



[Document.CreatedDate]

[Client.FirstName] [Client.LastName]

[Client.Company]

[Client.StreetAddress]

[Client.City], [Client.State] [Client.PostalCode]

Dear [Client.FirstName] [Client.LastName]:

I am pleased to present the following proposal for the sale of your Property at auction.

PROPERTY DESCRIPTION

[Property Description], the "Property"

GENERAL PARAMETERS

1. As your exclusive agent we will sell the Property in an online auction that will conclude on or before [Auction End Date].
2. We will catalog and photograph the Property in its current location at [Auction Site].
3. Descriptions and photographs will be available to potential bidders at www.mclemoreauction.com.
4. We will host an auction preview on the premises at [Auction Site]. We will provide the staff required to manage the auction preview.
5. We will provide the technology and accounting required to conduct an online auction of the property at www.mclemoreauction.com.
6. We will sell the Property to the highest bidders regardless of price, without reserves or minimum bids.
7. We will collect and remit all applicable state and local sales taxes.
8. We will accept payment of invoices totaling less than \$5,000 by credit and debit cards at the auction.
9. We will collect and retain a 10% buyer's premium from all purchasers at the auction.
10. We will mail you payment within 14 days of the conclusion of the auction.
11. After the auction concludes, we will schedule a time for purchasers to pickup the Property. We will provide the staff required to manage the pickup and removal process.



CRITICAL PATH

- **[Contract Date]:**
 - Contract to Auction Real Estate Signed

- **[Advertising Start Date]:**
 - Announcement in "This Week at McLemore Auction" Email Newsletter
 - Signs Installed
 - Advertising Commences
 - Bidding Opens at www.mclimoreauktion.com

- **[Auction End Date]:**
 - Auction Closes

- **[Closing Date]:**
 - Net Proceeds Mailed to Owner



PROPOSAL

Based on the above general parameters, we are pleased to offer the following proposal. In exchange for our efforts we will receive:

1. A commission in the amount of 10% of auction proceeds collected;
2. A reimbursement for the costs of credit card processing in the amount of 3% of invoice totals paid by credit or debit card.
3. A reimbursement for the costs of receiving payment by wire transfer in the amount of \$15 per wire received.

This proposal is provided for your consideration and acceptance at or before 5:00 pm on [Contract Date], after which time it may become necessary to postpone the proposed auction date.

Thank you for the opportunity to submit this proposal. I look forward to working for you.

Sincerely yours,

A handwritten signature in black ink, appearing to read "Will McLemore", written in a cursive style.

Will McLemore, CAI
President



Will McLemore, CAI

President of McLemore Auction Company, LLC

A native of Nashville, Mr. McLemore holds a BA from Yale University in New Haven, CT.

He began his career in the auction business in the contemporary art department of a major international auction house based in New York. He went on to work for one of the largest real estate auction firms in the United States and for the largest industrial auctioneer in the world.

In 2006, Mr. McLemore founded McLemore Auction Company, LLC and opened its Nashville headquarters. He has sold more than \$100 million of real estate and personal property at auction.

Mr. McLemore was elected to the Board of Directors of the National Auctioneers Association in 2015. Before his election, Mr. McLemore served as Chairman of the National Auctioneers Association Education Institute. He is a past President of the Middle Tennessee Auctioneers Group, past Vice President of the Tennessee Auctioneers Association and is a member of the Greater Nashville Association of Realtors, the Tennessee Association of Realtors and the National Association of Realtors.

Mr. McLemore received the prestigious Certified Auctioneers' Institute (CAI) designation from the National Auctioneers Association in 2003. Mr. McLemore now teaches at CAI.



McLemore Auction Company, LLC is headquartered in Nashville, TN. Since it was founded in 2006, the company has sold real estate and personal property throughout the Southeastern United States.

McLemore Auction Company, LLC specializes in the sale of complex and valuable real estate in Tennessee and surrounding states. It delivers excellent results to its clients through careful resale evaluation and data driven marketing.

Recent auction highlights include the disposition of more than 50 lots in the Village at Grandfather near Linville, NC for \$1.1 million, the sale of an 820 acre cotton farm in Cowan, TN for \$2.7 million and the complete liquidation of the Canyon West Golf Course and Mickle's Valley View Ranch in Weatherford, TX for \$4.8 million.