



# GET READY TO **AMP**<sup>®</sup> YOUR SALE



**SPERRY BID**  
ONLINE REAL ESTATE AUCTIONS

## Sperry Commercial partners with The Future of Real Estate

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Sperry Commercial is pleased to announce the launch of Sperry Auctions (Sperrybid.com) in association with the LFC Group of Companies and their proven online auction technology. Sperry Commercial will continue to provide the same integrity, expertise and superior knowledge of regional real estate our clients have come to expect in addition to offering, an online Accelerated Marketing Program (AMP®).

In the early 80's, LFC was one of the first brokerage companies to see the potential for auctions to sell non-distressed commercial and residential real estate in an accelerated

commercial and residential real estate in an accelerated time frame. In 2004, at the dawn of the Internet Age, LFC pioneered online auctions with the launch of the FRE.com (Future of Real Estate) website. Within a short period of time, the site was marketing and selling real estate in North and South America, Canada, Europe, and the Middle East. The ability to expose property to a global audience, coupled with the convenience and transparency of an online transaction platform, was embraced by real estate professionals and the buying public.

welcome to **AMP**<sup>®</sup>  
*Accelerated Marketing Program*

The Future of Real Estate (FRE's) industry-leading technology platform, provides clients with a comprehensive marketing advantage over conventional real estate sales. The advertising campaign created for each client is personalized and laser-focused, to attract the largest number of motivated, potential buyers.



