

auction proposal



09/16/15 10:40:20
WV Purchasing Division



TELEPHONE: (336) 789-2926
FAX: (336) 786-1621

FAX COVER SHEET

Number of Pages including cover 26
TO: Misty DeLong FROM: Rogers Auction
Company: _____ Date: Sept. 16, 2015

Message: Solicitation No: CRFQ DOT 16000000014

Rogers Rea

*The information contained in this fax transmittal is privileged and confidential, intended for the addressee only. neither the intended recipient nor the employee or agent responsible for delivering this message to the intended recipient disclosure of this information in any way or taking of any action in reliance on this information is strictly prohibited. If you received this fax in error, please notify the person transmitting the information immediately.



REALTOR®

(336) 789-2926



1-800-442-7906

1310 EMS DRIVE
P.O. BOX 729
MOUNT AIRY, NORTH CAROLINA 27030

September 16, 2015

Misty Delong
Buyer
WV Purchasing Department
2019 Washington Street, East
Charleston, WV 25305

Misty,

First I would like to thank you for the opportunity to bid RFP 1600000014 for BUYER PREMIUM AUCTION SERVICES. Enclosed you will find our response pages which were provided to us by your department along with supporting details about our firm.

Our company was established in 1964 by R. Bracky Rogers as a real estate brokerage company. Today we are a woman-owned small business still owned by the second and third generation of the Rogers family. With international auction experience selling equipment, fleet vehicles and municipal assets for over 15 years, we are confident that we can provide satisfactory results at a fair price for both buyer and seller.

We look forward to earning your business.

Dustin B. Rogers, CAI
Vice President, Business Development
Rogers Realty & Auction Company, Inc.
Corporate Office – 800.442.7906
Mobile – 336.409.5498
Email – dustin@rogersrealty.com
Asset Management – www.ascendamericas.com
Auctions – www.rogersauctiongroup.com
Real Estate – www.rogersrealty.com
Equipment – www.ironbidglobal.com
Industrial – www.industribid.com
Government – www.govbidusa.com

www.rogersrealty.com

RECEIVED TIME SEP. 16. 10:34AM



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

State of West Virginia
Request for Quotation
33 - Service - Misc

Proc Folder: 129611

Doc Description: CONTRACT: FOR BUYER PREMIUM AUCTION SERVICES

Proc Type: Central Master Agreement

Date Issued	Solicitation Closes	Solicitation No	Version
2015-08-12	2015-09-09 13:30:00	CRFQ 0803 DOT1600000014	1

BIDDER INFORMATION

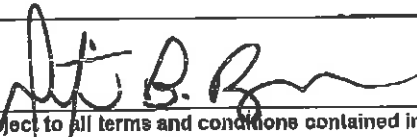
BID CLERK
DEPARTMENT OF ADMINISTRATION
PURCHASING DIVISION
2019 WASHINGTON ST E
CHARLESTON WV 25305
US

VENDOR INFORMATION

Vendor Name, Address and Telephone Number:
Rogers Realty & Auction Co. Inc.
1310 Ems Drive
Mount Airy NC 27030

FOR INFORMATION CONTACT THE BUYER

Misty Delong
(304) 558-8802
misty.m.delong@wv.gov

Signature X  FEIN # 56-1752310 DATE 9/8/2015

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

PROJECT	VEHICLE
DIVISION OF HIGHWAYS EQUIPMENT DIVISION RT 33 83 BRUSHY FORK RD CROSSING BUCKHANNON WV26201 US	DIVISION OF HIGHWAYS EQUIPMENT DIVISION 33 BRUSHY FORK RD CROSSING BUCKHANNON WV 26201 US

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
1	BUYER PREMIUM AUCTION SERVICES	0.00000	PCT		

Comm Code	Manufacturer	Specification	Model #
80141705			

Extended Description :
 BUYER PREMIUM AUCTION SERVICES

DOT1600000014	Document Phase Final	Document Description CONTRACT: FOR BUYER PREMIUM A DUCTION SERVICES	Page 3 of 3
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ADDITIONAL TERMS AND CONDITIONS

See attached document(s) for additional Terms and Conditions

RFQ No. DT160000004

STATE OF WEST VIRGINIA
Purchasing Division

PURCHASING AFFIDAVIT

MANDATE: Under W. Va. Code §5A-3-10a, no contract or renewal of any contract may be awarded by the state or any of its political subdivisions to any vendor or prospective vendor when the vendor or prospective vendor or a related party to the vendor or prospective vendor is a debtor and: (1) the debt owed is an amount greater than one thousand dollars in the aggregate; or (2) the debtor is in employer default.

EXCEPTION: The prohibition listed above does not apply where a vendor has contested any tax administered pursuant to chapter eleven of the W. Va. Code, workers' compensation premium, permit fee or environmental fee or assessment and the matter has not become final or where the vendor has entered into a payment plan or agreement and the vendor is not in default of any of the provisions of such plan or agreement.

DEFINITIONS:

"Debt" means any assessment, premium, penalty, fine, tax or other amount of money owed to the state or any of its political subdivisions because of a judgment, fine, permit violation, license assessment, defaulted workers' compensation premium, penalty or other assessment presently delinquent or due and required to be paid to the state or any of its political subdivisions, including any interest or additional penalties accrued thereon.

