



LEE ENTERPRISES
CONSULTING, INC.



**Birdsong Auction
& Real Estate
Group LLC**

AUCTIONS IN BIOECONOMY ACCELERATING THE SALES PROCESS



EXECUTIVE SUMMARY



Lee Enterprises Consulting began in 1995 and, over the past twenty years, has grown to become the world's premier bioeconomy consulting group with over 100 bioenergy and biochemical experts worldwide. Our experts have done thousands of projects worldwide. Our experts are world renowned leaders in their field, selected based on their education, experience, and reputation.



Birdsong Auction and Real Estate Group, LLC is a nationwide leader in Real Estate, Equipment & Personal Asset Auctions, conducting several multi-million-dollar sales annually. With our never ending commitment to excellence that includes repeat clients throughout North, Central and South America, we not only have held true to our mission, but continue to strive for new ways to reach an even higher level of service to our customers. You can bank on an honest, quick, straightforward and transparent approach to marketing your assets.





W H Y AUCTION?

- You have full **CONTROL** as a buyer or seller
- Auctions create a sense of **URGENCY**
- Greater **EXPOSURE** for your assets
- Buyers arrive **READY** to bid
- Fully **TRANSPARENT** to all parties



ABSOLUTE VS RESERVE

Absolute Auction:

- **Absolute auction is a tool that sellers use to leverage the buyers ability to purchase their property against the market's demand for it.**
- **Absolute means a property is selling without a reserve or minimum bid price.**
- **Selling a property absolute encourages every potential buyer to react and participate within the seller's timeline and will produce "fair market value" for their property, since the buyers know that it is definitely going to sell that day.**
- **This is an excellent way to maximize your property's potential and bring the market to you!**





ABSOLUTE VS RESERVE

Reserve Auction:

- **A reserve auction is an alternative to the Absolute auction.**
- **In this format, the property is offered at a public auction with a seller's reserve or minimum price they are willing to accept.**
- **This price is not disclosed to the public. Sellers often times do not have the capability of selling a property Absolute, as they may have outstanding debt.**
- **The reserve bid is established during the signing of the auction marketing agreement.**





AUCTION P R O C E S S ?

- CONSULTATION
- MARKET ANALYSIS
- MARKETING IMPLEMENTATION
- AUCTION DAY
- TRANSFER OF OWNERSHIP





CONSULTATION

- The process starts with an initial consultation.
- The auctioneer/real estate broker will give you an in-depth review of what to expect from the process.
- They'll conduct a full property inspection and gather any necessary property information.
- Also during the consultation, the auctioneer will discuss next steps and provide you with a timeline.





MARKET ANALYSIS

- The second step is conducting a market analysis.
- The analysis will provide a clear understanding of the current market and potential buyers to help ensure fair market value of your assets.
- Auctioneers will conduct the analysis, research demographics of potential buyers and create a report for you.



IMPLEMENTATION OF MARKETING

- After that, an auctioneer will put a plan in place. The plan will outline the most effective use of marketing and other promotional tools for the assets and the auction.
- With a good marketing campaign in place, your assets will reach a large audience of potential buyers and generate excitement about the auction, giving you the utmost exposure.





AUCTION DAY

- Comprehensive event planning and consultation will happen in the days leading up to the auction and the day of.
- That includes showing the assets to prospective buyers during pre-determined dates, including online auction/bidding capabilities, earnest money management and contract facilitation services.
- An experienced auctioneer and their team will make this process as seamless as possible for you as well as the buyer(s).



TRANSFER OF OWNERSHIP

- After the auction, the auctioneer and their team will make sure any loose ends are tied and provide a seamless transfer of ownership for your assets. This includes coordinating the closing and providing a seller recap and any other needed documents.
- Trained, professional auctioneers are highly skilled and talented in their work and will make sure you, as the seller, and the buyer are comfortable in the process.
- Many auctioneers are experts in marketing and advertising and some are even appraisers or have other titles or certifications. Make sure you find a professional company that best suits your needs.





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