](http://www.boats.com), and [www.apolloduck.com](http://www.apolloduck.com), as well as other applicable venues.

### ➤ **Local Marketing**

Upon signing an agreement with WVDOH, GovDeals will initiate a full marketing plan to recruit additional bidders in the region. Further, in order to make your local market aware of the State's online auctions, GovDeals' Marketing Department will implement various strategies to inform local residents of your surplus sales, including assisting with preparing initial and periodic press releases and placing newspaper advertisements when appropriate.

GovDeals will notify the State's past live or online auction participants to inform them that the WVDOH will now be listing some or all of its surplus assets on the GovDeals auction platform. This has proven widely successful during previous implementation processes with new clients.

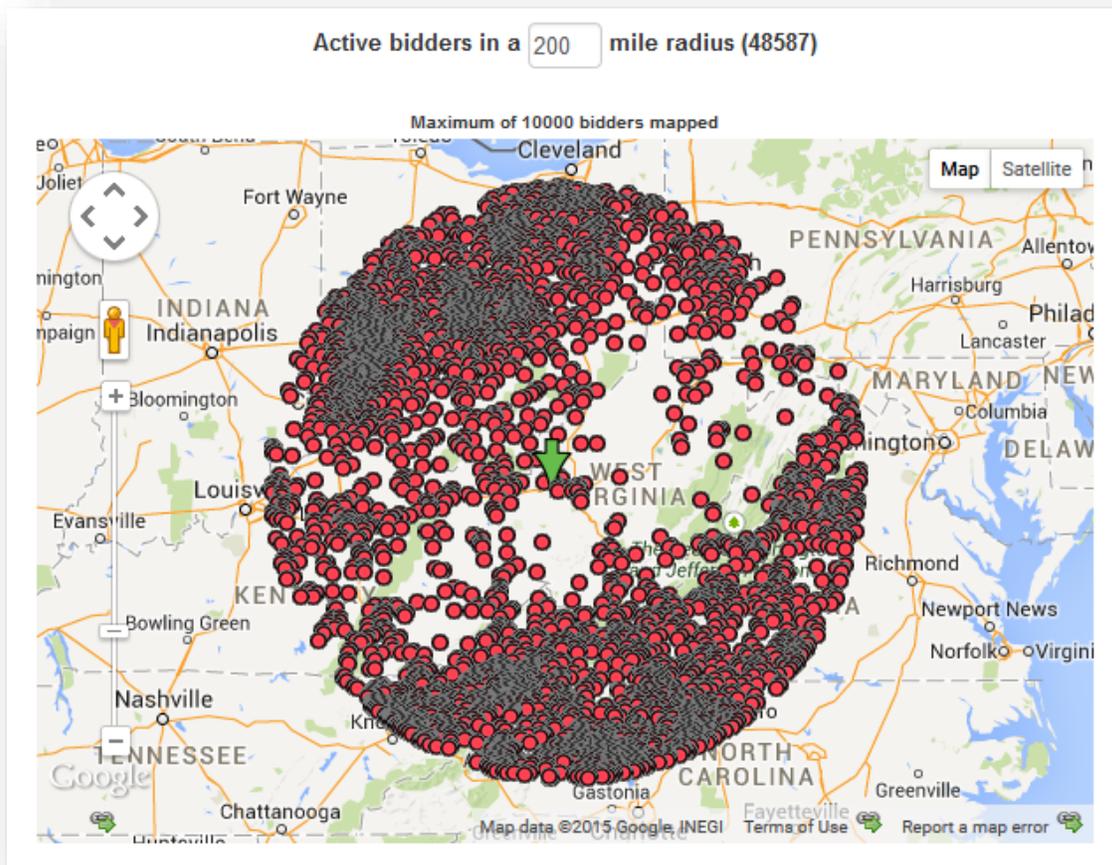
Additionally, strategic marketing efforts, such as outdoor advertising and television spots, will be utilized as needed. GovDeals can also provide outdoor banners for high-traffic areas of the State, as well as flyers for bulletin boards and to pass out to local businesses and residents.

➤ **National and Regional Advertising & Media Coverage**

National vertical media, as discussed above in the sections Niche Marketing and Custom Marketing, are utilized on a weekly/monthly basis and focus on specific assets. Regional marketing outlets, such as area newspaper networks, are utilized for strategic branding and client-specific applications. GovDeals periodically receives national broadcast, print, and online media coverage. This results in not only promotion for specific sellers and assets, but also drives increased bidder registration. For example, a news story by MSN Money sparked a 250% increase in daily registrations.