"Employer default" means having an outstanding balance or liability to the old fund or to the uninsured employers' fund or being in policy default, as defined in W. Va. Code § 23-2c-2, failure to maintain mandatory workers' compensation coverage, or failure to fully meet its obligations as a workers' compensation self-insured employer. An employer is not in employer default if it has entered into a repayment agreement with the Insurance Commissioner and remains in compliance with the obligations under the repayment agreement.

"Related party" means a party, whether an individual, corporation, partnership, association, limited liability company or any other form or business association or other entity whatsoever, related to any vendor by blood, marriage, ownership or contract through which the party has a relationship of ownership or other interest with the vendor so that the party will actually or by effect receive or control a portion of the benefit, profit or other consideration from performance of a vendor contract with the party receiving an amount that meets or exceeds five percent of the total contract amount.

AFFIRMATION: By signing this form, the vendor's authorized signer affirms and acknowledges under penalty of law for false swearing (W. Va. Code §61-5-3) that neither vendor nor any related party owe a debt as defined above and that neither vendor nor any related party are in employer default as defined above, unless the debt or employer default is permitted under the exception above.

WITNESS THE FOLLOWING SIGNATURE:

Vendor's Name: Rogers Realty & Auction Co. Inc.

Authorized Signature: [Signature] Date: 9/9/15

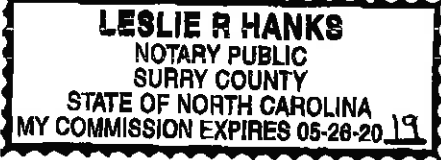
State of North Carolina

County of Surry, to-wit:

Taken, subscribed, and sworn to before me this 9 day of September, 2015

My Commission expires 5-26, 2019

AFFIX SEAL HERE



NOTARY PUBLIC [Signature]

Purchasing Affidavit (Revised 07/01/2012)

Rev. 04/14

State of West Virginia VENDOR PREFERENCE CERTIFICATE

Certification and application* is hereby made for Preference in accordance with *West Virginia Code*, §5A-3-37. (Does not apply to construction contracts). *West Virginia Code*, §5A-3-37, provides an opportunity for qualifying vendors to request (at the time of bid) preference for their residency status. Such preference is an evaluation method only and will be applied only to the cost bid in accordance with the *West Virginia Code*. This certificate for application is to be used to request such preference. The Purchasing Division will make the determination of the Vendor Preference, if applicable.


1. **Application is made for 2.5% vendor preference for the reason checked:**
 Bidder is an individual resident vendor and has resided continuously in West Virginia for four (4) years immediately preceding the date of this certification; or,
 Bidder is a partnership, association or corporation resident vendor and has maintained its headquarters or principal place of business continuously in West Virginia for four (4) years immediately preceding the date of this certification; or 80% of the ownership interest of Bidder is held by another individual, partnership, association or corporation resident vendor who has maintained its headquarters or principal place of business continuously in West Virginia for four (4) years immediately preceding the date of this certification; or,
 Bidder is a nonresident vendor which has an affiliate or subsidiary which employs a minimum of one hundred state residents and which has maintained its headquarters or principal place of business within West Virginia continuously for the four (4) years immediately preceding the date of this certification; or,
2. **Application is made for 2.5% vendor preference for the reason checked:**
 Bidder is a resident vendor who certifies that, during the life of the contract, on average at least 75% of the employees working on the project being bid are residents of West Virginia who have resided in the state continuously for the two years immediately preceding submission of this bid; or,
3. **Application is made for 2.5% vendor preference for the reason checked:**
 Bidder is a nonresident vendor employing a minimum of one hundred state residents or is a nonresident vendor with an affiliate or subsidiary which maintains its headquarters or principal place of business within West Virginia employing a minimum of one hundred state residents who certifies that, during the life of the contract, on average at least 75% of the employees or Bidder's affiliate's or subsidiary's employees are residents of West Virginia who have resided in the state continuously for the two years immediately preceding submission of this bid; or,
4. **Application is made for 5% vendor preference for the reason checked:**
 Bidder meets either the requirement of both subdivisions (1) and (2) or subdivision (1) and (3) as stated above; or,
5. **Application is made for 3.5% vendor preference who is a veteran for the reason checked:**
 Bidder is an individual resident vendor who is a veteran of the United States armed forces, the reserves or the National Guard and has resided in West Virginia continuously for the four years immediately preceding the date on which the bid is submitted; or,
6. **Application is made for 3.5% vendor preference who is a veteran for the reason checked:**
 Bidder is a resident vendor who is a veteran of the United States armed forces, the reserves or the National Guard, if, for purposes of producing or distributing the commodities or completing the project which is the subject of the vendor's bid and continuously over the entire term of the project, on average at least seventy-five percent of the vendor's employees are residents of West Virginia who have resided in the state continuously for the two immediately preceding years.
7. **Application is made for preference as a non-resident small, women- and minority-owned business, in accordance with West Virginia Code §5A-3-59 and West Virginia Code of State Rules.**
 Bidder has been or expects to be approved prior to contract award by the Purchasing Division as a certified small, women- and minority-owned business.

Bidder understands if the Secretary of Revenue determines that a Bidder receiving preference has failed to continue to meet the requirements for such preference, the Secretary may order the Director of Purchasing to: (a) reject the bid; or (b) assess a penalty against such Bidder in an amount not to exceed 5% of the bid amount and that such penalty will be paid to the contracting agency or deducted from any unpaid balance on the contract or purchase order.

