

JEFFERSON COUNTY BOARD OF EDUCATION
EQUAL OPPORTUNITY / AFFIRMATIVE ACTION EMPLOYER

BID TABULATION

BID ID: 7715

APPROVAL DATE: May 14, 2019

ITEM(S) QUOTED: REAL ESTATE AUCTIONEER (Percentage)

DATE BIDS RECEIVED: April 23, 2019

CONTRACT PERIOD: From July 01, 2019 through June 30, 2020

RENEWAL(S): Two (2) annual renewals at the option of both parties.

COMMENTS: Awarded to O'Dell Auction Company.

Vendor Response Terms

Vendor Name	Response Terms	Response Payment Terms
Fine and Company LLC	Marketing Fee ½% & 1-1/2% of value if approved. Commission - Either seller pays commission or buyer pays buyer's premium. Up to \$400,000 – 5.5%, \$400,001 to \$1,000,000 5%, < \$1,000,000 4.75%. Buyer's Agent Comp: 1.5%, if app. 50-50 - Seller & Fine & Co	Payment of Invoices: INVOICES FOR MARKETING FEES DUE 30 DAYS AFTER APPROVAL. IT IS CUSTOMARY FOR COMMISSION COMPENSATION TO BE PAID AT CLOSING OR WITHIN 30 DAYS.
O'Dell Auction Company	BID ON REAL ESTATE IS 4% AND SELLERS PAY ALL ADVERTISING. WE WILL ADVERTISE ON AUCTION COMPANY WEBSITE, AUCTION ZIP AND LOCALLY. I HAVE HAD 12 YEARS EXPERIENCE IN COMMERCIAL REAL ESTATE FIELD.	WITHIN THIRTY DAYS OF REAL ESTATE CLOSING.

REAL ESTATE AUCTIONEER SERVICES

AWARD NOTES: Awarded to O'Dell Auction Company based on lowest price/commission percentage.

CATEGORY NOTES: Please respond to the following in the VENDOR RESPONSE CATEGORY NOTES field: (1.) List experience in the commercial real estate field. (2.) Describe the plan of action you intend to use to dispose of surplus property.

VENDOR NAME

Fine and Company LLC

PERCENTAGE OF DISCOUNT

.00 %

CATEGORY NOTES: Experience in commercial real estate auctions excess of 25 years all company associates. Team has sold many elementary (inc. one one Dixy Hwy, Louisville adjacent to Dixie Manor Shopping Ctr) under RE/MAX Commercial), high schools and colleges as well as other special use properties. Fine and Company will implement an aggressive, structured marketing program to capture the universe of potential buyers. The following is an outline of our program. Prospect Management: One of the major reasons for our success is our team's decades of experience with prospect management techniques for the solicitation and encouragement of prospective buyers. Inquiries will be handled on a real time basis. It is critically important to recognize that prospective buyers' questions and concerns must be addressed very differently in an auction setting than in a conventional setting. Brochure: We will create a professionally designed flyer and brochure which will showcase the properties at their very best and give prospective purchasers a pictorial incentive to investigate further. Advertising: The production of convincing copy, vibrant visuals combined with a smart selling strategy, and the selection of media is designed to motivate the target market to react. We execute intensive, property specific marketing campaigns, placing a variety of advertisements in traditional, non-traditional and electronic media that are most apt to attract qualified buyers. Direct Marketing: We utilize both physical and electronic direct mailing to reach all potential targeted buyers, real estate brokers and investors. Public Relations: While the sale of property through conventional brokerage is rarely a newsworthy event, the sale of this property at auction is expected to become an important component to our marketing efforts if managed correctly. Internet: Our Internet marketing campaign is multi-faceted. We create a property specific page on our website; all advertising will direct the prospect here. The property will also be promoted on all relevant online venues including real estate and auction specific websites. Bidder's Information Packet: We create detailed Bidder's Information Packets that provides a potential purchaser with all the information needed to evaluate the property and to bid for it under the seller's terms and conditions. Property Inspections: Our highly experienced licensed personnel conduct the scheduled on-site inspections at which prospective purchasers may inspect the real estate (and see others inspecting them as well). Signage: Our professionally designed signage highlights the word AUCTION and emphasizes the deadline for the sale. Seller Approval of Materials: We will present all media advertisements, press releases, brochure copy, Bidder Information Packets, direct mail pieces, etc.

O'Dell Auction Company

.00 % *

CATEGORY NOTES: REAL ESTATE COMMISSION WILL BE 4% WITH SELLER PAYING ALL ADVERTISING.