



Corporate Office:
1000 Lenola Road
Building 1, Suite 203
Maple Shade, NJ 08052
Tel: 856-764-7163
Fax: 856-764-4098
Email: jjkane@jjkane.com
Website: www.jjkane.com

Local Contact - Account Manager
Walter Gills
5500 Military Trail
Suite 22-237
Jupiter, FL 33458
Tel: 772-418-0188
Fax: 772-382-0782
Email: walter@jjkane.com

**J.J. KANE AUCTIONEERS RESPONSE TO
THE CITY OF FORT LAUDERDALE
REQUEST FOR PROPOSALS
RFP #875-12011 - AUCTIONEER SERVICES**



SUBMITTED BY:

Allen Crocker, National Account Manager Government Sales
on behalf of J.J. Kane Auctioneers

SUBMITTED TO:

City of Fort Lauderdale - Procurement Services Division
Laurie Platkin, Procurement Specialist
100 N. Andrews Ave, #619
Fort Lauderdale, FL 33301



Section 1:	Executive Summary	3
Tab 1.	JJ Kane Background.....	3
Tab 2.	Main Offices and Sale Locations.....	4
Tab 3.	J.J. Kane Staff	5
Tab 4.	Summary of Proposal	6
Tab 5.	Statement of Assurance.....	12
Section 2.	Experience and Qualifications	13
Tab 6.	Current Projects	14
Tab 7.	<u>J.J. Kane's Professional Staff</u>	15
Tab 8.	Joe Kane - Operations Director.....	16
Tab 9.	Robert "Rusty" Haag - Operations Manager.....	17
Tab 10.	Kim Minix - Field Office Director.....	18
Tab 11.	Bob Kane - Field Office Supervisor	19
Tab 12.	Walter Gillis - Account Manager.....	20
Tab 13.	Jimmy Kane - Sale Support Associate	21
Tab 14.	Grant Williams - Communications Manager	22
Tab 15.	Allen Crocker – National Government Account Manager	23
Section 2:	Approach and Scope of Work	25
Tab 16.	Understanding of the City's Needs.....	25
Tab 17.	Marketing and Advertising.....	26
Tab 18.	Proposed Timeline and Vision	34
Tab 19.	Capacity and Commitment.....	36
Tab 20.	Approach and Ability	38
Tab 21.	E – Verify Affirmation Statement	55
Tab 22.	Proposal Certification.....	56
Tab 23.	Cost Proposal	57
Tab 24.	Insurance Certificate	58
Tab 25.	Minority/Women (M/WBE) Participation	59
Tab 26.	Contract Payment Method by P-Card	60
Tab 27.	Local Business Preference Certificate	61
Tab 28.	Non – Collusion Statement	62
Tab 29.	References (Form B)	63
Tab 30.	Subcontractors.....	64

Section 1: Executive Summary**Tab 1. JJ Kane Background**

July 20, 2017

Ms. Laurie Platkin, Procurement Specialist
City of Fort Lauderdale- Procurement Services Division
100 N. Andrews Ave, #619
Fort Lauderdale, FL 33301

Re: RFP #875-12011 - Auctioneer Services

Dear Ms. Platkin:

J.J. Kane Auctioneers ("J.J. Kane") is pleased to submit our Response to RFP #875-12011- Auctioneer Services ("Response"). J.J. Kane agrees and understands the scope of work, terms and conditions set forth in RFP #875-12011 ("RFP") and makes a positive commitment to the City of Fort Lauderdale ("City") to perform these services in a timely manor.

In accordance with your RFP requirements, our Response includes one (1) original; one (1) copy; and four (4) electronic copy (on flash drive). Additionally, we have included the following information in this Transmittal Letter to assist you in your review and evaluation of our Response:

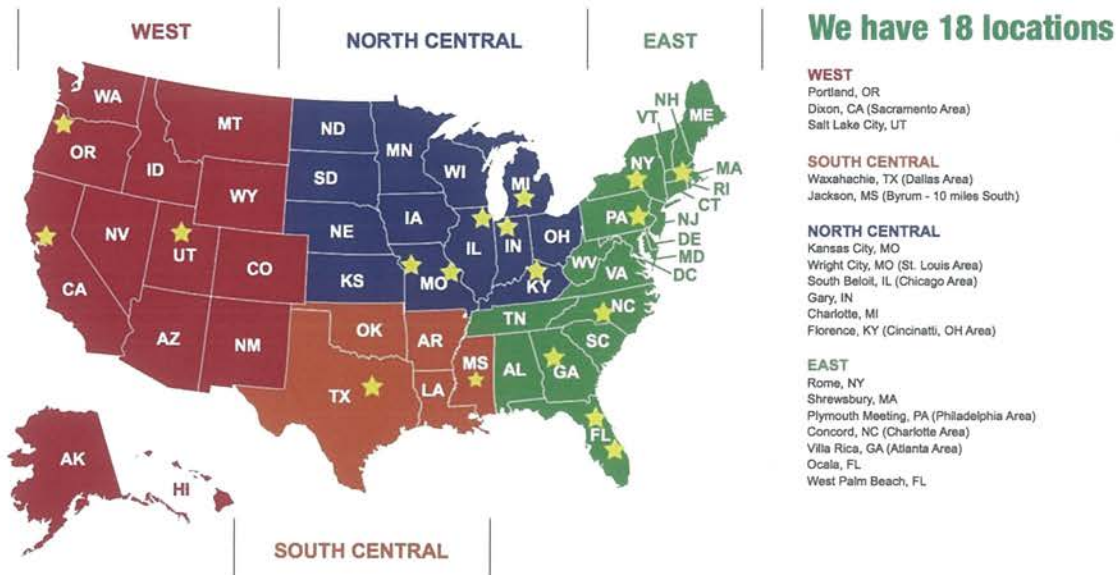
1. J.J. Kane Background

- For over 20 years, J.J. Kane Auctioneers has specialized in conducting absolute auction sales across the United States for municipalities, investor-owned utility companies, electrical contractors and dealers that desire to sell surplus property and/or liquidate business assets (collectively, "Property").
- Consistent with J.J. Kane's commitment to timely perform its auction services, J.J. Kane provides all the services and tasks to market, advertise, transport and sell the Property by absolute action.