By submission of this certificate, Bidder agrees to disclose any reasonably requested information to the Purchasing Division and authorizes the Department of Revenue to disclose to the Director of Purchasing appropriate information verifying that Bidder has paid the required business taxes, provided that such information does not contain the amounts of taxes paid nor any other information deemed by the Tax Commissioner to be confidential.

Under penalty of law for false swearing (West Virginia Code, §61-5-3), Bidder hereby certifies that this certificate is true and accurate in all respects; and that if a contract is issued to Bidder and if anything contained within this certificate changes during the term of the contract, Bidder will notify the Purchasing Division in writing immediately.

Bidder: Rogers Realty & Auction Co., Inc.

Signed: 

Date: 9/8/2015

Title: VP, Business Development

Exhibit A

Pricing Sheet

Auction Services		
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Estimated Auction Sales	Percentage Buyer Premium	Total Sale Proceeds
1,000,000.00	<u>5</u> % ON SITE 7.5% ONLINE	

Exhibit B

References & Site Requirements Submission

List three (3) references for which you have provided similar auction services within the past twelve (12) months.

1. Client Name: City of Charlotte / Mecklenburg County, NC
 Contact: Kay Elmore Title: Chief Procurement Officer
 Address: 600 E. Fourth St.
 City: Charlotte State: NC Zip: 28202-2858
 Phone: 704-336-2256 Auction Conducted: 4/18/15
 Auction Location: Charlotte, NC
 Total Sales: 852,687.50

2. Client Name: W. Joseph Burns, US Bankruptcy Court Trustee
 Contact: Joe Burns Title: US Bankruptcy Court Trustee
 Address: P.O. Box 21433
 City: Winston Salem State: NC Zip: 27120
 Phone: 336 893 7384 Auction Conducted: 5/14/15
 Auction Location: Thomasville, NC
 Total Sales: 2,137,900

3. Client Name: Southern Bank
 Contact: J. Grey Morgan Title: Chairman of the Board
 Address: P.O. Box 729
 City: Mount Olive State: NC Zip: 28365-0729
 Phone: 919-658-7148 Auction Conducted: 11/19/14
 Auction Location: Edenton, NC
 Total Sales: 511,840



August 25, 2015

To Whom It May Concern:

Rogers Realty & Auction Company has been a long-standing and much valued service provider and partner for the City of Charlotte and Mecklenburg County. Over the past nearly 15 years, Rogers has performed with professionalism, commitment, and with focus on serving the citizens and the many local, regional, and national customers who participate in our Asset Recovery & Disposal Program and annual auctions. The Rogers family and their wonderful team of employees give a 110% at every turn to help us serve with distinction and to maximize our return on investment on used, seized and surplus assets at the end of their useful life.

Whether marketing our assets to bring in larger onsite or electronic bidders, handling registration or mandatory reporting, repairing, cleaning, and lining up rolling stock vehicles, managing police unclaimed assets securely, or coordinating annual forecasting and auction planning activities, Rogers handles everything smoothly and with an eye towards the best outcome possible. Without a doubt, Rogers has played an incredible part in year-over-year increases in profitable auction events.

After having worked with Rogers for so many years, I can truly say that they are one of the best service providers the City and County has ever had. They pour themselves into our success and bend over backwards as a routine approach to our work. They have significantly improved our auction services and continued to come forward with creative and progressive solutions and improvements over the years. For me, one of the most attractive qualities about Rogers as a go-to service provider is that they always act with humility, respect, perseverance, and dedication.

Please feel free to reach out to me should you want or need additional information. I am more than happy to act as a reference for Rogers Realty and share information about how they have been a part of our success over the years.

You may reach me directly at kelmore@charlottenc.gov or via phone at (704) 336-2524.

Sincerely,

Kay Elmore

Chief Procurement Officer

Procurement Management
Management and Financial Services / City of Charlotte 600 East Fourth Street Charlotte, NC 28202-2850
Phone: 704-336-2256 Fax: 704-336-2258

**REQUEST FOR QUOTATION
BUYER PREMIUM AUCTION SERVICES**

References & Site Requirements Submission form, included as **(Exhibit B)**, and included with vendor's bid submission. All or none of these clients may be contacted by the Agency to determine the ability of the Vendor and the level of satisfaction with the Vendor. The West Virginia Division of Highways reserves the right to contact any person or entity it believes prudent and to inquire about the Vendor.

3.1.1.18 Vendor must have at a minimum two (2) auctioneers.

4. CONTRACT AWARD:

4.1. Contract Award: The Contract shall be awarded to the vendor that provides the lowest percentage bid as shown on the Pricing Pages.

4.2 Pricing Pages: Vendor should complete the Pricing Pages by inserting the percentage that they wish to bid on the pricing page. Vendor should complete the Pricing Pages in their entirety as failure to do so may result in Vendor's bids being disqualified.

4.3 Contract Manager: During its performance of this Contract, Vendor must designate and maintain a primary contract manager responsible for overseeing Vendor's responsibilities under this Contract. The Contract manager must be available during normal business hours to address any customer service or other issues related to this Contract. Vendor should list its Contract manager and his or her contact information below.