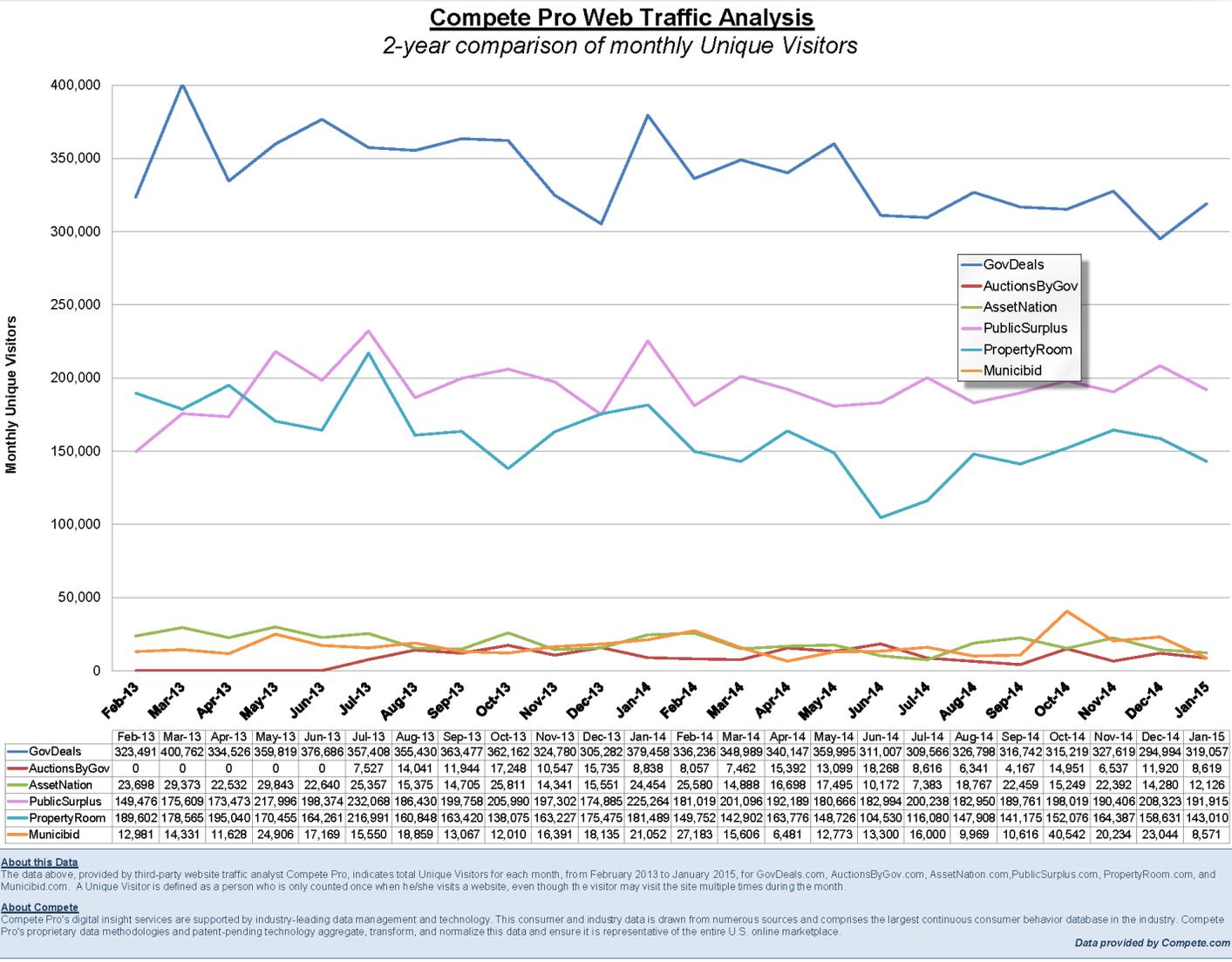
➤ **Email Marketing Utilizing our Bidder Database**

As part of the marketing of assets, email blasts or e-flyers are sent to previous bidders and buyers of each particular type of equipment or asset to notify them that similar assets have become available. This highly focused bidder presence is a key to GovDeals' success. GovDeals has bidders in all 50 U.S. states and in 68 foreign countries, totaling more than 450,000 verified and registered bidders, including 48,500 within a 200-mile radius of Charleston, WV, as illustrated in the map shown below.



