

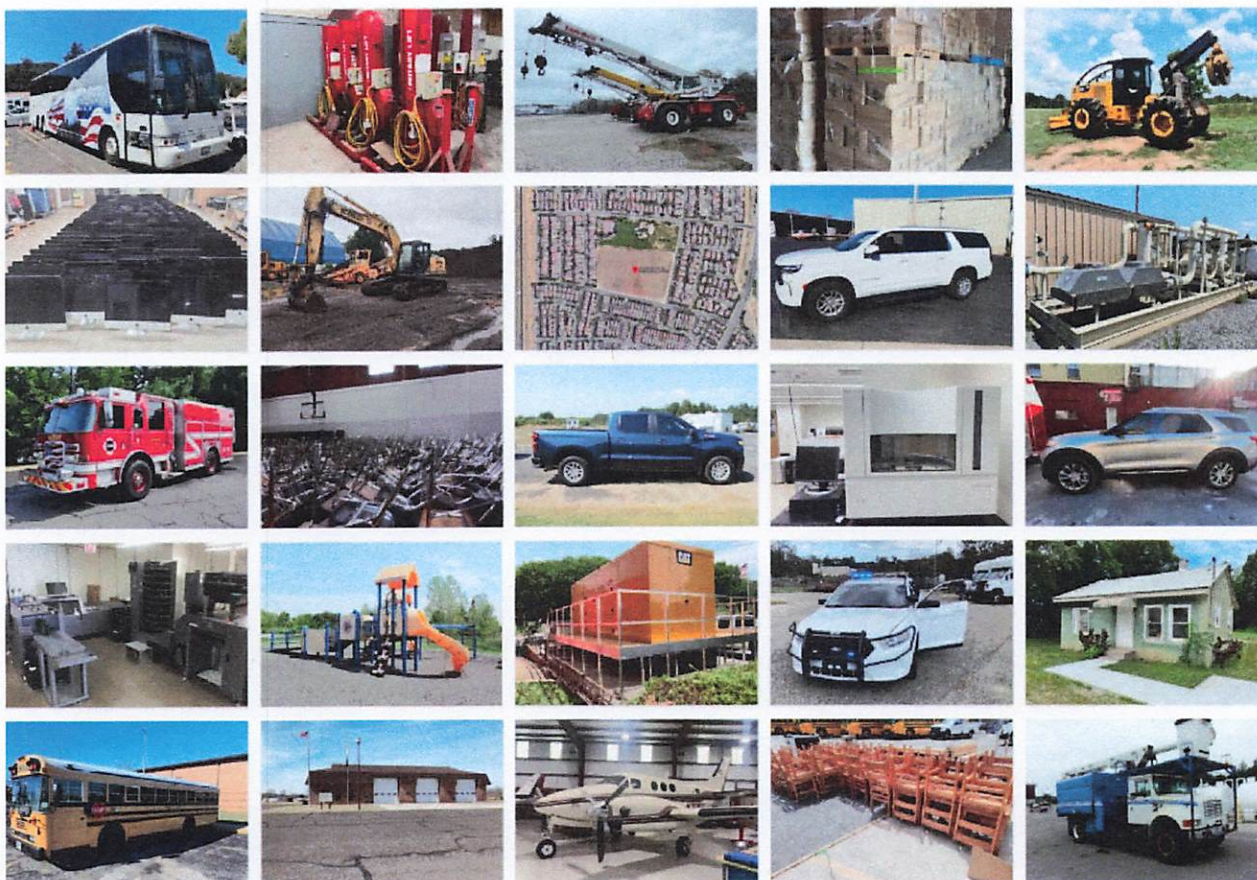


## A Liquidity Services Marketplace

## Request for Proposals

### Auction Services for Sale of Board-Owned Property

Prepared For: Tiffin City Schools, OH



**GovDeals Point of Contact:**

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[Liquidity Services](#) Operations LLC dba [GovDeals](#)

Toll-Free: 1-800-613-0156

6931 Arlington Rd., Ste. 460, Bethesda, MD 20814

July 7, 2025

Jerry Nadeau, Superintendent  
Tiffin City Schools  
244 S. Monroe Street, Tiffin, Ohio 448831

**RE: Response to Auction Services for Sale of Board-Owned Property RFP**

Dear Mr. Nadeau and the Evaluation Committee:

Liquidity Services Operations, LLC dba GovDeals is pleased to submit our proposal in response to the **Auction Services for Sale of Board-Owned Property** Request for Proposals.