Executive Summary, cont.

Tab 2. Main Offices and Sale Locations

AUCTION SITES



- J.J. Kane Auctioneers is headquartered at 1000 Lenola Rd, Building 1, Suite 203 Maple Shade, NJ 08052.
- We currently lease or own 18 (eighteen) physical auction locations from which we conduct 3 (three) to 5 (five) live auctions at each site per year. In total we conduct over 50 (fifty) auctions annually.
- In order to service the City of Fort Lauderdale J.J. Kane will be utilizing our sale site located at 2455 Port W Blvd, Riviera Beach, FL 33407. At this sale site we conduct 3 (three) live auctions annually. These sales are conducted in March, June, and November.



Executive Summary, cont.

Tab 3. J.J. Kane Staff

The following persons have the authority to make representations for J.J. Kane and will be directly involved with the work outlined in this proposal:

Walter Gillis, Account Manager
5500 Military Trail, Suite 22-237
Jupiter, FL 33458
Tel: 772-418-0188 Fax: 772-382-0782
Email: walter@jjkane.com

Robert "Rusty" Haag, Auctioneer
1000 Lenola Road
Building 1, Suite 203
Maple Shade, NJ 08052
Tel: 609-743-8587 Fax: 856-764-4098
Email: rusty@jjkane.com

Colleen Naylor, Office Manager
1000 Lenola Road
Building 1, Suite 203
Maple Shade, NJ 08052
Tel: 856-764-7163 Fax: 856-764-4098
Email: colleen@jjkane.com

Allen Crocker, National Government Account Manager
1413 Winterberry Rd
Savoy, IL 61874
Tel: 757-870-0245 Fax: 856-764-4098
Email: allen.crocker@jjkane.com

Tony Chang, National Government Account Manager
4656 Ironwood Avenue
Seal Beach, CA 90740
Tel: 562-330-7889 Fax: 856-764-4098
Email: tony.chang@jjkane.com

Executive Summary, cont.

Tab 4. Summary of Proposal

- A. **Fully Automated Accounting System:** Recognizing the public sector's need for transparency and exact record keeping, our fully automated accounting system allows us to track & provide the following information:
1. List of all lot numbers on which individual bidders were successful which will include the total dollar amount spent by each registered bidder;
 2. Dollar amount of bid price for each lot sold; reports on specific asset, revenue and total bidders
 3. Reports available at the day of auction.
- B. **Trained Staff:** We believe that our staff and solutions are uniquely suited to meet the contract requirements and we plan to dedicate a specialized team with the expertise to ensure quality for the following:
1. Receive and tag lots as they are delivered from governmental agencies to the Auction Site;
 2. Perform data entry on above noted automated system;
 3. Receive and account for payments; and
 4. Issue receipts and vehicle documents (bills of sale, title transfers).
- C. **Advertising:** We have a marketing team dedicated to support our public sector interests. They will be influential in creating brand awareness and highlighting our relationship with the City of Fort Lauderdale. Also, we advertise heavily on relevant marketing channels that target new and existing customers. Which in turn will enable us to provide the following:
1. Notify all individuals and companies on the maintained bidders' lists for equipment, vehicles and other items offered for sale at auction;
 2. Advertise in auction trade journals, publications, website and etc.;
 3. Edit, print and distribute brochures based on equipment and other



items to be sold at auction; and

4. Provide brochures to the City of Fort Lauderdale for distribution, in quantity requested.

D. **Transport Items/Equipment Requirement:** Getting items from point A to point B is critical in the live off site auction process. We have tremendous knowledge and experience in moving assets in the region. Our years of experience and local client base allow us to provide transport services as follows:

1. J.J. Kane will transport all items/equipment from the City to the Auction Site with the proper transportation equipment; and
2. J.J. Kane will transport all unsold items/equipment from the Auction Site to the City with the proper transportation equipment upon request of the City. Auctioneer shall retain property at their location until auction is held, unless otherwise approved in writing by the City's Contract Coordinator.

E. **Licensed Auctioneer in Good Standing in the State of Florida:** J.J. Kane complies with Florida Statutes Chapter 468, Part V, Auctioneers (ss. 468.35 - 468.639.)

4. **Responsibilities of J.J. Kane**

- Hold three (3) auctions annually at the Auction Site.
- Provide a suitable site for the auction(s) with adequate restroom facilities available for staff and bidders.
- Write, publish and pay for any required legal advertising.
- Provide as complete a list of items to be auctioned as possible (a minimum of ten (10) days in advance the scheduled auction sale).
- Arrange transport of the City's Property to the Auction Site no less than ten (10) days prior to the scheduled auction sale and transport "No Sale" Property back to the City no later than five (5) days after the date of auction sale. Items must be delivered to J.J. Kane in running condition (except when noted) with adequate fuel levels and a duplicate set of keys. All drivers will have valid CDL license and be covered by J.J. Kane's



insurance as set forth in Section 2.21 (Insurance Requirements) of RFP #875-12011.

