



[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

The "Real Estate":

[Real Estate Description]

The "Personal Property":

[Personal Property Description]

Collectively, the "Property"

GENERAL PARAMETERS

With Respect to the Real Estate:

1. As your exclusive agent, we will sell the Real Estate in an online auction that will conclude on [Auction End Date] or some other mutually agreeable date.
2. We will prepare the property for sale and take care of mowing and cleanup as needed.
3. We will advertise the auction on our website at www.mclimoreauction.com, by social media, search and other online advertising, by placing signs on the Property, by direct mail, and in our weekly email newsletter.
4. We will offer compensation to any real estate brokers representing buyers at the auction. They must registered with us before the auction. We will pay them from our commission at our cost.



5. We will provide the technology and accounting required to conduct an online auction of the Real Estate to take place at www.mclimoreauktion.com.
6. We will collect a 15% nonrefundable deposit from the high bidder at the conclusion of the auction.
7. The auction deposit will be held by and closing will be conducted by a mutually agreeable closing attorney. We suggest [Escrow Agent Name] for this auction.
8. Closing will take place on or before [Real Estate Closing Date].

With Respect to the Personal Property:

1. As your exclusive agent, we will offer the Personal Property for sale in an online auction which will conclude on [Auction End Date].
2. The Personal Property will remain in its current location, the "Auction Site".
3. We will carry out the process of cataloging and photographing the Personal Property at the Auction Site.
4. We will host an auction preview of the Personal Property at the Auction Site.
5. We will advertise the auction on our website at www.mclimoreauktion.com, by social media, search and other online advertising, by placing signs on the Property, by direct mail, and in our weekly email newsletter.
6. Descriptions and photographs will be available to potential bidders at www.mclimoreauktion.com.
7. We will provide the technology and accounting required to conduct an online auction of the Personal Property at www.mclimoreauktion.com.
8. We will sell the Personal Property to the highest bidder regardless of price, without reserves or minimum bids.
9. We will collect and retain a 10% buyer's premium from all purchasers at the auction.
10. We will accept payment by wire transfer or cashier's check. We will also allow for payment of invoices below \$5,000.00 via credit card.
11. We will mail you net auction proceeds within 14 days of the conclusion of the auction.
12. We will remove all unsold and non-marketable personal property from the premises before the real estate closing.

CRITICAL PATH

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



- Contract to Auction Personal Property Signed
- **[Advertising Start Date]:**
 - Announcement in “This Week at McLemore Auction” Email Newsletter
 - Signs Installed
 - Advertising Commences
 - Bidding Opens at www.mclomoreauction.com
- **[Auction End Date]:**
 - Real Estate Auction Begins to Close at 12:00 PM CT
 - Personal Property Auction Begins to Close at 2:00 PM CT
- **[Day After Auction End Date]:**
 - Payment Deadline for Personal Property
 - Removal Date for Personal Property
 - Deposit Deadline for Real Estate
- **[Payment Date for Personal Property Proceeds]**
 - Net Proceeds from Personal Property Auction Mailed to You
- **[Closing Date]:**
 - Anticipated Real Estate Closing Date



MARKETING BUDGET

Item	Subtotal
McLemore Auction Website and Newsletter	\$0.00
Facebook Advertising Campaign	\$1,250.00
Google Advertising Campaign	\$1,250.00
Direct Mail	\$500.00
Drone Photography and Video Production	\$600.00
Sign Production and Installation	\$400.00
Total	\$4,000.00



PROPOSAL

With Respect to the Real Estate:

Option 1: Reserve Auction Conditions

1. We will sell the Property to the highest bidder subject to your acceptance of the high bid price determined at the auction.
2. You will pay us \$10,000.00 at the time of the execution of a Contract to Auction Real Estate. We will spend \$[Marketing Expenses] advertising the property and will retain \$[Retainer] as a fee for our services.
3. A [Buyer's Premium Percentage]% buyer's premium will be added to the high bid price determined at the auction to arrive at the total contract sales price for the Property.
4. We will receive an amount equal to the [Buyer's Premium Percentage]% buyer's premium as our commission at the real estate closing.
5. We will agree to reduce our commission by a total of \$2,500.00 at the real estate closing.

Option 2: Absolute Auction Conditions

1. We will sell the Property to the highest bidder at absolute auction, without minimum bids or reserve.
2. A [Buyer's Premium Percentage]% buyer's premium will be added to the high bid prices determined at the auction to arrive at the total contract sales price for the Property.
3. We will receive an amount equal to the [Buyer's Premium Percentage]% buyer's premium as our commission at the real estate closing.
4. We will receive a reimbursement for auction expenses in the amount of \$[Marketing Expenses] at the real estate closing.

With Respect to the Personal Property:



1. In exchange for our efforts we will receive:

1. A commission in an amount equal to 10% of auction proceeds collected; and
2. A reimbursement for the costs of credit card processing and receipt of funds by wire transfer. Our costs are 3% of invoice totals paid by credit card and \$15 per wire.

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.

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.