Contract Manager: Dustin Rogers
Telephone Number: 336 789 2926
Fax Number: 336 786 1621
Email Address: dustin@rogersreality.com

5. VENDOR DEFAULT:

5.1 The following shall be considered a vendor default under this contract.

Revised 7/7/2015

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CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
3/2/2015

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OF PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Simmons Insurance Agency P.O. Box 638 Pilot Mountain, NC 27041	CONTACT NAME: Pam S. Morgan PHONE (A/C No. Ext.): 336-368-5204 FAX (A/C No.): 336-419-0208 E-MAIL ADDRESS: pmorgan2@nationwide.com
	INSURER(S) AFFORDING COVERAGE
INSURED Rogers Realty 1310 Ems Drive Mt. Airy, NC 27030	INSURER A: Nationwide Mutual Insurance Company
	INSURER B:
	INSURER C:
	INSURER D:
	INSURER E:
	INSURER F:

COVERAGES CERTIFICATE NUMBER REVISION NUMBER

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSTR. LTR.	TYPE OF INSURANCE	ADD. INSUR. INSR. COND.	POLICY NUMBER	POLICY EFF. (MM/DD/YYYY)	POLICY EXP. (MM/DD/YYYY)	LIMITS
A	GENERAL LIABILITY <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS MADE <input type="checkbox"/> OCCUR		ACP GLO 3007054777	2/21/15	2/21/19	EACH OCCURRENCE: \$ 1,000,000 DAMAGE TO RENTED PREMISES (EA occurrence): \$ 100,000 MED EXP (Any one person): \$ 5,000 PERSONAL & ADV. INJURY: \$ 1,000,000 GENERAL AGGREGATE: \$ 2,000,000 PRODUCTS - COMPOR. AGG: \$ 2,000,000
	GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PROJ. <input type="checkbox"/> LOC					
X	AUTOMOBILE LIABILITY <input checked="" type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> HIRED AUTOS. <input type="checkbox"/> NON-OWNED AUTOS		ACP BAK 3007054777	2/21/15	2/21/16	COMBINED SINGLE LIMIT (EA accident): \$ 1,000,000 BODILY INJURY (Per person): \$ BODILY INJURY (Per accident): \$ PROPERTY DAMAGE (Per accident): \$ Liability: \$
X	UMBRELLA LIAB EXCESS LIAB OCCUR CLAIMS MADE DED. <input type="checkbox"/> RETENTION \$:		ACP 5007054777	2/21/15	2/21/16	EACH OCCURRENCE: \$ 2,000,000 AGGREGATE: \$ \$
	WORKERS COMPENSATION AND EMPLOYERS LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER MEMBERS EXCLUDED? (March 1, 1994) If yes, describe below: DESCRIPTION OF DRETS HOUR DAY	Y/N N/A				WC STATUTORY LIMITS: <input type="checkbox"/> QTH-ER: E.L. EACH ACCIDENT: \$ E.L. DISEASE - EA EMPLOYEE: \$ E.L. DISEASE - POLICY LIMIT: \$

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (attach ACORD 101, Additional Remarks Schedule, if more space is required)

CERTIFICATE HOLDER	CANCELLATION SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.
	AUTHORIZED REPRESENTATIVE

Rogers Realty & Auction Co., Inc.

who we are - family of brands.



Rogers Realty & Auction Company, Inc. was founded in 1964 by R. Bracky Rogers. A real estate brokerage company from inception, the company later expanded to offer auction services in Northwest North Carolina and Southwest Virginia. Today the company conducts over 100 auctions annually of real estate, business liquidations, estates, vehicles, equipment and more.



Iron Bid Global LLC serves the agriculture, construction and transportation equipment industries with re-marketing and valuation services. Our experience spans across North America and also includes Australia, Europe, Africa and Southeast Asia.



GovBidUSA was founded to provide municipality, state and federal government agencies in liquidating real estate, rolling stock, equipment and specialty items across the United States.



Ascend Americas LLC is a national asset disposition company that provides buyers and sellers with modern day solutions for the acquisition and disposition of real property and other assets through private treaty and auction marketing.

international experience.

Since our founding in 1964, our company has grown into a multi-generation business serving clients around the world. After traveling the United States and parts of the world for a Canadian based industrial equipment auction company, Dustin B. Rogers (third generation) came home to the family business with the ambition of conducting similar auctions with his family business. That vision expanded when he began traveling as a contract auctioneer to the United Kingdom, Spain, Germany, Mexico and Australia to conduct auctions of construction plant, agriculture and transport equipment. Today, Dustin still travels as a contract auctioneer for UK based Euro Auctions LTD conducting machinery auctions across Europe and Australia. This relationship has allowed the formation of a constantly growing global base of buyers and sellers.

what we do.

Currently our company offers many services with flexible terms to suit any customer from the largest fleet to the individual with one machine or truck. Today our firm's current services include Live & Online Auctions, Sales & Brokerage, Appraisals, Asset Recovery, Transport & Logistics. Our auction services are described below, and other services can be found later in the proposal.