- All costs of advertising and conducting the auction sale including the arrangement of transport of the City's Property.
- Make recommendations to the City of Fort Lauderdale on which auction platform to utilize in order to maximize the City's returns on their equipment and vehicles.
- J.J. Kane reserves the right to decline an item that it does not feel would be profitable for the City of Fort Lauderdale.

5. Auction Coordination

- J.J. Kane will coordinate all auction activities with the City's staff, including offering suggestions, on a timely basis, for maximizing sale value of items.
- The City of Fort Lauderdale will provide J.J. Kane an inventory list(s). The City reserves the right to add/delete items from the list up to the day of the auction. A master list will be printed for distribution as close as possible to the auction sale date.
- J.J. Kane will tag all items for sale prior to the day of the auction.

6. Ownership

- The City warrants it is the owner of and has marketable title to all of the Property, free and clear from any liens, debts or encumbrances except as noted. The City further warrants that there no judgments or liens against it and that there are no pending legal actions, claims or proceeding whatsoever which in any way would hinder, prevent or otherwise affect its right or ability to sell the Property at auction sale.
- The City agrees to deliver on request any documents, certificates, proof of ownership or titles, which would be required to deliver title to the Property.



Executive Summary, cont.

- If there is a delay in the new purchaser receiving a clear title for any vehicle sold for the City, the net proceeds from the sale will be held until free and clear title is received by the purchaser or, at the discretion of J.J. Kane, the item may be pulled from the auction sale and remain on the City's Property. The City would be responsible for the cost associated with sending any late documents express mail to the new purchaser.

7. Proceeds of the Sale

- J.J. Kane will pay City of Fort Lauderdale the net proceeds from the auction sale fourteen (14) business days following the auction sale.
- J.J. Kane will express mail or email a written report to the City of Fort Lauderdale listing the items sold in an amount equal to the agreed percentage of the gross selling price of the Property sold at auction in the form of a certified check made payable to the City or by electronic transfer.
- J.J. Kane will specify units sold and funds received for each unit.

8. J.J. Kane's Commission Structure and Fees

- J.J. Kane has developed the best possible solution for the City because there is absolutely no risk for the City—the only outcome for the City is additional revenue.
- The commission structure and fees that J.J. Kane has submitted below are made pursuant to the services being requested in your RFP.
- J.J. Kane will deduct no seller's fee from the City of Fort Lauderdale.
- J.J. Kane will arrange transportation at cost and deduct from net proceeds.
- J.J. Kane will not charge the City of Fort Lauderdale for "No Sale" consignments.
- There will be no other fees charged to the City of Fort Lauderdale unless the City and J.J. Kane expressly agree pursuant to a written agreement.



Executive Summary, cont.

- J.J. Kane will charge a ten percent (10%) buyer's fee on every consignment.

9. **Audit**

- J.J. Kane will maintain adequate records for the services performed under this Agreement for five (5) years following completion of the services. The City shall have the right to audit J.J. Kane's books and records upon prior notice to J.J. Kane.



Executive Summary, cont.

11. Conclusion; Statement of Authority

J.J. Kane would like to thank the City for allowing us the opportunity to submit our Response to your RFP. The J.J. Kane team encompasses the dedication and capacity to provide the City with the highest level of auctioneer services. We aspire to obtain your business and are confident that we will surpass your expectations.

We look forward to working with you in any way we can. Please do not hesitate to contact Allen Crocker with any questions that you may have.

The undersigned, Allen Crocker, is authorized by J.J. Kane to negotiate on its behalf. By signing below, the undersigned authorizes that he has sufficient authority to commit J.J. Kane to your RFP.

Sincerely,

A handwritten signature in black ink, appearing to read 'Allen Crocker', is written over a horizontal line.

By: Allen Crocker

Title: National Government Account Manager, J.J. Kane Auctioneers



Tab 5. Statement of Assurance

- J.J. Kane is not presently in violation of any statutes of regulatory rules that might have an impact on its operations.

A summary of any litigation or pending lawsuits, criminal violations and/or convictions filed against the firm/auctioneer or key personnel in the past three years related to similar type of services requested is not applicable and therefore has been omitted from this Response.



Section 2. Experience and Qualifications

Experience and Qualifications

J.J. Kane has been in business since 1989. J.J. Kane Auctioneers is a nationwide auction company conducting 50+ absolute public auction sales, annually. Buyers and sellers participate both face-to-face on-site and live-via-internet at our auctions. Sellers include governments, electric cooperatives, investor owned utility companies, utility companies, manufacturers, contractors, lending institutions, rental companies, and more. J.J. Kane specializes in utility, power line, underground and construction equipment, specialty trucks, and fleet vehicles. Items are auctioned both live on an auction yard and timed, online auctions. J.J. Kane can provide a turnkey solution to the City of Fort Lauderdale by handling all aspects of the sale process.

We offer a premium auction service that allows us to provide the highest level of quality for our customers. J.J. Kane dedicates thousands of labor hours towards each live auction in order to perform all functions necessary to liquidate our seller's assets. We coordinate hauling and transportation, marketing, tagging and inventory, equipment inspections, title transfers, and payment. J.J. Kane takes pride in making our process as simple as possible for our sellers while simultaneously getting the highest returns on their investments.

Contact Information:

J.J. Kane is a privately owned corporation.

Headquarters:

1000 Lenola Rd, Building 1 Suite 203,
Maple Shade New Jersey 08052.

Office Number: 856-764-7163 Fax Number: 856-764-4098

Web site: www.jjkane.com



Experience and Qualifications, cont.

Tab 6. Current Projects

J.J. Kane provides services for thousands of sellers across the United States. Our ability to sell items at 18 auction locations as well as in a timed online auction format allow us the flexibility needed to meet our customer's time and budget requirements. Below is a list of sellers that are similar in scale to the City of Fort Lauderdale.

