GovDeals.com – “Maximizing the Most Important Aspects of Your Surplus Auctions – Control, Transparency and Revenue”

Thursday, October 16th, 2019

Presented By: Andrew Joosten
Midwestern Representative
 Technologies To Make Our Lives Easier
Traditional vs Online Auctions
High Reward for Cultural Change

Traditional Auction Model

- **Event driven**
  - Infrequent auctions
  - Items must be stored somewhere
  - High Cost of Storage
  - Environmental/Sustainability Issues
  - Items may lose value sitting/waiting for next event. Flat tires & dead batteries!
  - Transportation Costs
  - Weather concerns
  - Overtime for staff
  - Bidders must travel
  - Fewer/local bidders
  - Lower ROI
  - Less Control/Transparency

GovDeals Online Model

- **Inventory/Item driven**
  - Sell Immediately. As is/where is.
  - Reduced storage footprint
  - Low Storage Costs
  - Very Green & Sustainable
  - Items are not subject to age/damage/depreciation devaluing
  - Transportation almost eliminated
  - It never rains on a GovDeals Auction!
  - Very little staffing and no security costs
  - Typically, only the winning bidder travels
  - Huge national/international bidder base
  - Highest ROI for broad spectrum of items
  - Complete control and fully transparent
  - **Government only Marketplace**
Selling online gives YOU control over how, where, and when you sell your surplus. We sell just about everything!
### THE 80/20 RULE

**Vehicles and Equipment**

**October – October (2019)**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
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</thead>
<tbody>
<tr>
<td>Total Sold</td>
<td>$307,957,824.47</td>
</tr>
<tr>
<td>Total Items</td>
<td>252,843</td>
</tr>
<tr>
<td>Total Clients</td>
<td>6,465</td>
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<tr>
<td>Avg. Sale Price</td>
<td>$1,217.98</td>
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</table>

<table>
<thead>
<tr>
<th>Sub Category</th>
<th>Value</th>
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<tbody>
<tr>
<td>Vehicles Sold</td>
<td>$176,839,020.34</td>
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<tr>
<td># Vehicles</td>
<td>52,037</td>
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<tr>
<td>Heavy Equipment Sold</td>
<td>$87,736,461.96</td>
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<tr>
<td># Heavy Equipment</td>
<td>8,513</td>
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Success Selling All Types of Assets

State of Wisconsin
Department of Natural Resources:

- *(1)* RV Barney Devin 50 Foot Steel Hulled Great Lakes Gill-Net Boat – Sold for $52,550.00

- Lot of Used Treated Lumber from Boardwalk – Sold for $1.00

Large or small, GovDeals sells it all!

Cost Savings of Bidder Removal
LSI’s End-of-Life Asset Marketplaces

Over $750M in annual sales of surplus assets globally

Over 3 Million buyers growing at 15% per year
GovDeals Overview

- Founded in 2000, selling government surplus online is GovDeals only business for nearly 20 years.
- GovDeals recently surpassed $2 BILLION in total sales on the site since 2001. Over $300 MILLION this year!
- Headquartered in Montgomery, AL, GovDeals has direct employees all over the Country and has grown to become the largest vendor in the Government-only online sales marketplace.
- Currently supports over 13,000 Government clients across North America.
- Over 800,000 active registered bidders @ GovDeals.com, plus access to 3 Million+ with all LSI marketplaces.
Huge Midwestern Bidder Base

- GovDeals has nearly **48,000 active registered bidders** within a 250 mile radius of Bloomington, IL.
Huge Midwestern Bidder Base

- GovDeals has nearly **215,000 active registered bidders** within a 500 mile radius of Bloomington, IL.
Some Illinois Clients...

Chicago, IL
University of Chicago, IL
College of DuPage, IL
Joliet Junior College, IL
College of Lake County, IL
McHenry County College, IL
John A. Logan College, IL
Black Hawk College, IL
Illinois Central College, IL
Illinois Institute of Technology, IL
McHenry County, IL
Augustana College, IL
Elgin Community College, IL
Waubonsee Community College, IL
Peoria County, IL
Winnebago County, IL
Sangamon County, IL
Bloomington, IL
and many more…
Market Presence – Unique Web Visitors