Website Traffic

In January 2015, the last full month of data available, the GovDeals auction website, [www.govdeals.com](http://www.govdeals.com), had more than 1 million hits, equating to an average of 32,258 hits per day. This is nearly twice the web traffic received by our nearest competitor. These statistics are provided by Compete.com, the leading third-party web traffic analysis provider.



## **Features and Ease of Use**

The GovDeals online auction system will allow State of West Virginia DOH to manage the bidding process online, from creating auction item text and uploading photos, to responding to bidder questions, blocking default bidders at the State's sole discretion, and recording payment data. GovDeals' system is designed from the ground up to be simple to manage, including listing assets, operation, recordkeeping, and payment collection.

Our over 13 years in the government surplus online auction business, GovDeals has implemented many features that promote higher sales revenues and more efficient operation of the surplus disposition process. Descriptions of our most popular features are provided below:

- **Efficiency Tools:** The GovDeals system has a unique feature that will assist the WVDOH employees in automatically setting the starting price, the bid increment, and the auction start date and time, as well as the ending date. All the employee has to complete is the ending time of the auction. To use this automatic feature, the employee should simply determine what selling price is anticipated for the asset. Once the general price is determined, the WVDOH employee will enter the amount in the "Anticipated Sale Price" box and click "Enter." The system will then, based on database results of prior similar auctions, assign the starting price, the bid increment, the beginning date and time, and the ending date. This automatic feature speeds up asset entry tremendously. If the WVDOH does not agree with some of the automatically entered data, the employee may override any populated field. The WVDOH can also elect not to use the automatic calculator and simply enter all the data as you choose. In addition, the State's GovDeals CSR will assist in setting up templates for asset types you frequently auction, such as computers, vehicles, office furniture, and laboratory equipment.
- **Auto Bid:** The GovDeals online auction system includes an optional proxy bidding feature, which allows the system to automatically bid on the bidder's behalf until it reaches the maximum bid or the asset is won.
- **Extension of Bid:** Sellers may choose to enable our extension of bid feature, which allows auctions to be extended by a few minutes whenever a bid is placed in the final few minutes of an auction's scheduled end time.
- **Reallocation Tiers:** The WVDOH will have the option to utilize GovDeals' patented, no-cost asset reallocation tiers (Tier Redistribution System) to offer assets between departments, to nonprofit agencies, etc., before sending the assets to our regular public online auction. Assets not claimed during the reallocation process are automatically moved to public auction. GovDeals does not charge an additional fee or commission for use of its patented Tier Redistribution System.
- **Favorites:** GovDeals' Favorites feature allows bidders to be notified when new items from any search criteria (client agency, category, ZIP code radius, etc., or a combination of filters) are sent to auction.

## Reports and Recordkeeping

WVDOH will have 24/7 access to an array of reporting features, as well as the ability to view a detailed bid history of all its auctions at any time during the auction or after its close. The current high bid price-to-date is always displayed to the viewing bidder. Completed auctions, to include all information available during the active auction, as well as the ending date/time, complete bid history, and the winning bid amount, can be accessed by the general public for one full year after each auction is completed.

GovDeals' interactive electronic reports will give the WVDOH the ability to track all assets from the time they are loaded into the GovDeals system until they are sold and proceeds are collected. Among other things, GovDeals will automatically post a record to the State's account of all auctions that close after a winning bid, auctions that close without a bid, and those that did not meet reserve, if applicable.

Whether the WVDOH is later under contract with GovDeals or not, the agency will continue to have perpetual access to all of its GovDeals reports. Each of the reports can be viewed online; printed in its original format as well as date range order; or exported to Microsoft Excel. Many reports can be customized as needed in order to meet the State's unique needs.