Name of Surplus Seller	State	Time
City of West Palm Beach	FL	10 years
City of Lake Worth	FL	5 years
City of Boynton Beach	FL	8 years
Florida Power and Light	FL	15 years
City of Coral Springs	FL	6 months
City of Saint Louis	MO	3 years
Duke Energy	Multiple states	10 years

Sustainable Business Practices

By nature our company strives to extend the life of equipment and vehicles by remarketing those assets to end users. Employees of J.J. Kane support the Department of Energy's Clean Cities Coalition by participating in functions and events.



Tab 7. J.J. Kane's Professional Staff

Specific individuals who will be assigned to this contract and held directly responsible for performing the administrative functions of preparing the auction are:

- Joe Kane - Operations Director
- Robert "Rusty" Haag - Operations Manager
- Kim Minix - Field Office Director
- Bob Kane - Field Office Supervisor
- Walter Gillis - Account Manager
- Jimmy Kane - Sale Support Associate
- Grant Williams - Communications Manager
- Allen Crocker – National Government Account Manager
- Tony Chang – National Government Account Manager

Professional biographies for the key personnel recited above appear on the following pages within this section.



Experience and Qualifications, cont.

Tab 8. Joe Kane - Operations Director

Joe Kane founded J.J. Kane more than 20 years ago as a small family business in Maple Shade, New Jersey. Under Joe's direction and through his reputation as an auction industry leader, J.J. Kane has grown exponentially while retaining its company mission to deliver exceptional results with the highest level of customer care.

On the auction sale day, Joe provides auctioneer duties as one of at least 2 auctioneers present who call the sale.



Tab 9. Robert “Rusty” Haag - Operations Manager

For over 15 years, Rusty Haag has been managing the operations of the J.J. Kane auction sale process. Rusty begins comprehensive on-site auction preparations a minimum of 2 weeks prior to the auction sale date and personally compiles the equipment listing and order of sale to facilitate a seamless auction process from pre-sale equipment setup through post-sale reporting.

Working together with our Sale Support Associates, Rusty evaluates the condition of the items and ensures that necessary repairs are completed. Rusty further assesses items for expected value, while supervising the in-line arrangement and compiling the pre-sale materials. Prior to the arrival of our Field Office Director, Rusty manages our Field Office Supervisor and oversees the upload of the online auctioneering aspect so that buyers are able to purchase items on the internet.

Rusty also coordinates with J.J. Kane's marketing division to maximize our overall marketing strategy, including print advertising and digital marketing.

On the auction sale day, Rusty is the Lead Auctioneer and one of at least 2 auctioneers present who call the sale.



Tab 10. Kim Minix - Field Office Director

As J.J. Kane's Field Office Director, Kim has successfully managed all aspects of our administrative process for over 9 years. Arriving a minimum of 5 days prior to the auction sale day, Kim works to ensure all business licenses, permits, titles and owner documentation are correctly processed to maximize efficient transactions on the auction sale day.

Together with our Operations Director and Operations Manager, Kim oversees the printing of catalogs and bidder registration. She also coordinates the staffing of local law enforcement to ensure security and safety at the auction site and completes the post-sale reporting.



Tab 11. Bob Kane - Field Office Supervisor

For 10 years, Bob has served as J.J. Kane's Field Office Supervisor and is accountable for all aspects of the auction sale administrative process. Bob pre-screens titles and owner documentation to make them ready for fast, efficient transactions on sale day. Bob is also responsible for facilitating bidder registration, responding to Buyer inquiries and ensuring that the auction sale staff completes buyer transactions and collection of payment in an efficient manner.

Along with our Sale Support Associate, Bob typically remains at the auction sale site for a minimum of 5 days post-sale to complete transactions and paperwork and to assist buyers with the administrative aspects of claiming and removing their purchases.

Tab 12. Walter Gillis - Account Manager

Walter is responsible for J.J. Kane's account development and management in Florida. For nearly 10 years as Account Manager, Walter has serviced a vast spectrum of auction consignors including state and local governments, Fortune 500 companies and individual business owners.

Walter achieves maximum returns for consignors by evaluating their unique options and helping them to determine the best way to remarket their surplus assets. Walter has been successful in establishing and growing a network built upon new business development and ongoing referrals, which are a key component of the services he provides to auction consignors and buyers.



Tab 13. Jimmy Kane - Sale Support Associate

As a Sale Support Associate with J.J. Kane for 3 years, Jimmy spends a minimum of 14 days at the auction site prior to the auction sale day. Under the supervision of our Operations Manager, Jimmy performs the auction setup by lining up and grouping assets in a logical and smooth-flowing order.

Jimmy is a mechanic who also performs minor repairs at no charge to our consignors. Typical repairs include replacing fan belts, adding fluids and replacing starters, all of which can help to yield the highest returns to our consignors. Jimmy also assists buyers on inspection day and auction sale day. Jimmy remains at the auction site for a minimum of 5 days post-sale to assist with a variety of auction closeout duties.

Tab 14. Grant Williams - Communications Manager

As J.J. Kane's Communications Manager for 5 years, Grant teams with our Operations Manager and Account Manager to evaluate consignments in advance of sales. Grant then coordinates an overall marketing strategy to reach the maximum number of buyers, through conventional print media with a heavy focus on digital marketing approaches.

Grant is an expert at attracting high numbers of buyers to the auction sale by tailoring J.J. Kane's marketing to the types of items being sold and targeting buyers through search engine marketing linked to specific keywords commonly used in well known platforms such as "Google". Facebook advertising is another key component of the marketing mix, where ads are served based on the interests and geographic location of Facebook users. Grant has a long history of successful pay-per-click advertising campaigns that capture buyers who type specific inquiries into a search engine (for example, a buyer will Google "garbage trucks for sale" or "police vehicle auction"). He leverages a wide range of advertising channels in these modern, marketing campaigns.