GovDeals is the largest online marketplace providing government-specific auction services. The platform is designed to be user-friendly, with 250+ categories of items ranging from real estate and industrial equipment to motor vehicles, heavy machinery, and office supplies, making it easy for potential buyers to find what they are looking for. Our large buyer base of internationally vetted bidders enables an auction success rate exceeding 94%, with the majority of items garnering higher sales prices than typically achieved through other providers.

We understand that the Tiffin City Schools seeks proposals from experienced firms for the auction of a Board-owned parcel of land comprising approximately 82 acres in the Tiffin City School district.

Our approach to implementing and performing these services includes the following key elements:

- **Strategies and Safeguards:** Our services include a robust auction process, from auction preparation to final sale. We will ensure performance through regular monitoring, quality control measures, and risk management practices.
- **Project Management:** We use a structured project management method that includes assigning key team members to manage your auctions and being available for consultations and adjustments at every step.
- **Tracking and Reporting in Real-Time:** Our system provides access to instant, real-time reports that cover surplus sale items, bid details, winning bidders' names, and cumulative data within your chosen date range. Purchasing officials can be confident that their processes align with surplus disposition policies, and data can easily be exported to Microsoft Excel for further analysis and record-keeping.
- **Equipment and Software Considerations:** Our web-based platform requires no hardware or software installation.
- **Training and Ongoing Support:** We will onboard the School's account and provide ongoing support to ensure smooth operations and maximum efficiency. Our dedicated account manager and customer support help desk are available for technical support and best practice recommendations.

We are confident that our premier government auction service will achieve your objectives and provide a seamless and efficient disposition process for your surplus property. Our team is available at your convenience to address any questions you may have, and we look forward to continuing to work with the Tiffin City Schools and contributing to your success.

Respectfully submitted,

Michael Price  
Vice President, Revenue

# Proposal Requirements

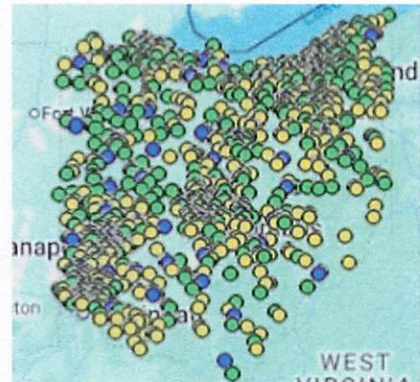
## Company Overview and Qualifications

For over 24 years, GovDeals has provided agencies with our state-of-the-art online auction system and hands-on customer service. Today, over 22,000 state and local governments have transitioned some or all of their surplus auctions to GovDeals.com, and our company has facilitated the sale of over 3.6 million government-owned assets/lots for total auction sales surpassing \$4.6 billion. In Ohio alone, government entities have successfully sold over 100 surplus assets/lots for total auction sales exceeding \$2.6 million.

GovDeals was established in 1999 and was acquired by Liquidity Services, Inc. (NASDAQ: LQDT) in 2008. Following the acquisition, GovDeals became a flagship marketplace of Liquidity Services. Now backed by the resources of a publicly traded company, GovDeals' commitment to superior service and efficient online auctions only continues to grow stronger. Our corporate office is headquartered in Bethesda, MD. Our team comprises over 110 full-time employees, with more than half working remotely from the field to best serve sellers in their local regions across the United States and Canada.

The launch of our first online auctions met our early clients' internal compliance requirements and delivered more than 20% higher returns than traditional live auctions. This early success was driven by our innovative marketing techniques, which continue to set the standard today.

- **Promotional Power:** Pioneered targeted marketing techniques, reaching bidders interested in government surplus assets.
- **Expanding Reach:** With over five million vetted buyers, we continue to develop our buyer audience through strategic advertisements and press releases.
- **Comprehensive Support:** Additional resources include revenue reconciliation, API development and testing, contract management, multilingual customer service, and vertical market specialists.
- **Unmatched Reliability:** GovDeals maintains a low bidder default rate of around 5%, which is believed to be the lowest in the industry. This achievement is due to our bidder verification process and stringent default policy.