- ❖ **Sold Assets Report** – This report provides a quick summary of all assets sold in the date range you select. This report displays the winning bidder's name, asset number, inventory ID number, description, category, starting price, final sales price, number of bids received, and auction end date and time, as well as the total sales amount for the period selected.
- ❖ **Status Report** – This report provides the ability to quickly display the status of all items that have been loaded into WVDOH's account. Statuses include "Sold on Auction," "On Hold," "Sent to Auction," "Reserve Not Met," and "Withdrawn from Auction." This report displays all information about the asset, as well as its photos.
- ❖ **Paid For/Picked Up Reports** – These reports allow the State to track the payment and pickup of sold assets. Reports can be generated that show all items sold that have not been paid for; all items sold that have been paid for but have not yet been picked up; and all items sold that have been paid for and have been picked up. All of the printed and online views of these reports display the asset ID, inventory number, auction end date and time, high bid amount, sales tax or additional fees if applicable, and status (paid; payment pending; and paid and picked up).
- ❖ **Bill of Sale** – The Bill of Sale is automatically populated with WVDOH's seller information; the winning bidder's name; all of the information regarding the asset sold, such as serial numbers, make/model, etc.; the sale price; and the date sold. The Bill of Sale can be emailed to the winning bidder, or printed and given to the buyer when he or she arrives to pick up the asset won. The Bill of Sale includes a disclaimer: **"Asset is sold as is, where is, and without warranty. Once the asset is removed from seller's premises, there is no refund of monies previously paid."** WVDOH should obtain the buyer's signature on each Bill of Sale in order to retain a document the buyer has signed agreeing that no money will be refunded.
- ❖ **Buyer's and Seller's Certificates** – Within a few minutes of a successful auction's close data and time, Seller's and Buyer's Certificates will be issued to WVDOH and the winning bidder via email. This is the notice of award to each, and the certificates include the specific payment method(s) accepted and amount due, as well as removal and additional instructions to the Buyer. The certificates also include the contact information for both the Buyer and the Seller (WVDOH), the final selling price of the asset, the total amount owed by the Buyer, and the specific location of the asset.

### **Bidder Registration & Verification**

All bidders must be registered with GovDeals prior to placing a bid. Auction listings are viewable by non-registered or non-signed-in website visitors. Before a bidder can place his or her first bid on an asset being auctioned, the bidder will be required to agree to the State's posted Terms and Conditions, which explain payment and pickup terms, as well as the penalty for not paying and picking up on time. GovDeals suggests that, if the bidder does not pay on time, the State should immediately offer the asset to the second-highest bidder or report the asset for auction. As soon as a bidder defaults for not paying on time, the State will have the capability to lock the bidder from participating in any future auctions, not only from the State but all GovDeals auctions.

GovDeals' Bidder Verification Department verifies every bidder that registers to our site, ensuring that the registration information matches a real person to a phone number and a valid address. The GovDeals proprietary bidder registration process identifies bidders who have defaulted on previous auctions, preventing them from re-registering to become a bidder. This effectively prevents them from submitting bids on any subsequent auctions on GovDeals. The bidder verification function is key to GovDeals maintaining what we believe to be the lowest default rate in the industry, at between 4% and 5%.

### **Payment Collection & Remittance**

Our company will handle all customer payment processing related to the winning bidder/purchaser. When the WVDOH elects GovDeals to collect and remit auction proceeds through our Financial Settlement Services (FSS) program, buyers will be able to conveniently pay for assets online through our auction platform. GovDeals accepts payments from winning bidders by credit/debit card (Visa, MasterCard, Discover, and American Express), PayPal, and wire transfer. GovDeals accepts all liability for fraudulent buyer credit card defaults and chargebacks.

Each Wednesday, a payment totaling the sales (minus the agreed-upon GovDeals fee) of all assets paid for and picked up in the previous week will be remitted to State of West Virginia DOH by check or ACH direct deposit, whichever is preferred by the State. GovDeals' reconciliation statement (sometimes called invoicing report) details all the assets sold during the month and will be sent to the WVDOH automatically in hard copy by mail or electronically by email each month, at the preference of the State. This report will also be posted to the State's secure GovDeals account, providing the ability to print the report at any time. The reconciliation report displays the item description, inventory ID number, and credits issued and issue date, if any.

### **Pricing**

GovDeals' Buyer's Premium is based entirely on a percentage of the actual amount for which an auctioned item is sold (excluding sales tax). GovDeals will be responsible for the payment of all its internal costs. An itemized fee report will be available to the State. GovDeals will only charge a fee to the winning bidders for items that have sold and where the buyer has paid for and picked up the asset won.

