



[Proposal Date]

[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 [Auction End Date] or some other mutually agreeable date.
2. We will advertise the auction on our website at www.mclemoreauction.com, by direct mail, by social media, search and other online advertising, by placing signs on the Property, and in our weekly email newsletter.
3. We will provide the technology and accounting required to conduct an online auction of the Property to take place at www.mclemoreauction.com.
4. We will collect a [Deposit Percentage]% nonrefundable deposit from the high bidder at the conclusion of the auction.
5. 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.
6. Closing will take place on or before [Closing Date].

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.mclmoreauction.com
-
- **[Auction End Date]:**
 - Auction Closes
-
- **[Closing Date]:**
 - Latest Closing Date



MARKETING BUDGET

Item	Price
McLemore Auction Website and Newsletter	\$2,500.00
Facebook Advertising Campaign	\$5,000.00
Google Advertising Campaign	\$600.00
Direct Mail	\$400.00
Drone Photography and Video Production	\$120.00
Sign Production and Installation	\$400.00
Total	\$9,020.00



PROPOSAL OPTION

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.

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'. The signature is fluid and cursive, with a long, sweeping underline.

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 sale of the Stoneybrook subdivision in Antioch, TN for \$4.4 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.