auction proposal

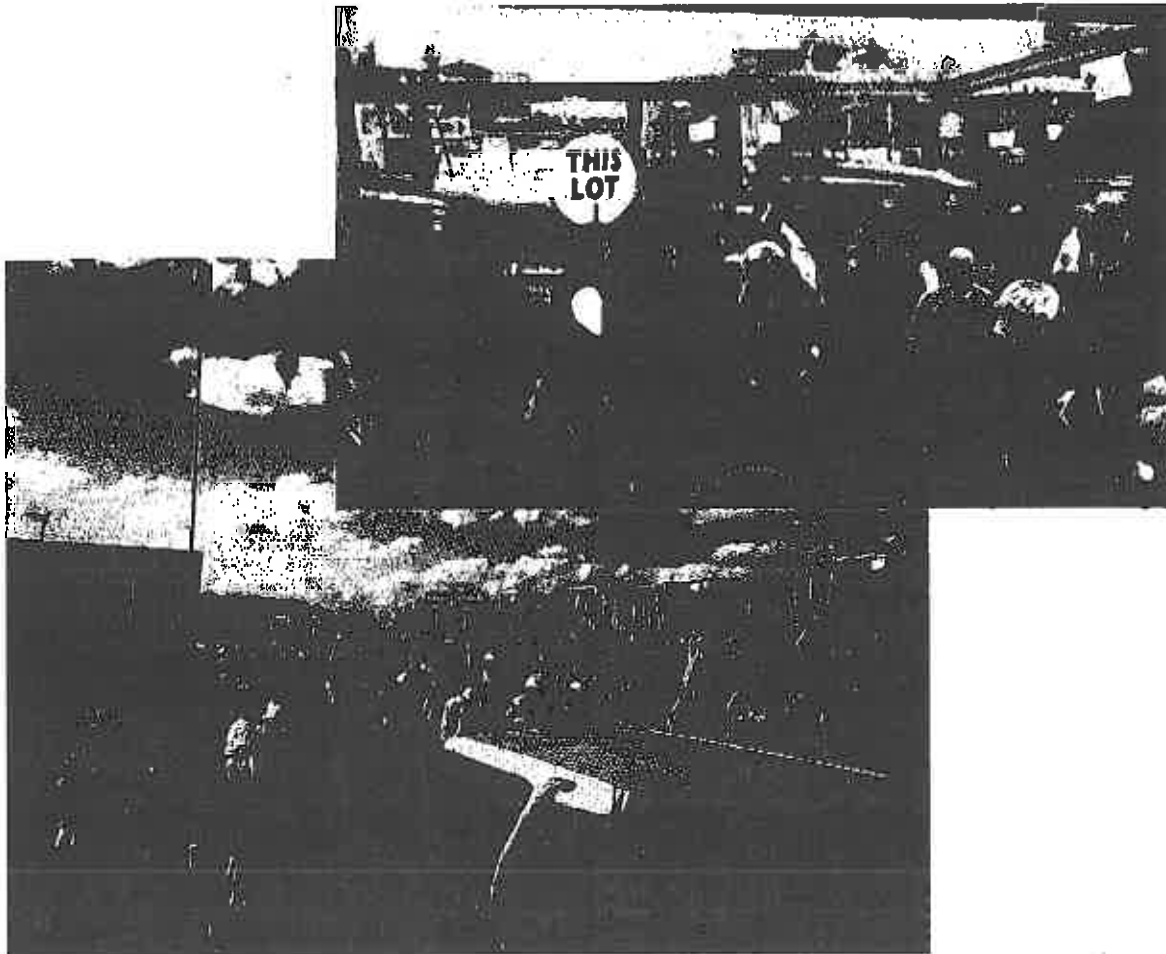
Rogers Realty & Auction Co., Inc.

auction services.

Live Onsite Auctions: We have assembled a team of award winning auctioneers to provide an auction experience second to none. Onsite auctions allow bidders to do detailed inspections prior to or during the auction to make sound buying decisions.

Previews are done on a specified date and time. By offering online bidding at live onsite auctions we open the auction up to any qualified bidder worldwide.

We provide the setup personnel, registration staff, clerks, cashiers, auctioneers, bid catchers, and checkout crews to ensure that the live auction experience is streamlined for buyer and seller.










auction proposal

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Rogers Realty & Auction Co., Inc.

Electronic Auctions: The internet has revolutionized the auction industry. Our online only electronic or timed auction platform allows bidders to place a bids and/or maximum bids on one or multiple lots simultaneously. Bidders are notified when they are outbid and offered a link to go back to that lot to bid again.

	182 John Deere 644J Wheel Loader	Winning bid: \$72,000 (per bidder)	CLOSED
	183 1984 Case 721B Loader	Winning bid: \$17,000 (per bidder)	CLOSED
	184 Caterpillar 416D Loader/Backhoe	Winning bid: \$20,000 (per bidder)	CLOSED
	185 John Deere 310G Backhoe Loader	Winning bid: \$25,000 (per bidder)	CLOSED
	186 Caterpillar 416D Backhoe Loader	Winning bid: \$18,000 (per bidder)	CLOSED
	187 John Deere 110 Loader Backhoe	Winning bid: \$15,000 (per bidder)	CLOSED
	188 2000 JCB 212BU Front End Loader	Winning bid: \$4,000 (per bidder)	CLOSED

Virtual Auctions: With our state of the art bidding platform, we have the ability to conduct live outcry auctions with an auctioneer of assets located in multiple states from one location. Equipment is sold by picture and/or video. Video previews allow bidders to bid confidently no matter how far they may be from the asset.

auction proposal

Rogers Realty & Auction Co., Inc.

marketing.

With access to bidders worldwide today, our team is working hard to secure our position in the marketplace with the use of online marketing on industry websites, sites we maintain, email marketing and social media. We also utilize print media in industry magazines and trade journals as well as local advertising for specific auction events. Below are samples of previous advertising we have placed. We estimate to properly advertise this auction to a global audience the marketing budget will be \$10,000.00



commissions & buyers fees.

