

MARTIN & RUTT AUCTIONEERS AY-002189-Y

PUBLIC AUCTION PROPOSAL



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INTRODUCTION

We are a full service auction company who can handle your needs to liquidate the assets you own and turn it into spendable income. We have grown from the grass-roots up to become recognized by the community as a leader in the auction industry.

In 2006, John Rutt & Michael Martin combined their auctioneering abilities and have been working hard to become one of the most sought after auction companies ever since. We have been marketing and saying sold for a combined 48+ years.

Our company is not the biggest one you can find, and that is not our goal. Our goal is to make your auction successful by giving your auction our personal attention and exceeding your expectations.

You have my promise that you will get my best effort in making your auction a success story.



WHY SHOULD YOU CHOOSE US?

* You may ask what sets us apart from other auction companies. A difficult question with a very simple answer, results. You may only have 1 auction in your lifetime, make sure you choose the company who is committed to make yours prosper.

* As your auctioneer of choice, your road to having a great auction begins by leaning on our experience to market your auction properly. A good marketing plan is so much more than the old days of just placing a few ads in local newspapers. We include newspapers, but also use various internet sources; our own personal website; professional auction fliers; large auction signs; custom lettering on directional signs; and the personal knowledge of talking to people who are in the marketplace and are ready to buy. This is our full time occupation, not a job we do in our spare time.

* We sold over 95% of the real estate we listed the last 10 years for over 200 million dollars and the average sold price exceeded public appraisals. Also, 100% of our "Sold" auctions completed final settlement. We are not only listing real estate properties, we are getting them marketed correctly & then sold for the most money possible.

* You will receive our best effort to help you navigate a transition part of life. We recognize that selling your property can be stressful and we would be honored to help you navigate this time of your life.

* We offer very competitive commission rates. However, hiring the correct auction company can increase revenue, making the money in your pocket greater even after expenses are deducted.

* Money in your pocket. Our marketing plans have been maximizing sold prices for years; so from final sold price; to advertising expense; to auction costs; to final settlement; we can maximize the money you have in your pocket at the conclusion of your auction.

* Every detail of your auction is handled by 1 person. When you hire John or Mike, they (not an employee) complete every step of your auction, and will update you on where they are in the process to give you peace of mind. This ensures that no detail is missed or overlooked. If you ever have a question just call/text their direct number and they can give you an immediate answer because they know every detail of your auction. (This is very important)

WHAT IS “BROKER PARTICIPATION”?

This method of marketing invites real estate agents to help locate buyers for your auction of real estate. Because I have my PA Realtor license, I can direct email 1,000's of real estate

agents and let them know the details of your auction property and we reimbursed them for their efforts in bringing the buyer to your auction.

WHY SWING LOANS ARE BEST WHEN COMING FROM A BANK OR MORTGAGE COMPANY

We can give potential buyers contact information they need to qualify with a mortgage company as a buyer of real property. When you hire us as your auction company we work exclusively for you, the seller. When auction companies enter into a contract to work for buyers as their “Bank” (swing loan), it is not always possible to give both buyer & seller 100% ef-

fort. This term, “Dual Agency”, is not legal in many of the 50 states.

Your auctioneer of choice should be working for you, the seller, and have your best interest in mind 100% of the time. Hiring an auctioneer who does “Swing Loans” is like hiring an Attorney in court to work both sides.



KNOWLEDGE OF COLLECTIBLES & GENERAL ITEMS TO BE SOLD

Have you ever been to an auction where a box lot brings over \$100.00? That is a sign that the buyers know more of what is valuable than the auctioneer. If your auctioneer doesn't know what to look for at the bottom of the boxes, you are not getting top dollar for your collectibles. If your auctioneer of choice doesn't know what the proper name that an item is called, he can't advertise it properly.

This is where experience is the most helpful. No auctioneer knows everything, including me. However, my base-knowledge of country antiques; farm related items or equipment; mid-century modern; period collectibles; collectible toy market; or what is being sought after in the large cities; allows me to use "Search" words to bring big money to small auctions.

I have been selling and following auctions my entire life, selling for 13+ years at an antique auction in New Jersey; I sold for 5+



years at one of the largest "High End" antique auction companies in the country (Pook & Pook Auction Company); I sold 6+ years for one of the most respected tractor & farm equipment auctioneers in the state of PA (Blaine Rentzel); in addition to selling for 14+ years at the world's largest auto auction (Manheim Corporation).

I would be honored to put my lifetime of auction knowledge to work for you, or your family.



WHO IS JOHN J. RUTT, II

John is a PA State Champion Auctioneer, with a lifetime of experience.

John grew-up in the auction method of marketing. His parents (John & Esther Rutt) started an auction consignment business the year he was born. So he literally has been helping sell things for his entire life. This helped lay a foundation for his love of selling and saying “Sold”.

John first took his turn on the auction block when he was 17 years old. Little did he know at the time that this was only going to feed his love of the auction method of marketing. He worked for many auction companies as a sub-contracted auctioneer over the first 15 years of his career. This experience taught him many valuable lessons including what works, and some things to avoid. He has offered over 2 million items at auction. Few auctioneers in the country have this kind of hands-on auction knowledge and experience.

John married his teenage sweetheart in 1993 and they have 4 children. He loves spending time with his family and enjoys doing almost anything outside. John is very active at Parkview Mennonite Church and enjoys volunteering his time as a bi-vocational Pastor. John realizes his identity is not in being an auctioneer, but in being a Christian.

You can trust John to be honest and make all the decisions necessary to make your auction a success story.

Keith Witman