Tab 15. Allen Crocker – National Government Account Manager

Allen is responsible for J.J. Kane's government account development and management across the United States. He works closely with local J.J. Kane account managers to ensure the highest level of service is provided to our government sellers. As a member of the government sales team Allen strives to provide reliable service and maximize returns for city and local municipal surplus assets.

Allen serves as a liaison for our government sellers in order to ensure high levels of customer satisfaction and transparency.



Tab 16 Tony Chang – National Government Account Manager

Tony Chang serves as the National Accounts Manager, Government Sales, and is an additional point of contact. Tony is an automotive industry expert with over 25 years' experience in fleet. He has a working knowledge of virtually all aspects of the business ranging from OEMs to dealer operations to E-commerce, business development, manufacturing, sales, supply chain management, national and international marketing, distribution, finance, and consulting. In the last decade, Tony has become a seasoned E-commerce marketplace and remarketing professional, generating high impact technology and customer-based solutions, working with both public and private sector clients. Some of his partnerships have included the largest municipal cities and counties. Tony is a graduate of the University of Southern California, Marshall School of Business.

Tony serves as a liaison for our government sellers in order to ensure high levels of customer satisfaction and transparency.

Section 2: Approach and Scope of Work

Tab 16. Understanding of the City's Needs

- J.J. Kane fully understands the City's needs and goals for a premium absolute auction company to host a live auction at the Auctioneer's facility. Furthermore J.J. Kane understands that the city would like for the Auctioneer to perform all the services and tasks to market, advertise, transport and sell the equipment and vehicles by absolute auction, through closing of the transaction, including all necessary, incidental and related activities and services. We understand the City's desire to eliminate the vehicle and equipment congestion at the fleet department by having those surplus assets hauled to an auctioneer's facility for remarket. Our absolute auctions combine live bidders as well as online bidders creating a competitive environment for buyers to procure the City's surplus assets resulting in better returns on those assets. J.J. Kane offers these service as our premium auction package and will describe in detail how each task is accomplished in order to provide the highest quality of service.

A. Hauling

Once a list of items for auction have been provided to the Auctioneer the account manager will coordinate with the hauling company to pick up assets at a convenient time for the City's Fleet manager. The account manager contacts multiple hauling companies to ensure pricing is competitive. Items are then picked up at the fleet department and transported to the sale site where they are inventoried, tagged, and moved into line.

B. Sale Set Up

We dedicate thousands of labor hours in the organization and set up of each live auction. J.J. Kane team members from across the country join together in order to prepare for sale day. Operations managers inventory the lots, tag vehicles equipment and keys and conduct inspections to ensure that items are being advertised for sale properly. Inside sale staff work diligently to prepare titles for transfer. Their methods of organizing and verifying clean titles and accurate VIN numbers are of the upmost importance in conducting a smooth sale. The local account manager coordinates with the marketing team to ensure motivated buyers are brought to market.

Approach and Scope of Work Cont'd

Tab 17. Marketing and Advertising

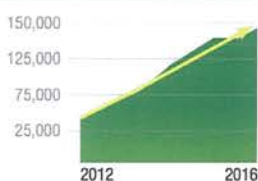
J.J. Kane's history of consistent participation from the bidders and purchasers is illustrated below and on the following pages:

BUYER GROWTH

WEBSITE TRAFFIC

423%

Increase in website visits since 2012

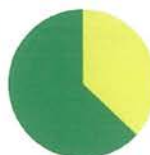


VISITORS AND BIDDERS

NEW VISITORS

60%

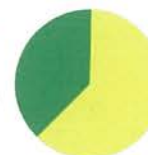
Of our website visitors are new



NEW BIDDERS

39%

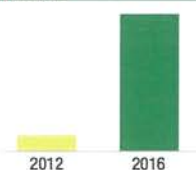
Of our of auction bidders are new



TARGETED EMAIL ADVERTISING

900%

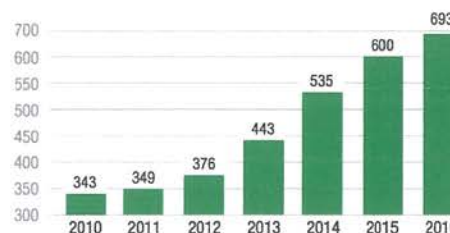
Increase in buyer email database since 2012