## Experience with Similar Public Land Auctions

We have extensive experience conducting public land and real estate auctions for government clients through our online auction platform, GovDeals.com. In the last 12 months, GovDeals sold over 1,700 government-owned real estate properties — including commercial buildings, residential housing, school facilities, vacant lots, right-of-way parcels, and tax-default properties — for over \$38 million, with nine lots in Ohio generating over \$2.6 million.

Our approach includes turnkey auction functionality, robust marketing outreach, and hands-on support from a dedicated account team. We utilize a variety of marketing strategies, such as vertical marketing in

niche publications, email campaigns to targeted bidders, local advertising, MLS listings for high-value properties, and custom marketing plans for unique or specialty assets. Our platform offers a transparent and secure environment for buyers and sellers, featuring real-time reporting and a perpetual audit trail. We have a proven track record of maximizing returns for government entities through competitive bidding and targeted marketing, making us a trusted partner for public land auctions.

## Description of Proposed Auction Process

### Auction Process and Techniques

GovDeals will provide a turnkey approach to selling your site via our web-based auction system, [www.GovDeals.com](http://www.GovDeals.com). Our team will provide hands-on support for creating and managing the auction. We will support Tiffin City Schools regularly through on-site and remote service, consultations, marketing planning and execution, and payment collection. The account management team assigned will facilitate your auction on a mutually agreed upon schedule.

Your staff will be trained to respond to bidder inquiries and access detailed reports of the auction's activities. The GovDeals system allows for unlimited user accounts, and access to the system can be tailored to the job duties of your employees through five security levels, including a "view only" setting that is useful for accounting staff to access sales and reconciliation reports.

Our online platform enables prospective buyers to view unlimited photographs, videos, and detailed descriptions, ask questions, and place bids on the Tiffin City Schools site. Our services include, at no additional cost:

- Turnkey auction functionality with unlimited user accounts.
- Real-time reporting tools within a secure account.
- Access to five million active GovDeals bidders — verified through GovDeals' multi-layer registration process, including vetting against the anti-terrorism watch list using E2Open's global trade management software.
- Personal service by a dedicated account manager with 24/7 on-call availability, including scheduling an on-site service appointment to create the auction listing.
- Extensive marketing outreach to targeted bidders at GovDeals' expense, driving competitive bidding and increasing the final selling price of auctioned assets.

Services include online auctions, recordkeeping, server security, marketing, payment collection, and hands-on training and support to ensure the successful operation of your surplus property auction. GovDeals' platform can be used on an ongoing, as-needed basis, and assets are auctioned as-is, where is, and without warranty.

As the timeline on page 13 details, your account manager will schedule an on-site appointment with Tiffin City Schools, allowing GovDeals to take photos, write descriptions, and post your property to our auction website. The School can monitor its online auction and answer questions from bidders. Auctions can be withdrawn at any time by the School or GovDeals at the School's request.

At auction closure, GovDeals will document the sale and collect payment from the buyer, if payment collection is desired. Throughout the auction cycle, GovDeals will provide ongoing support for problem-solving and case-by-case strategy recommendations, including marketing, best practices, remittance and recordkeeping services, and technical support.

## Marketing Plan and Outreach Strategy

GovDeals excels at promoting our clients' assets through targeted advertising and marketing strategies, boosting competitive bidding, and enhancing revenue for clients like Tiffin City Schools. We invest substantial effort and resources into these marketing campaigns, with GovDeals covering all associated marketing expenses, ensuring maximum exposure at no cost to the School.

Our dedicated marketing team manages thousands of monthly ads, social media posts, and email promotions, attracting the right bidders through research-driven strategies and decades of experience. GovDeals promotes auctions through a variety of channels, including press releases, mailings, targeted vertical ads, email campaigns, and other promotional efforts, creating demand that directly drives revenue for our clients.

For Tiffin City Schools, your GovDeals account manager and the marketing department will work closely with your team to keep you engaged in decision-making, including approval for ads and press releases, and provide insights on all marketing efforts via your GovDeals account and email. This transparency allows the School to track the impact of each initiative and maximize effectiveness.