Winning bidders will be charged a 12.5% Buyer's Premium. This fee is inclusive of the State's access to GovDeals' online auction system, training, implementation, ongoing support, advertising, reporting, etc. Buyers will conveniently pay online for assets won at auction. The State of West Virginia will incur no GovDeals fee.

**Although our 12.5% Buyers' Premium may be higher than that of some competitors we, again, respectfully ask that you consider the following question: Is the objective of this solicitation process to provide buyers with the lowest buyers' premium or to provide WVDOH with the highest return on investment for their assets?**

Auctions by Gov Listing

<a href="#">Ohio Turnpike and Infrastructure Commission - 2009 Ford Escape XLS 4WD SUV</a>
<a href="#">Ohio Turnpike and Infrastructure Commission - 2009 Ford Escape XLS 4WD SUV</a>
<a href="#">Ohio Turnpike and Infrastructure Commission - 2009 Ford Escape XLS 4WD SUV</a>
<a href="#">Ohio Department of Transportation - 1999 International 2554 T/A Hopper Truck</a>
<a href="#">Ohio Department of Transportation - 1998 International 2574 T/A Dump Truck</a>
<a href="#">Ohio Turnpike and Infrastructure Commission - 2007 Chevrolet Impala</a>
<a href="#">Ohio Turnpike and Infrastructure Commission - 2007 Chevrolet Impala</a>
<a href="#">Ohio Turnpike and Infrastructure Commission - 2007 Chevrolet Impala</a>
<a href="#">Ohio Turnpike and Infrastructure Commission - 1996 JCB 214-II Loader Backhoe</a>
<a href="#">Ohio Turnpike and Infrastructure Commission - 1996 JCB 214-II Loader Backhoe</a>
<a href="#">Ohio Turnpike and Infrastructure Commission - 1996 JCB 214-II Loader Backhoe</a>
<a href="#">Ohio Turnpike and Infrastructure Commission - 1996 JCB 214-II Loader Backhoe</a>
<a href="#">Ohio Turnpike and Infrastructure Commission - 2006 GMC Sierra Pickup Truck</a>
<a href="#">Ohio Turnpike and Infrastructure Commission - 2006 GMC Sierra Pickup Truck</a>
<a href="#">Ohio Turnpike and Infrastructure Commission - 2007 Chevrolet Silverado 2500 Pickup Truck</a>
<a href="#">Ohio Department of Transportation - 2000 International 4900 S/A Dump Truck w/ Spreader</a>
<a href="#">Ohio Turnpike and Infrastructure Commission - 1998 Ford L8501 S/A Dump Truck w/ Snow Plow</a>
<a href="#">Ohio Department of Transportation - 2000 Ford F150 Extended Cab 2WD Pickup Truck</a>
<a href="#">Ohio Department of Transportation - 2000 Ford F150 Extended Cab 2WD Pickup Truck</a>
<a href="#">Ohio Department of Transportation - 2000 Ford F150 Extended Cab 2WD Pickup Truck</a>
<a href="#">Commonwealth of PA - 1982 John Deere 301A Tractor w/ Loader</a>
<a href="#">Commonwealth of PA - 1984 Ford F8000 Rollback Truck</a>
<a href="#">PA Attorney General - 2002 Freightliner Conventional Columbia 120 Truck Tractor</a>
<a href="#">PA Attorney General - 2002 Freightliner Conventional Columbia 120 Truck Tractor</a>
<a href="#">Commonwealth of PA - 1993 Case 695 Tractor Loader</a>
<a href="#">Commonwealth of PA - 1993 Case 695 Tractor Loader</a>
<a href="#">Commonwealth of PA - 1995 Case 4210 Tractor Loader</a>
<a href="#">PA Turnpike Commission - 2012 Chevrolet Equinox SUV</a>
<a href="#">Commonwealth of PA - 2005 Chevrolet 4WD Trailblazer</a>
<a href="#">Commonwealth of PA - 2005 Chevrolet 4WD Trailblazer</a>
<a href="#">Commonwealth of PA - 2005 Chevrolet 4WD Trailblazer</a>
<a href="#">Commonwealth of PA - 2003 Ford Ranger XLT Super Cab 2WD Pickup Truck</a>
<a href="#">Commonwealth of PA - John Deere 300B Loader Backhoe</a>
<a href="#">Commonwealth of PA - John Deere 300B Loader Backhoe</a>
<a href="#">Commonwealth of PA - John Deere 4x2 Gator</a>
<a href="#">Commonwealth of PA - John Deere 4x2 Gator</a>