BIDDER PARTICIPATION

102%

Increase in registered bidders since 2010

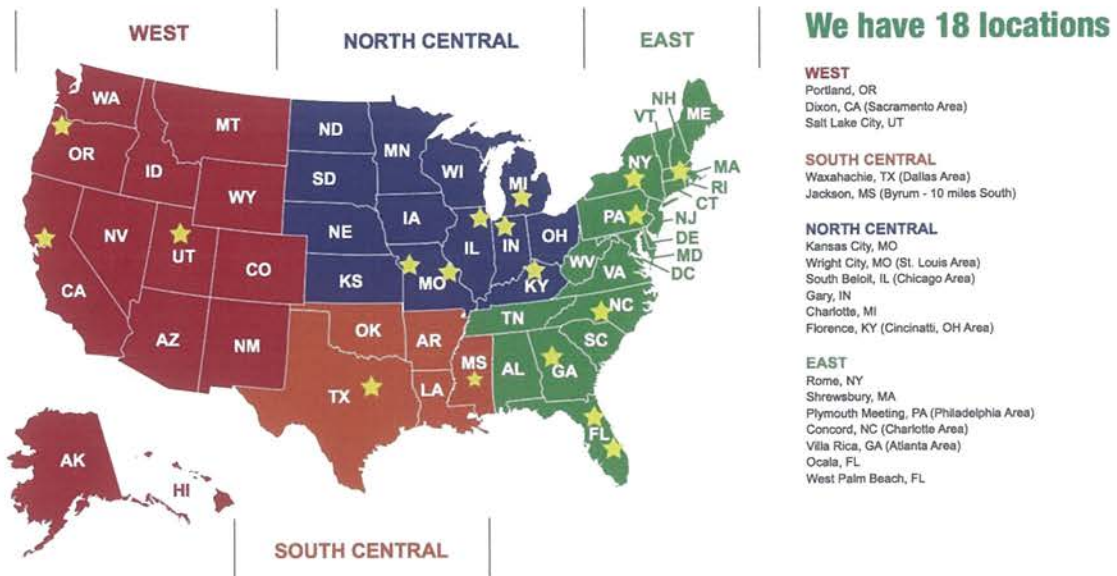




Response to RFP #875-12011

Approach and Scope of Work Cont'd

AUCTION SITES





Approach and Scope of Work Cont'd

J.J. Kane's advertising method, channel and marketing approach:

- The bottom line of our marketing is that the more people we can attract to an auction, the higher the prices will be. It's a simple objective . . . and it works.
- We strive to boost bidder attendance consistently. J.J. Kane's modern marketing and advertising strategy is aimed at attracting existing clients and new bidders to each auction and we experience a regular lift from new bidders.
- We do a lot more than just mailing out brochures—our electronic client database is divided into "industries" and we market specific items and/or categories of items to the precise people who would be invested in that inventory.
- Because of our expertise in online advertising, where a specific message can be served to a precise audience, we can focus advertising of consumer items (cars, trucks, SUVs and more) toward the consumer segment and focus commercial, utility and industrial items to those types of buyers by segmenting our messages and customizing our content toward the proper group.
- Whether online advertising in Facebook, email marketing, radio advertising (broadcast our Pandora) or other channels, such as billboards, we serve a broad range of marketing messages with advertisements aimed at a specific demographic.
- **Please refer to the following pages for an illustrative summary of J.J. Kane's advertising method, channel and marketing approach.**

Approach and Scope of Work Cont'd

WHY WE FIT

Comprehensive Marketing

- Engage more than 500,000 buyers every week with targeted advertising & a comprehensive strategy
- Leverage social media, J.J. Kane website, pay-per-click ads, mobile apps, flyers/brochures, print ads, email marketing
- Target consumers for commodity, retail type items within tight radius of sales
- Cast a broad net for national and international buyers of capital equipment
- 34 countries represented by buyers during 2016
- We connect you to buyers who want what you are selling



MODERN MARKETING

Local buyers receive consumer-focused email information 10 days before auctions. These include autos, pickups, ATVs, and other general consumer items.

Targeted email is sent to buyers a few days before auctions to promote utility, construction, specialty trucks and equipment segments.

Segmented Email Marketing

Preview	Utility	Construction & Specialty Truck	Consumer																																																																
 <p>Public Auction - Next Saturday! Riviera Beach, FL (West Palm area) - March 19</p> <p>This Saturday, don't miss the auction at Riviera Beach, FL. We have more than 100 items and lots of interesting consumer goods, including cars, ATVs, boats, motorcycles, tools, and more. Please show up at 9 AM. The day starts at 9 AM. Don't be there on auction day? Come a day earlier or a day later. Bring a friend. What are the items that you can't wait to see? Register at the auction house for the day!</p> <p>Items for Sale:</p> <table border="1"> <tr> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> </tr> </table>																	 <p>Public Utility Equipment Auction South Bend, IN (Chicago area) - March 12</p> <p>This Saturday, don't miss the high quality equipment auction at South Bend, IN. We have more than 100 items and lots of interesting utility equipment, including trucks, trailers, and more. Please show up at 9 AM. The day starts at 9 AM. Don't be there on auction day? Come a day earlier or a day later. Bring a friend. What are the items that you can't wait to see? Register at the auction house for the day!</p> <p>Items for Sale:</p> <table border="1"> <tr> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> </tr> </table>																	 <p>Public Construction Equipment & Truck Auction Riviera Beach, FL (West Palm area) - March 19</p> <p>This Saturday, don't miss the auction at Riviera Beach, FL. We have more than 100 items and lots of interesting construction equipment, including trucks, trailers, and more. Please show up at 9 AM. The day starts at 9 AM. Don't be there on auction day? Come a day earlier or a day later. Bring a friend. What are the items that you can't wait to see? Register at the auction house for the day!</p> <p>Items for Sale:</p> <table border="1"> <tr> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> </tr> </table>																	 <p>Public Auction - This Saturday! Riviera Beach, FL (West Palm area) - March 19</p> <p>This Saturday, don't miss the auction at Riviera Beach, FL. We have more than 100 items and lots of interesting consumer goods, including cars, ATVs, boats, motorcycles, tools, and more. Please show up at 9 AM. The day starts at 9 AM. Don't be there on auction day? Come a day earlier or a day later. Bring a friend. What are the items that you can't wait to see? Register at the auction house for the day!</p> <p>Items for Sale:</p> <table border="1"> <tr> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> </tr> </table>																
																																																																			
																																																																			
																																																																			
																																																																			
																																																																			
																																																																			
																																																																			
																																																																			
																																																																			
																																																																			
																																																																			
																																																																			
																																																																			
																																																																			
																																																																			
																																																																			

Approach and Scope of Work Cont'd

JJ Kane Email Marketing

Local customers receive consumer-focused email information 10 days before auctions, because most people are more likely to be interested in everyday items like ATVs, autos, pickups, and tools.