Our compensation for this auction will be the buyers premium/fee. We charge a buyers premium/fee of 5% ONSITE & 7.5% ONLINE. The Buyers Premium is kept by the auction company as compensation and to cover additional auction expenses.

strategic partnerships.



MarkNet Alliance is an international network of 65 established auction companies licensed in 41 states and South Africa. These companies have joined together to offer the latest technology and offer an international presence and exposure of your assets.

MarkNet Alliance is composed of companies who are the current leaders of the auction industry with past and current office holders in the National Auctioneers Association (NAA).

auction proposal

Rogers Realty & Auction Co., Inc.

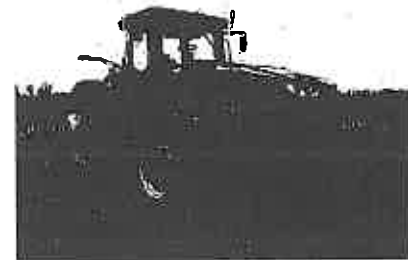
additional services.

sales & brokerage.

Our company got it's start from assisting a local construction company with liquidating their assets when an auction was not an option in their eyes. Through quick action and a deep contact base we were able to move their entire fleet in under 30 days. The seller was satisfied and the brokerage services began. We can assist sellers in getting their equipment sold either from our location in Mount Airy, NC or from the sellers location.

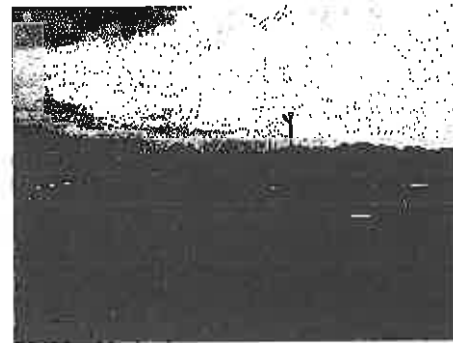
appraisals.

We offer a wide range of valuation services for individual pieces up to entire fleets. Whether a replacement valuation is needed for insurance and other purposes or a liquidation appraisal is necessary prior to removing assets from inventory or fleet. Our company conducts all appraisals based on the standards set forth by the Appraisal Foundation which is Authorized by Congress and is the Source for Appraisal Standards and Appraiser Qualifications.



transport & logistics.

Like other divisions of our company, our transport and logistics division began to assist buyers in moving machines they had purchased from us. Our Logistics division can assist with hot shot runs, flatbed, drop deck, lowboy, heavy haul, containerizing and Ro-Ro Export Services. With a network around the world of other logistics companies we are able to assist customers in moving their freight from point A to point B as cost efficient and fast as possible.



asset recovery.

Our asset recovery division can handle a wide range of services to assist financial institutions and other entities. This division handles everything from locating assets to recovering, relocating and securing assets into one of our secured facilities across the United States. We can also assist in relocating assets for individuals or in some cases when towing and recovery services are needed.



auction proposal



The Auction Marketing Solution

www.satellitelink.com
info@satellitelink.com

800-510-LINK (5465)
Fax: (800) 986-0427

Rogers Realty & Auction Co., Inc.
PO Box 729
1310 Ems Dr
Mt. Airy, NC 27030-



Project #: Rogers Auction Group, West Virginia DOT Equipment Auction, Sept. 24

Please review, sign, and fax back approved "AS IS" or marked with changes.

Signature: _____

All costs are estimated until verified by media.

Media Buyer: Ambra Sanner

Artist:

Maximum Budget: \$10,000.00 Estimated Actual Budget Total: \$10,000.00 Contingency: \$0.00 Date 8/24/15

Vendor	Section	Product	Merchandise	Schedule Summary	Start/End	Units	Total
Publications							
Truck Paper - Mid Atlantic Region	ROP - as far forward as possible	1/4 page	3.6667" x 4.9167" w/ color logos & photos	9/11/15	9/4/15	1	\$605.90
Comments: The nation's most well read publication for buying and selling heavy trucks & trailers - Truck Paper (Mid Atlantic Edition) covers Tennessee, Kentucky, West Virginia, Virginia, North Carolina, & South Carolina							
Rock & Dirt - Eastern Edition	ROP - as far forward as possible	1/4 page - Full Color	5.083" x 7" - Full color	September 2015 issue (Mails: 9/8/15)	8/31/15	1	\$677.67
Comments: Known as the Heavy Equipment Marketplace, Rock & Dirt offers the most comprehensive selection of heavy equipment for sale in print and online. (States Covered: Alabama, Connecticut, Delaware, DC, Florida, Georgia, Kentucky, Maine, Maryland, Massachusetts, Mississippi, New Hampshire, New Jersey, New York, North Carolina, Pennsylvania, Rhode Island, South Carolina, Tennessee, Vermont, Virginia, West Virginia, Eastern Canada, Europe, and Africa.)							
The Record Delta	Class: Auctions	2 col. x 3"	2.42" x 3" - Black & white	9/2/15, 9/4/15, 9/9/15, 9/11/15, 9/16/15, 9/18/15 (3 Wed. & 3 Fri.)	8/31/15	36	\$403.12
Comments: Daily newspaper covering Upshur County, WV							

