



HIGGENBOTHAM AUCTIONEERS

INTERNATIONAL, LTD., INC

A LICENSED REAL ESTATE BROKER

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ACCELERATED SALES

We are marketing specialists who use the auction method as a vehicle for accelerated sales.



32,688± SF Commercial/Retail Building in Dallas, TX

“As we have just finished our fiscal year, we are able to look back on it and celebrate yet another successful auction with great results. This would not be possible without the super job that your folks do for us in preparation for the auction to occur.”

Roy Covert
Real Estate Manager-Excess Property



WHY AUCTION MARKETING?

IMMEDIATE
RESULTS

Imagine allowing the seller to set the timetable...

and close on his assets in as little as 30 days!

By using the auction method of marketing, our client is able to sell and close on his assets in approximately 30 days, rather than relying upon the ambiguity of the traditional real estate market. An auction allows *the seller* to establish the timetable. Knowing a specific, definite closing date allows the seller to take advantage of opportunities for reinvestment and relocation immediately.



57,020± SF Warehouse Facility, Tampa area, FL

ELIMINATES
HOLDING
COSTS

An auction reduces the holding costs of the property, including interest, taxes and maintenance. Due to the shortened marketing period of the auction, these costs terminate quickly. Traditional sales methods leave the seller responsible for these costs for an indefinite period.

CONTROL
OF TERMS

Additionally, the terms and conditions of the sale are established and controlled by the seller. Each sale is tailored to suit the individual seller's needs and is carefully evaluated to determine the most appropriate (and cost effective) method of offering the property to obtain the most money for the seller. Higgenbotham explores additional alternatives, such as 1031 exchanges, bidding with equity and convertible equity as opposed to cash.

“Your firm’s properly executed marketing program was effective and drew many qualified bidders to the auctions. We look forward to our continued relationship and are eager to get to work on the next auction!”

State of Kansas Department of Administration



CREATES
URGENCY

The auction method forces buyers to act. Traditional sales methods do not create the urgency necessary to close the sale quickly. Auction demands decisiveness and takes advantage of the synergy created when a group of buyers are bidding competitively against one another-- each bid reaffirms the value of the property.



Net Lease Investment Property, Duluth, GA

INTENSE
SPECIFIC
MARKETING

As opposed to traditional marketing, in which the buyer receives offers sporadically over an extended period of time, an auction establishes a specific date by which all offers are received. With this target date in mind, an aggressive advertising campaign is designed. This campaign is created to emphasize the amenities of your property, and is media-specific -- with advertising placement in the most effective media. The goal of our advertising campaign is to ensure that all potential buyers are targeted and aware of the sale.

WHY HIGGENBOTHAM?

More than just another auction company, we're a team of auction professionals dedicated to the real estate needs of our customers!

Established in 1959, Higgenbotham is a full service auction company specializing in the sale & disposition of real estate on both a national & international level. During its history, the company has conducted virtually every type of auction imaginable, from high-rise office towers to trophy homes & condominiums to major commercial & agricultural land tracts. Higgenbotham's experience & performance record is virtually unmatched in the industry.

With experience comes growth and Higgenbotham is no exception. No matter where the property is, Higgenbotham is prepared to help you succeed.

Like any successful business, Higgenbotham relies on a dedicated team of auction and real estate professionals that are not only experienced, but also passionate about service to our clients and customers. The Higgenbotham team is as diverse as it is large, with people who specialize in every facet of the operation. From auctioneers to real estate agents and from information coordinators to marketing professionals, no other firm has the team that Higgenbotham has assembled. Since our inception, we have operated under the Higgenbotham family motto "By Aim and By Effort". It is as important to us today as it was then.



Our affiliate, Brenmar Advertising, specializes in auction marketing. The main objective of an auction marketing and promotional campaign is to attract the largest number of interested and qualified buyers.

Traditional methods of advertising- including newspapers, journals, signs, radio, and television- are reinforced with more progressive media, including internet exposure, email blasts, social media, video sharing and more. Each auction has its own dedicated page on the Higgenbotham web site, higgenbotham.com.