### **Maximization of Price**

Unique two-part bidding process generates competitive bidding



### **Quick Sale**

List to close in 90 days



### **Targeted Advertising**

Drive buyers directly to *YOUR* property's auction profile page



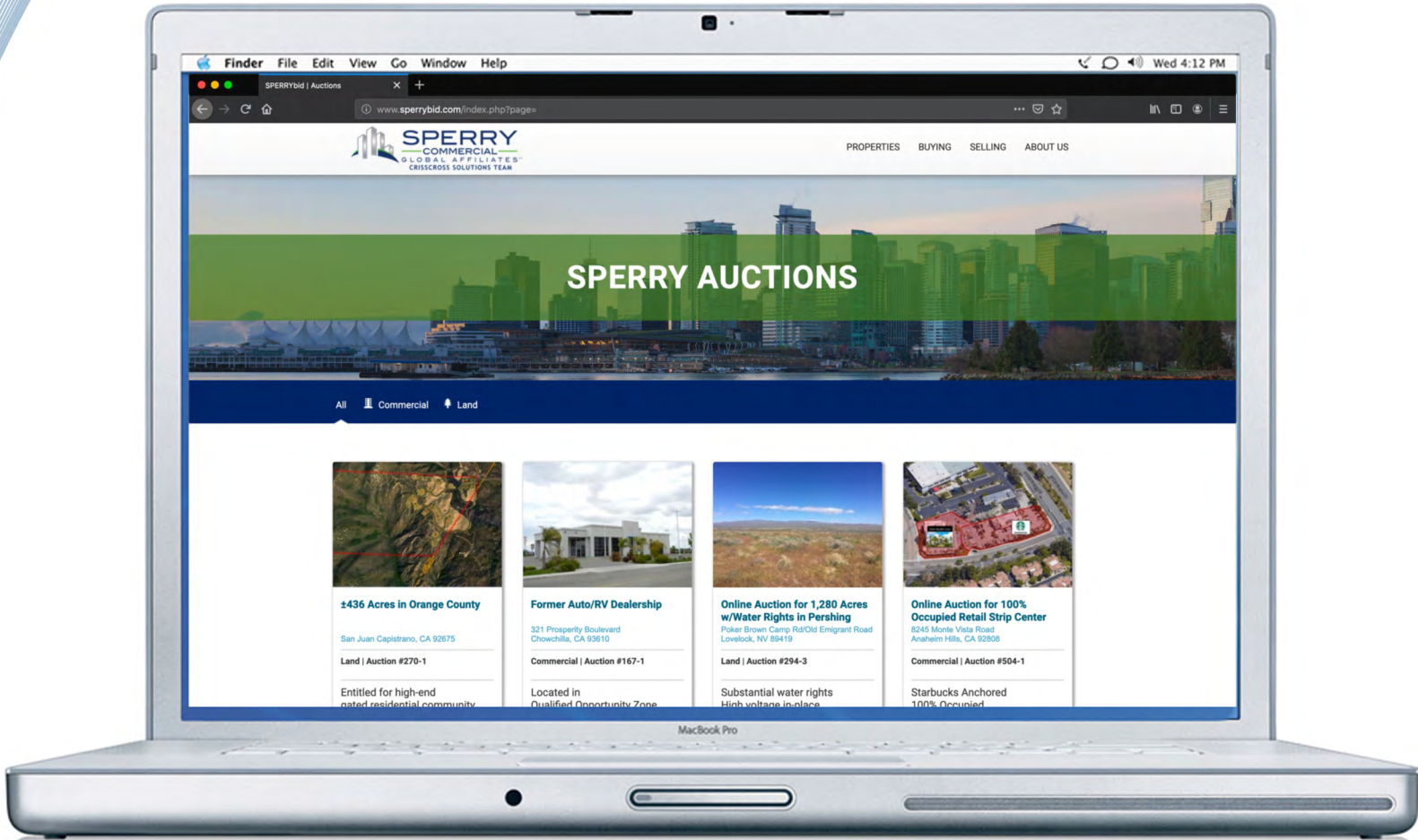
### **Global Exposure**

Generates a large pool of potential buyers



### **Certainty of Sale**

99% closing rate after acceptance of winning bid



PROPERTIES BUYING SELLING ABOUT US

# SPERRY AUCTIONS

All Commercial Land



**±436 Acres in Orange County**  
San Juan Capistrano, CA 92675  
**Land | Auction #270-1**  
Entitled for high-end  
rated residential community



**Former Auto/RV Dealership**  
321 Prosperity Boulevard  
Chowchilla, CA 93610  
**Commercial | Auction #167-1**  
Located in  
Qualified Opportunity Zone



**Online Auction for 1,280 Acres  
w/Water Rights in Pershing**  
Poker Brown Camp Rd/Ohm Emigrant Road  
Loveland, NV 89419  
**Land | Auction #294-3**  
Substantial water rights  
High voltage in place



**Online Auction for 100%  
Occupied Retail Strip Center**  
8245 Monte Vista Road  
Anaheim Hills, CA 92808  
**Commercial | Auction #504-1**  
Starbucks Anchored  
100% Occupied

The screenshot shows the SperryBid.com website interface for an auction. At the top, there's a navigation bar with 'PROPERTIES', 'SELLERS', 'BUYERS', 'BROKERS', 'NET SHARES', 'SEARCH', and 'DASHBOARD'. Below this, the main header identifies the auction as 'Auction #284-1' and 'Commercial Property For Sale in Andrews, NC' with a size of '±113,484 SF Retail/Mixed-Use Redevelopment on ±28.35 Acres'. A large aerial photo of the property is featured, with a 'SEALD BID' badge and a 'BID DEADLINE: 11 APR 5:00 PM EDT' timer showing '24d 1h 46m 00s'. The minimum bid is listed as 'US \$399,000'. A 'BID NOW' button is prominent. To the right, contact information for the Event Manager, Property Representatives (Jerrimah Jacobs and Robin Sargent), and the Auctioneer (Caroline Brown) is provided. A 'Description' section details the property's features and location. At the bottom, there are 'Downloadable Documents' and 'Property Information' sections.

## Auction Profile Page

Your property will have its own Profile Page which contains:

- Property photos / video
- Property description
- Due diligence material

This is also where interested buyers will submit their online bids directly through our secure platform for an all-cash, 30-day close.

**Commercial Property For Sale in Incline Village, NV**  
\$6,458 SF Office Building

**SPERRY BID**  
ONLINE REAL ESTATE AUCTIONS

**AUCTION PLUS®**  
BID DEADLINE: 11 APR 5:00 PM PDT  
24d 5h 28m 07s

MINIMUM BID Show value in US Dollar  
**US \$1,799,000**

• Required bid amount: US \$1,000  
• Submit your bid deposit by Credit Card

**BID NOW**  
Contingencies may be included with your bid

**Event Manager**  
Alan Reyes  
LFC Marketing Services  
NV #8.007622.DSMP  
Phone (940) 728-6117  
Email: areyes@lfc.com

**Description**  
This online auction is for an impressive 64,458 square foot office building located at the corner of Incline Way and Southwood Boulevard, in the heart of Incline Village, Nevada. Select highlights/features are as follows:

- Built in 1989, remodeled in 1995
- Two (2) stories
- Open, flexible, expansive floor plan
- Views from every office
- 8'-10" ceilings
- Security systems
- Zoning: GC
- Parking: Garage w/room to expand

Recent capital improvements consist of blacktop sealing (July 2016), new commercial boiler (2016/2017) and major roof repair (January 2016).

Incline Village is a census-designated place (CDP) in Washoe County, Nevada, on the north shore of Lake Tahoe. The population was 8,777 at the 2010 census and is part of the Reno–Sparks Metropolitan Statistical Area. Sierra Nevada College's main campus is located in Incline Village.

Enjoy tax-friendly Nevada and year-round recreation while being close to the Bay Area and only 35 miles from the Reno/Tahoe International Airport.