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Vendor	Sestion	Product	Characteristics	Schedule Summary	Deadline	Units	Total
Upshur County Value Guide - TMC	Class: Auctions	2 col. x 3"	2.42" x 3" - Black & white	9/4/15, 9/11/15, 9/18/15	8/28/15	18	\$170.38
<p>Comments: The Upshur County Value Guide is direct mailed to 11,000+ households in Upshur County, WV each Friday</p>							
Lewis County Value Guide - TMC	Class: Auctions	2 col. x 3"	2.42" x 3" - Black & white	9/4/15, 9/11/15, 9/18/15	8/28/15	18	\$212.74
<p>Comments: The Lewis County Value Guide is direct mailed to 9,800+ households in Lewis County, WV each Friday</p>							
The Mountain Statesman	Class: Auctions	2 col. x 3"	2.42" x 3" - Black & white	9/2/15, 9/4/15, 9/9/15, 9/11/15, 9/16/15, 9/18/15 (3 Wed. & 3 Fri.)	8/31/15	36	\$403.12
<p>Comments: Daily newspaper covering Taylor County, WV</p>							
The Inter-Mountain	ROP - as far forward as possible	2 col. x 3" ROP	3.267" x 3" - Black & white	9/2/15, 9/5/15, 9/9/15, 9/12/15, 9/16/15, 9/19/15 (3 Wed. & 3 Sat)	8/31/15	36	\$682.65
<p>Comments: Daily newspaper covering Randolph County, WV; Pocahontas County, WV; Webster County, WV; Barbour County, WV; & Upshur County, WV</p>							
Braxton Citizens' News	Class: Auctions	2 col. x 3" Modular	3" x 3" - Black & white	9/1/15, 9/8/15, 9/15/15	8/27/15	3	\$207.65
<p>Comments: Weekly newspaper covering Braxton County, WV</p>							
Word Ads							
West Virginia Statewide Newspapers	Class: Auctions	Word Ad	25 Words	Week of 8/31/15	8/26/15	1	\$311.77
<p>Comments: Included in 70 total publications throughout West Virginia with a total circulation of 650,010+</p>							
Internet Listings							
Google	Google Network - Search, Content, Mobile	Adwords Campaign	Text & Display ads	Daily from 8/28/2015 - 9/4/2015	8/27/15	1	\$630.56
<p>Comments: Geo-targeted on the Google Search, Content, and Mobile networks using relevant keywords and targeted website placement</p>							

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Vendor	Sector	Product	Requirements	Schedule Summary	Deadline	Units	Total
PRWeb	Run of Web	Press Release - Premium	Online news sites, RSS feeds & 30,000 journalists	Release week of: 8/31/15	8/28/15	1	\$669.43
<p>Comments: Includes writing of Press Release ~ Premium - Interactive, web-optimized press release including a "Quotable" section, keyword links to your website to boost search engine rankings, and ability to embed images; Distribution to all major search engines (Google, Yahoo, etc.); all major online news sites (Yahoo!News, Topix, etc.); sent to more than 250,000 PRWeb RSS feed subscribers & 30,000 journalists with targeted distribution to 10 industries & 5 regions; permanent listing on PRWeb.com; personalized RSS feed; link to & visual inclusion of website within release; file attachments; "Share This" ability for readers & automatically shares news with Twitter followers; custom URL and reporting.</p>							
Online Display							
www.Mascus.com	Auctions	Skyscraper	160 x 600 pixels - 1 Sector	8/27/15 thru 9/24/15	8/25/15	1	\$263.71
<p>Comments: Discount applied for placement on multiple sectors ~ Placed on Auctions sector - Mascus is the leading worldwide premium media for construction, agriculture, material handling, forestry, grounds care machinery and transportation vehicles.</p>							
www.Mascus.com	Construction Equipment	Skyscraper	160 x 600 pixels - 1 Sector	8/27/15 thru 9/24/15	8/25/15	1	\$263.71
<p>Comments: Discount applied for placement on multiple sectors ~ Placed on Trucks and Trailers sector - Mascus is the leading worldwide premium media for construction, agriculture, material handling, forestry, grounds care machinery and transportation vehicles.</p>							
www.Mascus.com	Main Page	Skyscraper	160 x 600 pixels - 1 Sector	8/27/15 thru 9/24/15	8/25/15	1	\$263.71
<p>Comments: Discount applied for placement on multiple sectors ~ Placed on Main Page of the website - Mascus is the leading worldwide premium media for construction, agriculture, material handling, forestry, grounds care machinery and transportation vehicles.</p>							

Vendor	Section	Product	Technicals	Schedule Summary	Deadline	Units	Total
www.AuctionZip.com	State Page	Small Rectangle	Business Ad - 220 x 150 pixels	8/27/15 thru 9/24/15	8/25/15	1	\$241.19
Comments: Ad located on the right hand side of the State Page for 1 month							
www.ARTBA.org	Run of Site	Banner Ad	160 x 600 pixels - 1 month	8/27/15 thru 9/24/15	8/25/15	1	\$917.67
Comments: Official website for the American Road & Transportation Builders Association with 7,000+ unique monthly visitors serving 23,000+ monthly page views - ARTBA's 6,500+ members are among the most influential people and companies in the transportation design and construction industry							
www.EquipmentTraderOnline.com	Home Page	Square Ad	300 x 250 pixels - Home Page - 10,000 imp - Weekly	8/31/15 thru 9/14/15 - 20,000 impressions	8/28/15	2	\$652.96
Comments: EquipmentTraderOnline.com is the largest online marketplace for equipment buyers and sellers with over 900,000 searches and 2 million pageviews monthly							
www.RockandDirt.com	Auction Marketplace	Banner Ad	350 x 263 pixels - 96dpi	8/27/15 thru 9/24/15	8/25/15	1	\$652.96
Comments: Banner ad placed in The Auction Marketplace at www.RockandDirt.com which averages 17,694+ visits per month or 590 per day							
Social Media							
www.Facebook.com - TheAuctionAdvantage	News Feed	News Feed Post (Viral)	Posted to the News Feed & links to auction website	Daily from 9/10/2015 - 9/20/2015	9/9/15	1	\$411.77
Comments: News Feed Post promoted using geography, income & interest targeting							
www.Instagram.com - TheAuctionAdvantage	Instagram Feed	Post - Photo & Text	Photo, text & hashtags	Posted on 9/2/15 & 9/15/15	9/1/15	2	\$0.00
Comments: Included with the Facebook campaign ~ Post including a photo, text & hashtags sent to all Followers of the TheAuctionAdvantage Instagram Feed							