### Overview of Marketing Strategies

**Online Marketing:** GovDeals' marketing department targets developers and real estate investors throughout our real property advertising campaigns. The School's real property will be advertised or listed on niche websites, exposing your assets to targeted buyers. For example: AdLandPro.com, ClassifiedAds.com, Landwatch.com, Landsofamerica.com, Landandfarm.com, Classifieds.com, Domesticsale.com, and Mylittlesalesman.com.

**Email Marketing to Targeted Bidders:** GovDeals has bidders in all 50 states and 160 foreign countries. We have hundreds of thousands of active bidders within a 250-mile radius of Toledo alone. Under the umbrella of Liquidity Services' marketplaces and shared bidder base, your auction will reach an audience of approximately five million potential buyers.

Email blasts (e-flyers) are sent to previous bidders and buyers of relevant categories to harness the strength of this extensive bidder base for asset marketing. This has repeatedly proven to be one of our most successful marketing strategies.

**Local Marketing:** To further inform local residents about the School's auctions, GovDeals' marketing department will implement strategies to inform the public of the School's GovDeals auctions, including preparing press releases and placing ads as needed, including posting to local MLS when appropriate. Strategic marketing efforts, such as outdoor signage and public access TV ads, may be utilized as needed. GovDeals can also provide outdoor banners for high-traffic areas and flyers for bulletin boards to distribute to local businesses and residents.

**Notifying Your Previous Bidders:** If desired, GovDeals will inform the School's previous auction and/or sealed bid participants that you are now selling surplus on GovDeals.com. Depending on your wishes and the contact methods available to reach past participants, this can be accomplished via a postcard or an email blast.

**Custom Marketing Plans:** GovDeals' marketing department will develop custom promotion and advertising strategies designed to bring the highest dollar amount possible for your property. This custom marketing involves the identification of target audiences and niche media for real property.

**News Coverage:** GovDeals periodically receives local, regional, and national broadcast, online, and print media coverage. This not only promotes specific assets but also drives bidder sign-up. For example, a news report by MSN Money resulted in a 250% increase in daily registrations.

The following pages provide examples of recent marketing outreach and results obtained for our clients' surplus property sales.

## Prime Mixed Use Commercial Land -58.369 acres in Portsmouth, VA 3741 Elliott Ave



**Sold for \$2,080,600**

Portsmouth, VA

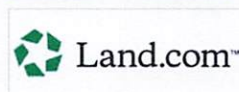
Auction Dates Oct 3 - 31, 2024

Start Price \$750,000

Bids 48

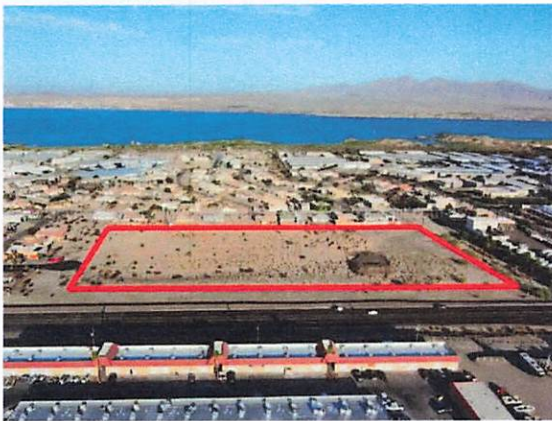
Visitors 806

Visitors from Targeted Ads and Channels\*  
 MyLittleSalesman - 295  
 GoToAuction - 2,285  
 Crexi - 67  
 Land.com - 242  
 MLS Tear Sheet



\*Google Analytics

## 10.29 Acre Lot / 2801 Hwy 95 Lake Havasu City, Mohave County, AZ 86406



**Sold for \$1,827,000**

Lake Havasu City, AZ

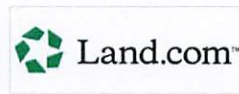
Auction Dates Dec 27, 2023 - Jan 25, 2024