Date Sold	Mileage	Bids	Sale Price
2/5/2015	141098	47	\$5,251.00
2/6/2015	141098	47	\$5,251.00
2/7/2015	141098	47	\$5,251.00
1/13/2015	174630	40	\$5,500.00
1/13/2015	158361	44	\$5,175.00
1/7/2015	142,196	38	\$2,351.00
1/8/2015	142,196	38	\$2,351.00
1/9/2015	142,196	38	\$2,351.00
1/8/2015	6900Hrs	42	\$15,400.00
1/8/2015	6125Hrs	43	\$15,100.00
1/8/2015	7163Hrs	54	\$13,500.00
1/8/2015	8936Hrs	40	\$15,000.00
5/7/2014	175024	54	\$3,125.00
5/8/2014	175024	54	\$3,125.00
5/7/2014	230867	17	\$2,425.00
12/18/2014	138238	54	\$4,063.00
1/8/2015	162291	37	\$9,001.00
12/9/2014	2216945	47	\$1,021.00
12/10/2014	2216945	47	\$1,021.00
12/11/2014	2216945	47	\$1,021.00
1/27/2015	Unknown	41	\$2,869.00
12/10/2014	111339	45	\$4,550.00
11/20/2014	1412652	125	\$8,955.00
11/21/2014	1412652	125	\$8,955.00
11/13/2014	Unknown	69	\$6,350.00
11/13/2014	Unknown	83	\$7,101.00
11/13/2014	Unknown	92	\$6,279.00
11/6/2014	124829	53	\$7,300.00
9/30/2014	118000	63	\$3,908.00
10/1/2014	118000	63	\$3,908.00
10/2/2014	118000	63	\$3,908.00
9/30/2014	113000	32	\$1,850.00
7/15/2014	Unknown	41	\$3,900.00
7/16/2014	Unknown	41	\$3,900.00
7/15/2014	Unknown	48	\$2,025.00
7/16/2014	Unknown	48	\$2,025.00
		53	\$195,066.00

GovDeals Listing
<a href="#">Colgate University, NY - 2009 Ford Escape XLS 4WD AT</a>
<a href="#">Virginia, Commonwealth of - 2009 Ford Escape XLS 4WD AT</a>
<a href="#">State of Oregon - 2009 Ford Escape XLS FWD AT -- Sold on Site at ODOT in Salem, OR.</a>
<a href="#">Lenexa, KS - 1999 International 2554</a>
<a href="#">State of Oregon - 1997 International 2574 - Flatbed Truck with Knuckleboom &amp; Rear Drop Axle</a>
<a href="#">Vienna, VA - 2007 Chevrolet Impala Police</a>
<a href="#">State of Missouri - Agency for Surplus Property - 2007 Chevrolet Impala LS Mileage: 151307</a>
<a href="#">State of Missouri - Agency for Surplus Property - 2007 Chevrolet Impala LS Mileage: 147505</a>
<a href="#">Pickens County, SC - 1996 JCB Back Hoe 4X4</a>
<a href="#">Pickens County, SC - 1996 JCB Back Hoe 4X5</a>
<a href="#">Pickens County, SC - 1996 JCB Back Hoe 4X6</a>
<a href="#">Pickens County, SC - 1996 JCB Back Hoe 4X7</a>
<a href="#">State of Mississippi - 2006 GMC Sierra 1500 SL Long Bed 4WD</a>
<a href="#">Cape Fear Public Utility Authority, NC - 2006 GMC Sierra 1500 SL Long Bed 2WD</a>
<a href="#">State of Missouri - Agency for Surplus Property - 2007 Chevrolet Silverado 1500 LT1 Ext. Cab 2WD Mileage: 234596</a>
<a href="#">State of South Carolina - 1998 International 4900 Dump Truck (8.7L L6 Diesel)</a>
<a href="#">Mayfield Heights, OH - 1997 Ford L8501</a>
<a href="#">Alcoa, TN - 2000 Ford F-150 Lariat SuperCab Long Bed 4WD---SEIZED VEHICLE</a>
<a href="#">Warren County, OH - 2000 Ford F-150 WS SuperCab Short Bed 4WD</a>
<a href="#">Coweta County Water and Sewerage Authority, GA - 2000 Ford F-150 WS SuperCab Short Bed 2WD</a>
<a href="#">Kernersville, NC - 1982 JOHN DEERE 301A INDUSTRIAL TRACTOR</a>
<a href="#">Susan Moore Fire Department, AL - 1985 Ford F800</a>
<a href="#">El Campo Police Department, TX - 2003 Freightliner Columbia 120</a>
<a href="#">East Rutherford Borough, NJ - 2003 Freightliner Columbia Day Cab</a>
<a href="#">Wilson, NC - 1992 Case 695A Tractor</a>
<a href="#">Wilson, NC - 1992 Case 695A Tractor</a>
<a href="#">Louisville-Jefferson County Metro Government, KY - Tractor, 3384</a>
<a href="#">State of Arkansas - 2009 Chevrolet Equinox LS 2WD</a>
<a href="#">Henderson, TN - 2005 Chevrolet TrailBlazer LS 2WD</a>
<a href="#">Martin County, FL - 2005 Chevrolet TrailBlazer LT 2WD</a>
<a href="#">USPS Vehicle Sales - 2005 Chevrolet TrailBlazer LS 4WD</a>
<a href="#">Englewood Water District, FL - 2003 Ford Ranger XLT Short Bed 2WD - 314A</a>
<a href="#">Marine Corps Community Services, SC - 1996 John Deere 300D Backhoe Loader</a>
<a href="#">Flomaton, AL - 1992 JOHN DEERE 300D BACKHOE LOADER</a>
<a href="#">Piedmont, AL - JOHN DEERE GATOR 4X2</a>
<a href="#">Montgomery County, OH - 2001 John Deere Gator 4x2 (SD)</a>