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Vendor	Season	Product	Mechanics	Schedule Summary	Deadline	Units	Cost
www.Pinterest.com - TheAuctionAdvantage	Upcoming Auctions	Pin - Photo & Text	Photo, Text & Hashtags - Posted to relevant board	Posted on 9/1/15, 9/17/15	8/31/15	2	\$0.00
Comments: Included with the Facebook campaign ~ Post including a photo, text & hashtags on the 'Upcoming Auction' board visible to all Followers of the TheAuctionAdvantage Pinterest Page							

Electronic Marketing							
*InfoUSA - Email Marketing		Email Blast	Custom HTML sent to a custom list	Send on 8/27/15 & 9/8/15	8/25/15	1.6	\$292.36
Comments: Custom email blast sent to the top contact at 283 businesses in heavy construction, wrecking & demolition work, transportation equipment, taxicabs & transportation, transportation brokers/services, used truck & vehicle dealers, heavy construction equipment & transportation administration in West Virginia							

Print							
Mail Processing		8.5" x 11" Brochure	Print: 500 brochures	Print on or before: 9/1/15		1	\$333.90
SPL - Media Production Team		8.5" x 11" Brochure	8.5" x 11" - Full color; bi-fold	1st proof to client by: 8/28/15		1	\$382.36

The Line							
Mail Processing		First Class Presort	Mail: 430 postcards	Mail on or before: 9/3/15		430	\$242.83
Mail Processing		Drop Ship to Client	70 Drop Shipped			1	\$29.41

Vendor	Section	Project	Mechanics	Schedule Summary	Deadline	Units	Total
Database Research		Mail List - One time use	430 addresses			1	\$76.47
Comments: Addresses of 1,151 businesses in heavy construction, wrecking & demolition work, transportation equipment, taxicabs & transportation, transportation brokers/services, used truck & vehicle dealers, heavy construction equipment & transportation administration in Arkansas ~ Count report included							

Status: Quote -	* NAA Member Discount	Estimated Budget Total:	\$10,000.00
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ADDENDUM ACKNOWLEDGEMENT FORM
SOLICITATION NO.: DOT1600000014

Instructions: Please acknowledge receipt of all addenda issued with this solicitation by completing this addendum acknowledgment form. Check the box next to each addendum received and sign below. Failure to acknowledge addenda may result in bid disqualification.

Acknowledgment: I hereby acknowledge receipt of the following addenda and have made the necessary revisions to my proposal, plans and/or specification, etc.

Addendum Numbers Received:

(Check the box next to each addendum received)

- | | |
|--|--|
| <input checked="" type="checkbox"/> Addendum No. 1 | <input type="checkbox"/> Addendum No. 6 |
| <input type="checkbox"/> Addendum No. 2 | <input type="checkbox"/> Addendum No. 7 |
| <input type="checkbox"/> Addendum No. 3 | <input type="checkbox"/> Addendum No. 8 |
| <input type="checkbox"/> Addendum No. 4 | <input type="checkbox"/> Addendum No. 9 |
| <input type="checkbox"/> Addendum No. 5 | <input type="checkbox"/> Addendum No. 10 |

I understand that failure to confirm the receipt of addenda may be cause for rejection of this bid. I further understand that any verbal representation made or assumed to be made during any oral discussion held between Vendor's representatives and any state personnel is not binding. Only the information issued in writing and added to the specifications by an official addendum is binding.

Rogers Realty & Auction Co. Inc.
Company

[Signature], VP Business Development
Authorized Signature

9/11/15
Date

NOTE: This addendum acknowledgement should be submitted with the bid to expedite document processing.
Revised 6/8/2012

CERTIFICATION AND SIGNATURE PAGE

By signing below, or submitting documentation through wvOASIS, I certify that I have reviewed this Solicitation in its entirety; understand the requirements, terms and conditions, and other information contained herein; that I am submitting this bid, offer or proposal for review and consideration; that I am authorized by the vendor to execute and submit this bid, offer, or proposal, or any documents related thereto on vendor's behalf; that I am authorized to bind the vendor in a contractual relationship; and that to the best of my knowledge, the vendor has properly registered with any State agency that may require registration.

Rogers Realty & Auction Co. Inc.
(Company)

J. B. Brown, VP - Business Development
(Authorized Signature) (Representative Name, Title)

336 789 2926 336 786 1621 9/9/15
(Phone Number) (Fax Number) (Date)

Revised 08/01/2015