Start Price \$400,000

Bids 3

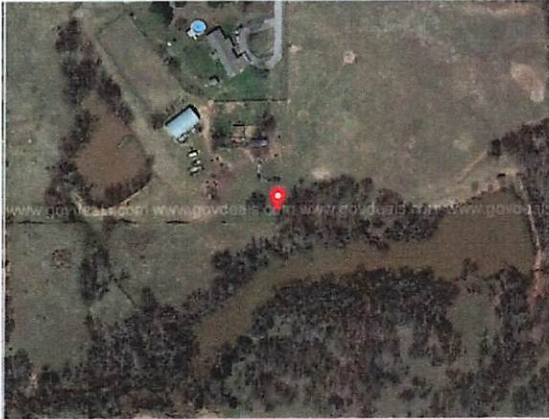
Visitors 3,379

Visitors from Targeted Ads and Channels\*  
 MyLittleSalesman - 323  
 GoToAuction - 2,796  
 Land.com - 347  
 HubSpot - 8,246



\*Google Analytics

## Real property of 29.05 acres plus structures: 1311 County Road 1390, Chickasha, OK



Auction Dates **Mar 22 - Apr 10, 2024**

Start Price **\$25,000**

Bids **148**

Visitors **1,818**

Visitors from  
Targeted Ads  
and Channels\* **HubSpot - 22,477**



**Sold for \$304,500**

 Chickasha, OK

\*Google Analytics

## 5.335 Acres - 3835 Old Clifton Rd, Springfield, OH 45504



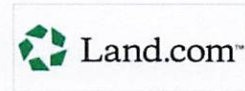
Auction Dates **Jun 7, 2023**

Start Price **\$195,000**


Bids **1**

Visitors **103**

Visitors from  
Targeted Ads  
and Channels\* **MyLittleSalesman - 31  
GoToAuction - 88  
Land.com - 11  
HubSpot - 6,943**



**Sold for \$204,750**

 Springfield, OH

\*Google Analytics

## 10 acres of agricultural land with structures in Wellston, OK



**Sold for \$102,375**

 Wellston, OK

Auction Dates **Apr 10 - 29, 2025**

Start Price **\$10,000**

Bids **94**

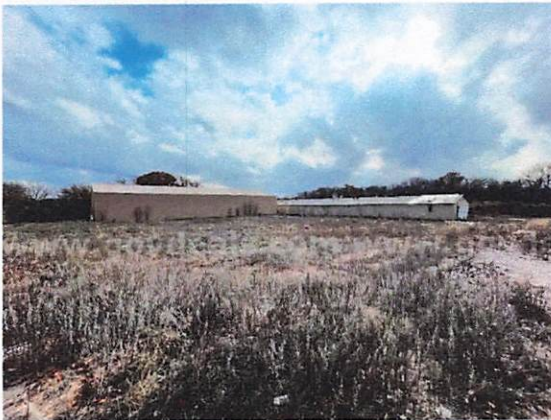
Visitors **1,106**

Visitors from Targeted Ads and Channels\* **HubSpot - 24,890**



\*Google Analytics

## Warehouse structures on 59.62 Acres in Carter County, Oklahoma



**Sold for \$90,300**

 Wilson, OK

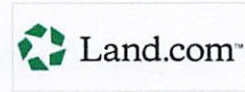
Auction Dates **Apr 4 - 17, 2025**

Start Price **\$5,000**

Bids **104**

Visitors **1,006**

Visitors from Targeted Ads and Channels\*  
**MyLittleSalesman - 99**  
**GoToAuction - 1,361**  
**Land.com - 375**  
**Crexi - 53**



\*Google Analytics

## Riverside Drive Undeveloped Waterfront



Auction Dates Jan 19 - Mar 4, 2024

Start Price \$10,000

Bids 50

Visitors 2,360

Visitors from Targeted Ads and Channels\*  
 MyLittleSalesman - 655  
 GoToAuction - 5,242  
 HubSpot - 18,227



**Sold for \$29,475**

Sault Sainte Marie, MI

\*Google Analytics

## Vacant property located off Highway West US2 near Naubinway, Hendricks Township, Mackinac County, MI



Auction Dates Aug 14 - 15, 2024

Start Price \$12,000

Bids 1

Visitors 1

Visitors from Targeted Ads and Channels\*  
 MyLittleSalesman - 10  
 GoToAuction - 235