Emails are responsive design, so they appear larger on mobile devices. 60% of our website traffic is Mobile, and mobile traffic increases every year.

Desktop



Mobile



Approach and Scope of Work Cont'd

Paid, Third Party Email Marketing



ABSOLUTE - NO RESERVE - AUCTIONS!

[VIEW ALL CONSTRUCTION EQUIPMENT](#)









Our Social Friends are the First to Know!

[click here to search all of our inventory now](#)

Upcoming Auctions

Lansing, MI - Mar 5

South Beloit, IL - Mar 12

Live Off-Site - Mar 12

West Palm, FL - Mar 19

Shrewsbury, MA - Apr 2

EQUIPMENT ADDED DAILY!
 Email us for weekly email auction updates

Our Social Friends are the First to Know!

[Facebook](#) [Twitter](#) [LinkedIn](#) [YouTube](#)



[View Items Now](#)

Equipment Auctions Every Week!

Absolute, Public Auctions - Buy with No Reserve

You can find construction equipment, boom trucks, service trucks and more at our public auctions! We add inventory every day and hold an auction almost every week, across the United States. Bid online if you cannot be with us, and contact us if you have questions.

Upcoming sales & featured items include:

Boston, MA - April 9	Atlanta, GA - April 15
Philadelphia, PA - April 14	Kansas City, MO - April 21










Approach and Scope of Work Cont'd

Pandora Radio

During 2015, we only tested Pandora in 4 markets, for 4 weeks. Pandora was the #10 driver of visits to our website for the year. We continue to test.



Approach and Scope of Work Cont'd**Tab 18. Proposed Timeline and Vision**

The proposed timeline can be adjusted to meet the City's needs. This is a proposed timeline with the intention of giving the Auctioneer ample time to advertise and market the City's surplus assets.

- 45 Days Prior To Sale – City of Fort Lauderdale provides Auctioneer with a list of items to be transported and sold at live absolute auction.
- 40 Days Prior To Sale – J.J. Kane representative visits City of Fort Lauderdale in order to take pictures of equipment and vehicles for marketing purposes. J.J. Kane will also get any measurements necessary in order to coordinate hauling.
- 30 Days Prior to Sale – J.J. Kane representative coordinates transportation of items to Auctioneers location. Brochure is published mailed and emailed out to all registered bidders with descriptions of items to be sold at live absolute auction.
- 14 Days Prior to Sale – J.J. Kane conducts a mass emailing
- 10 Days Prior to Sale – Auction Staff arrives at the sale site in order to inventory, organize, and tag equipment and vehicles. Inside sale staff begins verifying title work. City of Fort Lauderdale titles are delivered to Sale site for verification.
- 7 Days Prior to Sale – Auctioneer conducts mass text messaging
- 1 Day Prior to Sale – Auctioneers facility is opened to all buyers for registration and inspection of vehicles and equipment. Auctioneer provides all staff necessary for inspection and bidder registration.
- Sale Day – Auctioneer provides all staff necessary for the conduct of sale day to include but not limited to, Auctioneers, Security Guards, Inside Sales Staff to collect taxes, issue tags, and registration of all titled items, payment collection.
- 4 Days Post Sale – Auctioneer provides all staff necessary to supervise the load out of all items sold ensuring all items are removed from the premises.
- 5 Days Post Sale – J.J. Kane arranges transportation of any items not sold back to the City of Fort Lauderdale.
- 14 Days Post Sale – City of Fort Lauderdale receives a certified check for the proceeds and an itemized report listing all items sold.



Approach to Scope of Work Cont'd

C. Facilities

- Riviera Beach Florida Sale Site: Located at 2455 Port W Blvd, Riviera Beach, FL 33407. This is collocated with Florida Power and Light facility in Riviera Beach. The lot is 7 acres and has 24 hour security year round. J.J. Kane Auctioneers conducts 3 (three) live absolute auctions at this location annually.
- Ocala Florida Sale Site: 4141 NW 44th Ave, Ocala FL 34482. This is a 10 acre sale site. J.J. Kane Auctioneers conducts 2 (two) live absolute auctions at this location annually.

Approach to Scope of Work Cont'd

Tab 19. Capacity and Commitment

This section address the following questions:

- Describe the firm's current and anticipated workloads and availability to commit to the requirements stated herein. Identify the extent and nature of any anticipated outside support.
- List of equipment, system and staff available to do the work on the day of the auction (include number of data entry staff for signing up bidders etc.).
- Describe the software/hardware narrative overview of how the information flows through the system and is entered. Detail on how check-out procedure is done. Is any electronic data transfer (EDT) being offered?
- Identify number of licensed auctioneer staff and capable of calling the auction that will be assisting on auction day and what their duties will be.
- Identify number of staff members that will be assisting on the auction day and what their duties will be.
- Identify number of any law enforcement personnel to direct and prevent traffic tie-ups and problem that will be assisting on auction day if applicable.



Describe the firm's current and anticipated workloads and availability to commit to the requirements stated herein. Identify the extent and nature of any anticipated outside support.

- J.J. Kane is committed to meet all necessary requirements to complete all workloads.

List of equipment, system and staff available to do the work on the day of the auction (include number of data entry staff for signing up bidders etc.).

- J.J. Kane employs 8-10 office personal on the auction sale day for signing up bidders, etc.

Describe the software/hardware narrative overview of how the information flows through the system and is entered. Detail on how check-out procedure is done. Is any electronic data transfer (EDT) being offered?