Web Traffic Analysis
18-month comparison of monthly Unique Visitors

<table>
<thead>
<tr>
<th>Month</th>
<th>GovDeals.com</th>
<th>PublicSurplus.com</th>
<th>GovPlanet.com</th>
<th>AuctionsInternational.com</th>
<th>Municibid.com</th>
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<tbody>
<tr>
<td>July 2017</td>
<td>928,891</td>
<td>680,850</td>
<td>144,245</td>
<td>47,269</td>
<td>45,461</td>
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<tr>
<td>August 2017</td>
<td>920,534</td>
<td>693,309</td>
<td>165,140</td>
<td>47,269</td>
<td>37,743</td>
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<tr>
<td>September 2017</td>
<td>876,680</td>
<td>602,078</td>
<td>160,432</td>
<td>61,826</td>
<td>37,838</td>
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<td>October 2017</td>
<td>766,799</td>
<td>512,111</td>
<td>161,576</td>
<td>71,542</td>
<td>28,328</td>
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<tr>
<td>November 2017</td>
<td>748,317</td>
<td>481,886</td>
<td>157,914</td>
<td>71,036</td>
<td>28,987</td>
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<td>December 2017</td>
<td>758,024</td>
<td>451,163</td>
<td>153,251</td>
<td>84,564</td>
<td>29,274</td>
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<tr>
<td>January 2018</td>
<td>782,104</td>
<td>404,830</td>
<td>156,035</td>
<td>61,587</td>
<td>32,623</td>
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<td>February 2018</td>
<td>841,587</td>
<td>447,231</td>
<td>153,551</td>
<td>53,240</td>
<td>37,493</td>
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<td>March 2018</td>
<td>885,399</td>
<td>481,074</td>
<td>142,029</td>
<td>78,094</td>
<td>39,950</td>
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<td>April 2018</td>
<td>953,581</td>
<td>438,280</td>
<td>144,032</td>
<td>88,770</td>
<td>35,526</td>
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<td>May 2018</td>
<td>931,617</td>
<td>492,572</td>
<td>146,970</td>
<td>88,516</td>
<td>38,290</td>
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<td>June 2018</td>
<td>944,476</td>
<td>501,934</td>
<td>153,995</td>
<td>83,902</td>
<td>34,916</td>
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<tr>
<td>July 2018</td>
<td>804,230</td>
<td>537,247</td>
<td>165,934</td>
<td>54,090</td>
<td>43,404</td>
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<tr>
<td>August 2018</td>
<td>816,715</td>
<td>499,099</td>
<td>170,671</td>
<td>60,975</td>
<td>41,295</td>
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<tr>
<td>September 2018</td>
<td>944,188</td>
<td>433,061</td>
<td>161,361</td>
<td>65,140</td>
<td>30,960</td>
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<td>October 2018</td>
<td>817,023</td>
<td>441,687</td>
<td>154,142</td>
<td>60,335</td>
<td>34,950</td>
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<td>November 2018</td>
<td>801,198</td>
<td>392,422</td>
<td>171,499</td>
<td>60,292</td>
<td>45,226</td>
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<tr>
<td>December 2018</td>
<td>801,198</td>
<td></td>
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</tr>
</tbody>
</table>
Auctions of Interest – College

2009 Ford Econoline Bus
Black Hawk College, IL
$6,050.00

Doyon Floor Mixer
College of DuPage, IL
$3,650.00

2005 John Deere Front Mower
Joliet Community College, IL
$4,301.00
Wood Table and (4) Chairs
College of DuPage, IL
$64.00

Lot of (7) Adult Bikes
Winnebago County, IL
$73.00

Lot of Preschool Furniture
John A. Logan College, IL
$4,920.00
GovDeals is a Partnership-Oriented Auction Solution

- We use a targeted marketing and advertising campaign to promote your auctions, including CarDaddy, AutoTrader, FireTrader, Rock & Dirt, Locanto, ClassifiedAds.com, and many others.

- GovDeals provides aggressive and ongoing asset-specific marketing. Total of 7 full-time marketing specialists. Clients receive a copy of all ads run on their assets.

- All advertising and marketing is provided at No Additional Cost to our clients.

- GovDeals’ marketing campaign will include local bidder awareness activities, marketing in local and statewide newspapers, online publications and other activities designed to attract additional bidders to your agency’s GovDeals auctions.
Maximizes opportunities for reuse

Multiple tier availability allows targeted reallocation to various groups

Addresses “green initiatives”

Eliminates redundancy of duel asset entry

Patented functionality

Training in posting and/or claiming assets

Allows agencies to demonstrate ‘good faith’ efforts to comply with reallocation statutes

Our No-Cost Tiered Reallocation Process
Reporting is key to insuring chain of custody as well as transparency for your agency. Very important for all public Sellers!

Reports are available on a number of customizable search criteria so that you know exactly when, for how much and to whom every asset is sold or donated. Importance of a clear audit trail.

You can run reports at any time based on this or any other search criteria. Reports can quickly be converted to Excel or PDF files.
GovDeals Program Features/Highlights

➢ There is **NO COST** for your Agency to sell with GovDeals.com!!

➢ Pricing Model…

  • Winning Bidder pays **12.5%** on top of sale price (GovDeals collects payment) for all sold assets. No cost to anyone unless there’s a successful sale. Lowest default rate in the industry – less than **4.00%**

➢ Payments on a WEEKLY pay cycle! GovDeals absorbs any Credit Card chargebacks!

GovDeals can electronically collect proceeds using these methods:

- MasterCard
- American Express
- Visa
- Discover
- PayPal
- Wire Transfer

➢ Availability of Cooperative Contracts – E&I, Sourcewell (NJPA) & ValuePoint/NASPO

➢ 2 Dedicated Regional Client Support Representative for ongoing Training/Support.
Questions and Thank You

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