**Sold for \$13,500**

Saint Ignace, MI

\*Google Analytics

## 48 Potters Lane Roseville, OH (3 Parcels/Lots)



Auction Dates Feb 21 - Apr 5, 2024

Start Price \$1,500

Bids 48

Visitors 1,170

Visitors from Targeted Ads and Channels\*  
MyLittleSalesman - 715  
GoToAuction - 5,096



**Sold for \$9,782**

Roseville, OH

\*Google Analytics

## 0.12 Vacant Acres of Land in Oil City, Pennsylvania 32622



Auction Dates Feb 22 - Mar 7, 2024

Start Price \$3,977

Bids 1

Visitors 280

Visitors from Targeted Ads and Channels\*  
MyLittleSalesman - 219  
GoToAuction - 1,706



**Sold for \$4,455**

Oil City, PA

\*Google Analytics

## Fee Structure

### (including all costs, commissions, and potential reimbursements)

Our fee structure is based on a buyer's premium, which is a percentage of the winning bid charged to the winning bidder. For the School, we propose a 3% buyer premium.

There will be no fee to the School for the use of GovDeals' services and support. The only fee will be the buyer's premium paid by winning bidders. Closing fees, deed creation cost, payment processing, and recording fees may apply, which will be paid by winning bidders. There will be no additional fees, including for marketing (including MLS postings where applicable), 24/7 support, listing fees, training, software upgrades, assistance loading assets, on-site or remote consultations, etc.

This fee structure includes utilization of GovDeals' online auction platform, as well as GovDeals providing training, best practices recommendations, and direct service throughout the duration of the business relationship, not just at implementation.

Sales tax and use tax are calculated, collected, and remitted by GovDeals in compliance with Marketplace Facilitator regulations, with real-time accounting reports provided. There are no reimbursements required from the School for any standard service costs.

## References from Recent Clients

Brian Kuhn, Superintendent  
Clark-Shawnee Local School District  
937-328-5378  
[brian.kuhn@cslocal.org](mailto:brian.kuhn@cslocal.org)

Amanda Satterly, Fiscal Operations  
Jefferson County Public Schools  
502-214-7550  
[amanda.satterly@jefferson.kyschools.us](mailto:amanda.satterly@jefferson.kyschools.us)

David Holbrook, Director of Administrative Services  
Montgomery County Alcohol, Drug Addiction and Mental Health Services, OH  
937-443-0416  
[dholbrook@mcadamhs.org](mailto:dholbrook@mcadamhs.org)

Jeff Jones, Director of Business Affairs  
Mid-East Career & Technology Centers  
740-454-0105  
[jejones@mideastctc.org](mailto:jejones@mideastctc.org)

Crystal Casto, Executive Secretary  
Hampshire County Board of Education  
304-822-3528  
[ccasto@k12.wv.us](mailto:ccasto@k12.wv.us)

## Proposed Timeline

The general timeline of the online auction process follows:



The local GovDeals account manager will schedule an on-site service appointment with the School. At the service appointment, the account manager will take multiple photographs of the property to be auctioned and fill out an asset inspection form for the asset(s).



Using the photos/maps and descriptive information, such as tax accessor attachments, GovDeals will create the auction listings with the School's GovDeals account for real estate sales. Upon request, the School may review the draft auction before it is live.



GovDeals' marketing department will develop a marketing plan and present it to the School for advanced review and approval before the auction. The marketing campaign will run concurrently with the auction, which is open for online bidding.



The real property auction will be open for bidding for 30-60 days. While the auction is live, the School can monitor its progress at [www.GovDeals.com](http://www.GovDeals.com). The School should answer any bidder questions posted via the GovDeals Q&A system. The School's GovDeals account manager will also monitor the auction for quality assurance.



After the auction has ended, the School will automatically be emailed a seller's certificate with details of the sale and contact information for the winning bidder. Simultaneously, the winning bidder will automatically be emailed award notification(s) with a link(s) to the buyer's certificate(s) with sale and payment details.



Most of our real estate clients prefer that the winning bidder pay the selling agency directly, but GovDeals can collect payments if desired by the School. In either situation, the winning bidder makes payment and completes the School's closing procedures and requirements in a timeline dictated by the School. If desired, GovDeals and our partners will facilitate the closing process, and documentation of the sale may be uploaded to the closed auction for recordkeeping purposes.