Date Sold	Mileage	Bids	Total Price	% Difference
1/22/2015	117,304	15	\$5,400.00	2.84
5/19/2014	146,319	61	\$4,246.00	19.14
3/9/2015	111,808	30	\$4,939.20	5.94
7/18/2014	62,910	78	\$15,210.00	176.55
7/2/2014	259,150	30	\$7,273.20	40.54
10/30/2014	144,945	100	\$4,541.25	93.16
1/27/2015	151,307	58	\$4,509.87	91.83
1/27/2015	147,505	64	\$4,488.87	90.93
3/5/2015	6526Hrs	50	\$14,425.00	6.33
3/6/2015	6526Hrs	51	\$14,425.00	4.47
3/7/2015	6526Hrs	52	\$14,425.00	6.85
3/8/2015	6526Hrs	53	\$14,425.00	3.83
2/2/2015	155,291	45	\$5,090.62	62.90
11/14/2014	162,939	45	\$2,651.25	15.16
8/14/2014	234596	30	\$3,011.00	24.16
10/21/2014	143,030	62	\$12,470.00	206.92
9/26/2014	52,233	13	\$7,875.00	12.51
2/11/2015	258,095	73	\$3,789.37	271.14
7/7/2014	199030	66	\$3,520.65	244.82
1/19/2015	225,538	33	\$2,226.00	118.02
10/6/2014	3842Hrs	52	\$3,825.00	33.32
3/24/2014	49340	168	\$8,296.87	82.35
8/25/2014	984,348	55	\$12,900.00	44.05
10/9/2014	999,999	1	\$12,600.00	40.70
8/5/2014	1314Hrs	167	\$11,805.00	85.91
8/6/2014	1314Hrs	167	\$11,805.00	66.24
6/24/2014	Unknown	73	\$5,008.50	20.23
4/8/2014	98,412	15	\$8,063.57	10.46
12/9/2014	164,036	51	\$3,403.12	12.92
5/12/2014	85,014	96	\$5,115.60	30.90
10/27/2014	129,662	19	\$3,223.91	17.50
7/29/2014	119,843	30	\$2,510.00	35.68
6/23/2014	Unknown	52	\$8,386.76	115.05
9/3/2014	3623Hrs	35	\$8,405.25	115.52
3/16/2015	Unknown	35	\$3,225.00	59.26
6/15/2014	4026Hrs	55	\$2,160.75	6.70
		57.8	\$259,676.61	56.63