**Downloadable Documents**

**Property Information**

- Marketing Flyer  
Last updated 12 Feb 11:44 am PST
- Offering Memorandum  
Last updated 13 Feb 11:44 am PST
- 894 Incline 2016/2017 Rent Roll  
Last updated 23 Feb 9:30 am PST
- 894 Incline 2017 Tax Year Bill  
Last updated 23 Feb 9:30 am PST

## Auction Plus Profile Page

Your property will have its own Profile Page which contains:

- Property photos / video
- Property description
- Due diligence material

This is also where interested buyers will submit their online bids directly through our secure platform including any contingencies.

## Bidding and Last Call®

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**AMP for Auction** provides a unique two-part bidding process beginning with an online sealed bid, requiring all bidders to submit their initial bid with a bid deposit. Sealed bids are not published on the website or revealed to other bidders. Once multiple bids are received, the auction may, in consultation the Seller, transition into open bidding, whereby the bidding activity instantly appears on the webpage. This two-part bidding process allows us to control the supply based upon demonstrated demand. It also protects the value of the property from possible negative market response.

Once in open bidding, the most extraordinary feature of our auction program is invoked — Last Call® — which extends the auction deadline past the point when most other auctions typically end, allowing for the maximization of price. Last Call bidding generates on average an 18-20% higher final bid amount beyond the initial bid deadline price point.

**AMP for Auction Plus** uses the same market stimulators as auction (bid deadline, low starting bid) but can enlarge the pool of eligible bidders by allowing for certain contingencies including financing. This program works well for complex transactions requiring zoning changes, bank short sales, environmental reports, EB-5 etc. Potential buyers may outline their contingencies and submit them online along with their bid in an efficient and secure manner. The Seller may stipulate maximum allowable due diligence and closing periods, which all buyers will be subject to. Seller may also elect to move to Last Call at the end of the sealed bid campaign.

All SperryBid.com sales are “with reserve,” meaning that the Seller is not obligated to accept the highest bid unless the predetermined reserve price is achieved.



1FRE The Future of Real Estate

MAIN MENU DASHBOARD BUDGET PROSPECTS MEDIA TRACKING BIDDING CLOSING

Select different event dashboard to view

**DASHBOARD - #113 5-Story Office Building in Painesville, Ohio**

**Visitor Analytics 984 Event Clicks**

Page Views by Country

Event Clicks

Click on area or name to zoom in. To zoom out click HERE

**Prospect Analytics 53 Prospects**

Prospect Grading

Grade	Prospects
A	3 Placed a bid
B	2 Viewed property
C	16 Explored Interest
D	14 Unresponsive
E	15 Real Estate Professional
F	13 Lost interest in property
Ungraded	0
<b>Total Prospects</b>	<b>53</b>

New Prospects

Prospect Locations

Click Map to view prospect locations

**Media Tracking 984 Clicks**

Media Tracking by Category

Media Tracking by Category

Media Tracking Summary

Category	Clicks	Prospects	Property Visits
Direct	288	10	1
Email	311	10	2
Referral	236	2	0
State Search	10	0	0
Offsite Event	0	11	1
AdSense Code	0	20	1
Ref	364	13	2

Click on a category to see detail by Media Code

MY ACCOUNT SALES LEADS SEARCH AUCTIONS BLOG PAST AUCTIONS PRIVATE AUCTIONS BUYERS BIDDERS BROKERS FACTS HOW TO BUY ABOUT US CONTACT US USER AGREEMENT PRIVACY POLICY

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# Real-Time Analytics

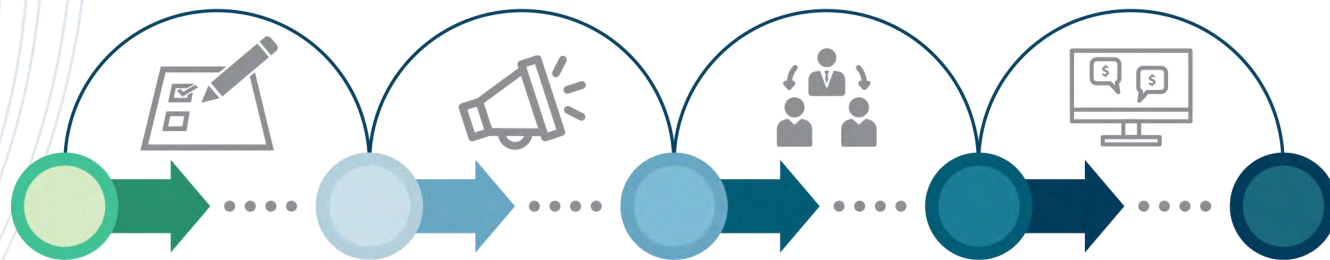
Available to broker and seller from their customized dashboard