We maintain a database of qualified buyers, consisting of nearly 200,000 contacts, including previous auction buyers, investors, and others who have specifically requested to receive mailings. Historically, members of the list have represented 60%-100% of the actual bidders on sale day.

EXPERIENCE

FULL
SERVICE

INNOVATIVE
APPROACH
TO
MARKETING

PROVEN
NETWORK
OF BUYERS

DEDICATION
TO
EXCELLENCE

THE PROCESS

Phase 1: Pre-Auction Preparation

Once Higgenbotham is employed, an Auction Manager is assigned to the project. The Auction Manager is responsible for every phase of the auction process.

The Auction Manager gathers information, including deeds, title policies, maps, surveys and county/city data. Each site is evaluated to determine the target market and the most effective way to offer the property. In many cases, the overall value of the tract can be enhanced significantly by offering it in several parcels.

Brenmar Advertising works directly with the Auction Manager to develop a detailed marketing plan based on the type and location of the property and buyer profile.

Phase 2: Marketing

A brochure and ads are created for the sale. Property information is posted on higgenbotham.com and a series of email notifications begin. Custom-built signs are placed on each property.

Full color marketing brochures are mailed out four to six weeks in advance of the auction, targeted from our in-house database of proven buyers, as well as profiled buyers from selected mailing lists. Media advertising begins several weeks prior to the sale date in accordance with the approved marketing plan, in order to reach the maximum number of potential bidders.

A complete property information package (PIP) is prepared for each property. The PIPs are available to all prospective bidders, both in print and electronically. The PIPs are to higgenbotham.com. By providing these prospective buyers, we eliminate the typical due diligence phase. Our auction contract contingencies and the buyer's escrow deposit refundable upon contract acceptance by the

Auction Manager will provide updates to the seller this critical phase of the process.

EVALUATION

PREPARATION

ADVERTISING

DUE DILIGENCE



Phase 3: Auction Day

Weeks of planning and preparation bring us to the most important day. The auction team will arrive several hours before sale time to go over details and prepare to meet with bidders as they arrive. Each buyer is registered and encouraged to ask any questions about the property or auction process.



21,137± s.f. retail space, Syracuse, Indiana

The auctioneer will begin the sale with his opening remarks. He will cover the auction process, terms of the sale, and make any necessary disclosures. As the bidding begins, the auction staff works with bidders to encourage their participation. After the auctioneer says, "Sold!", the auction staff will prepare the purchase contracts and collect the escrow deposit. A copy of the signed purchase contract will be given to the seller on site or sent via overnight delivery to the seller's office.



34,928± SF 2-Story Office Building, Joplin, MO

"The sale brought over 14% more than your Broker's opinion of value at a sales price of \$3,200,000.00. MoDOT is very pleased with the results. Your unique methods of a sealed bid auction brought the highest bid to the table. We appreciate your great work and look forward to future opportunities to work with you."

Missouri Department of Transportation



Phase 4: Post-Auction

The escrow deposit is delivered to the designated closing agent along with a copy of the purchase contract. The Auction Manager will monitor the closing process.

From the first proposal to the final bid, our associates and our entire support staff are involved with you and your property every step of the way. We know that your success is our success. That's why we are in business... to help you get the most for your property and assets.

Our associates interact continuously with the sellers, keeping them informed of the progress of the marketing and the inquiries it generates, as well as the qualifications of those interested in their property. Higgenbotham is with you every step of the way, from contract signing to closing day.



Multi-Property Sale, Florida

AUCTION
DAY

CLOSING

YOUR SUCCESS
IS OUR
SUCCESS...

EFFECTIVE

ESTABLISH MARKET VALUE

The auction method is the proven way to establish true market value and produce immediate results. Higgenbotham Auctioneers' innovative approach to marketing real estate takes the guesswork out of projected sales and makes things happen for you.



40 Residential Condominiums, San Antonio, Texas

"Many firms have been hesitant to utilize an auction process to sell property but we have embraced Higgenbotham and your unique program for selling property and for creating incremental value. Achieving 200% more than our expectation on the recent sale is proof that the auction process is the correct one and more importantly that Higgenbotham is the right firm!"