# AUCTION TIMELINE



**START TO FINISH** IN LESS THAN 90 DAYS



## PRE-AUCTION

- Detailed property analysis
- Establish pricing
- Build property webpage
- Photography / videography / drone
- Google Earth Tour
- Advertising production and scheduling

## MARKETING

- Email campaigns to owners and agents
- Multiple listing sites
- Press Release
- Internet advertising
- Social media
- Google

## AUCTION MANAGEMENT

- Dedicated event manager
- Daily monitoring of advertising results and metric adjustments
- Multi-channel engagement with potential buyers
- Property tours conducted
- Weekly seller updates

## BIDDING

- Bids are conveniently and securely placed online by prospective buyers
- Auction Plus<sup>®</sup> permits buyers to include contingencies with bid
- Last Call<sup>®</sup> and Best & Final<sup>®</sup> bid extensions maximize revenue

## CLOSING AND SETTLEMENT

- Winning bidder declared
- Purchase and Sale Agreement executed and purchase deposit submitted to escrow within 2 business days
- Escrow closes in 30 days

# Custom Tailored Marketing Campaigns

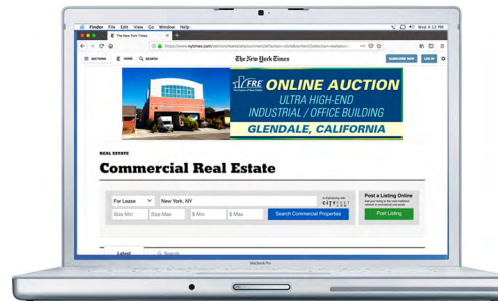
Fit For YOUR Property



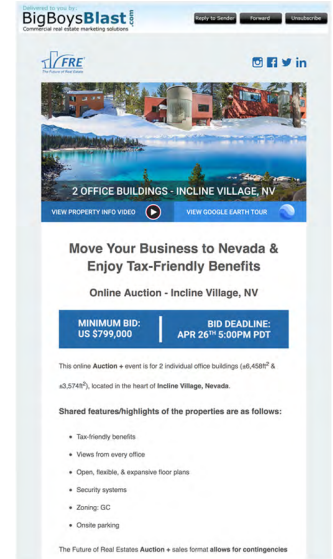
Property Profile Page



Google Earth Tour



Digital Campaigns



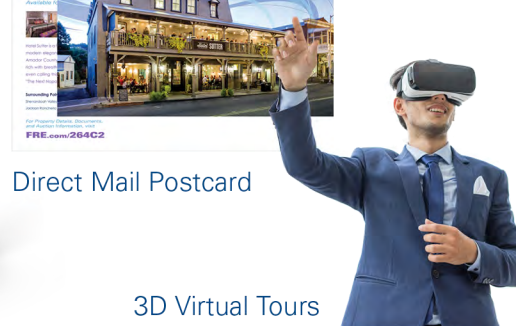
Third Party Emails



Direct Mail Postcard



Direct Mail Brochure



3D Virtual Tours



Drone Video & Imagery

Email Blast

for more Property Information, Documents and Auction Details, visit  
**FRE.com/270S1**

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## Valuable Metrics Guide, Advertising Placement, and Campaign Success

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Targeted buyers are directed to the property webpage, delivering strong metrics on the reach and success of each type of advertising, including prospect location, page views and repeat visits.

Real time analytics guide vital adjustments in the advertising strategy.

Two ways to \_\_\_\_\_  
**AMP<sup>®</sup> your sale**  
\_\_\_\_\_ and maximize your revenue



## ***Standard Auction***

Best for simple sales

A traditional auction offers a date certain for sale, low starting bid & competitive online bidding. Works best for easy-to-value properties.

**FRE's auction platform boasts the following features:**

- All cash 30-day close
- Creates a sense of urgency
- Property is sold as-is, where-is
- Last Call<sup>®</sup> to maximize value



## ***Auction Plus<sup>®</sup>***

Best for complex transactions

Similar to an auction, but prospective buyers and their agents can include predetermined contingencies and documentation with their bid.

**As the seller, you may provide bid parameters including:**

- Pricing guidance
- Minimum earnest money deposit
- Maximum length of due diligence
- Stipulated contingencies

## 99% CLOSING RATE AFTER ACCEPTANCE OF HIGH BID



### ***Verified Buyers***

Proof of funds, loan pre-qualification



### ***Due Diligence Vault***

Educates buyers before they bid



### ***Back-up Buyers***

Assures performance



### ***Experienced Closing Team***

Streamlines and accelerates successful close



*Reach a  
Global Audience*



*Maximize Your  
Bottom Line*



*Close with  
Velocity*

We're ready to **AMP**<sup>®</sup> your sale



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