Robert B. Flock
Director- Corporate Real Estate Services
International Paper

IMMEDIATE RESULTS



Entire City Sold at Auction, White's City, NM

The auction method accelerates the selling process of any property or asset. It brings together all interested parties at the same time to complete the sale. Offers and counteroffers, and the frustrating, slow negotiation process are swiftly turned into an exciting, urgent bidding match between serious prospective buyers.

YouTube.com Video Sharing

FaceBook Events

Twitter Feed

higgenbotham.com Home Page

PROGRESSIVE TECHNOLOGY

CASE STUDIES & SUCCESS STORIES



CHALLENGE: *A national gasoline retailer is beginning a re-branding campaign for its stores. They have identified 63 properties in 11 states that no longer meet their new brand specifications. It is determined that traditional marketing will take 18-24 months to sell the surplus properties. Management wishes to dispose of all of their surplus properties in 6 months in order to eliminate the high holding costs of these properties and use the funds to continue their re-branding strategy.*

SOLUTION: *The properties are arranged into two phases, with the first auction in September and the second in December. They are marketed both locally and nationally using a multi-faceted campaign that includes Internet, print media and direct mail marketing. The properties are researched, photographed and cataloged in advance of the auction.*

In this case, the majority of the properties are sold on site with the remaining properties being sold in ballrooms nearby. Higgenbotham travels to all of the sale sites and conducts the auctions.

THE AUCTIONS PRODUCED OVER \$9,000,000.00!



CHALLENGE: *A regional supermarket chain wishes to liquidate 27 surplus properties, most of which are in the same state. All of the properties need to be sold and closed before the end of the calendar year in order to fund multiple renovation projects in the next year.*

SOLUTION: *The properties are marketed with a national advertising campaign focusing on Internet, print media and direct mail. In advance of the auction, the properties were researched, photographed and cataloged. All of the properties were sold in a hotel ballroom in mid November and closed before the end of the year.*

THE AUCTION PRODUCED \$12,000,000.00 IN ONE DAY!



CHALLENGE: *A Florida based agricultural corporation decides to sell their 2,500 acre cattle ranch in the Texas Panhandle. They review several different sales methods and determine that an absolute auction is the most effective way to sell the asset. However, they request that the property be offered in individual tracts and as a whole.*

SOLUTION: *Higgenbotham divides the property into 11 separate tracts ranging in size from 160 to 320 acres. At the auction, the property is initially offered in the 11 tracts and then is later offered as a whole, utilizing an auction process known as multi-parcel bidding. The property will be sold in whatever configuration it brings the most value. At this sale, the property is sold as a whole to one bidder.*

THE AUCTION PRODUCES \$2,500,000.00, SETTING A RECORD LAND PRICE IN THE LOCAL COUNTY!

NATIONAL
CAMPAIGN
OF MULTIPLE
PROPERTIES

ACCELERATED
LIQUIDATION
OF ASSETS

DIVERSIFIED
PROPERTIES
AND
MARKETS

COMMERCIAL

EFFECTIVE

INDUSTRIAL

RETAIL



39,371± SF Retail Space
Bellingham, Washington



39,451± SF Retail Space
Indianapolis, Indiana



8 Condominium Units
Colorado Spring, Colorado

OFFICE



26 Wal-Mart Supercenter Outparcels
Louisiana & Texas



300 Homesites
Horseshoe Bay, Texas



11,500± SF Warehouse Building
Douglasville, Georgia

RANCHES

CONDOS

LEASED



Former Restaurant Building
Racine, Wisconsin



9 Former School Buildings
Cincinnati, Ohio



268± acre Development Tract
Lakeland, Florida

INVESTMENT

FARMS



Former Restaurant Building
Jacksonville, Florida



7,008± Acres
Waynesboro, Georgia



6,627± SF Executive Home
San Antonio, Texas

INCOME

GROVES



5 Condominium Lofts
Lakeland, Florida



7,118± SF Home
Dallas, Texas



1,674± SF Commercial Building
Lakeland, Florida

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