- Once the City provides J.J. Kane with a list of items to be auctioned, the Account Manager will come to the City to take photographs, get accurate, detailed descriptions of the auction item and then input everything into J.J. Kane's computer system.
- Titles are signed before the auction then transferred on the auction sale day. Once the title is transferred to the new buyer, the City will receive the proceeds 14 business days after the auction. The City will receive an email the day after the auction with auction results.

Identify number of licensed auctioneer staff and capable of calling the auction that will be assisting on auction day and what their duties will be.

- 3-4 licensed auctioneers, with duties pursuant to Section 2 of this Response, will be assisting with live and online duties on sale day.

Identify number of staff members that will be assisting on the auction day and what their duties will be.

- 6-8 staff members, with duties pursuant to Section 2 of this Response, will be assisting on auction day.

Identify number of any law enforcement personnel to direct and prevent traffic tie-ups and problem that will be assisting on auction day if applicable.

- 2 Riviera Beach Police officers will be on duty during every auction.



Approach to Scope of Work Cont'd

Tab 20. Approach and Ability

The following section contains J.J. Kane's responses addressing the following issues:

- The Proposer's history of consistent participation from the bidders and purchasers.
- The Proposer's advertising method, channel and marketing approach.
- The Proposer's mailing database: how is the mailing database is categorized and how bidders will be chosen to receive information for the City auction.
- A sample of term of sale information that is handed out to bidders at the time of registration.
- What are your approach and ability that are different from your competitors?



J.J. Kane's mailing database: how is the mailing database is categorized and how bidders will be chosen to receive information for the City auction:

- Every item in J.J. Kane's auctions is listed on our website as well as Rock & Dirt, Commercial Truck Trader, Equipment Trader Online, Construction Equipment Guide, Machinio and other third-party websites, so that all of our auction inventory has the widest possible exposure to people who want to buy it.
- The print portion of our advertising process targets local buyers who have previously been to (or expressed interest in) our auctions.
- Our mobile text messaging is another key component of effective advertising, reminding our database of local buyers about the auction the day before "preview day" so they can come out and look over items in advance of the auction.
- **Please refer to the following pages for an illustrative summary of our mailing database process and how bidders will be chosen to receive information for the City auction.**



MULTI-CHANNEL ADVERTISING

DIGITAL ADVERTISING

J.J. Kane auctions are promoted using cutting edge tools and expertise, attracting thousands of end users and dealers from across the globe to ensure top returns on auction day.

Paid Search Advertising: National and Local advertising campaigns run 24/7 on Google, putting our auction in front of thousands of buyers looking for what we are selling. These ads run weeks before the auction and up until preview day.

Social Media Strategy & Advertising: People who use (or know someone who uses) the items in our auctions will see our information because of dedicated advertising on the most popular social media sites such as Facebook, LinkedIn, Google+, & Twitter. This strategy leverages social media to communicate targeted messages about each auction.

Public Relations: News reach draws buyers. J.J. Kane has invested in the most effective public relations campaigns to promote each event through weekly press releases, reporter email blasts and radio announcements, newspaper and event publications.

Listing Services: Popular listing services have followers searching for equipment they need. J.J. Kane inventory is listed on these websites to ensure complete coverage across industries.

Client Database: J.J. Kane has a large and growing database of buyers who receive custom email notifications targeted geographically to promote each auction. These communications promote featured equipment and vehicles for sale. Live Off-Site items receive focused, dedicated blasts within the region the equipment is located.

PRINT ADVERTISING

Brochures: To ensure complete coverage, J.J. Kane sends over 20,000 brochures a month, featuring equipment and vehicles for sale in auction.

Print Publication Advertising: J.J. Kane ads run in many industry publications such as Utility Fleet Professional, Tree and Landscape Trader, Electrical Advertiser and other regional and local publications.

Outdoor Signage: J.J. Kane places emphasis on local signage at each auction site with flex and roadside banners, and billboards.

TRADESHOWS

User-Focused Events: J.J. Kane participates in regional and national utility and contractor-focused expositions so that we can connect with new buyers, who need the surplus we sell, to run their businesses.



SALES CONSULTANTS

Our sales team covers the entire United States delivering personal service to both buyers and sellers. By working closely with buyers, our sales consultants actively connect business owners and local consumers with the equipment and vehicles they need.



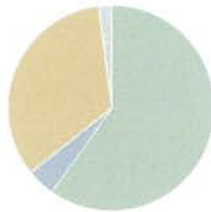
Response to RFP #875-12011

Text Messaging – Before Preview Day

Send To These Groups: shma
Subject:
Message: Cars, Trucks & Equipment In Shrewsbury! JJKane auction begins at 9am Saturday. Inspection day is tomorrow from 8-4. <http://bit.ly/1qacmXg> 2end msgs reply STOP
Send Message At: 04-07-2016 3:50 PM
Total Recipients: 546
Required Credits: 546
Delivery Method: Express

Delivery Report

Export As CSV



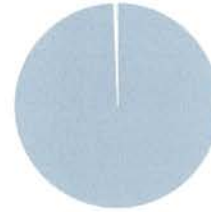
STATUS - Check Below The Chart To See What These Mean

Delivered [\(view\)](#)
Sent - Awaiting Confirmation [\(view\)](#)
Bounced [\(view\)](#)
Not Sent - Opted Out [\(view\)](#)

COUNT	%
327	59.89
24	4.40
184	33.70
11	2.01

Campaign Report

Export As CSV



STATUS - Check Below The Chart To See What These Mean

No Action
Replied [\(view\)](#)
Opted Out [\(view\)](#)

COUNT	%
543	99.45
1	0.18
2	0.37

Electronic Billboards



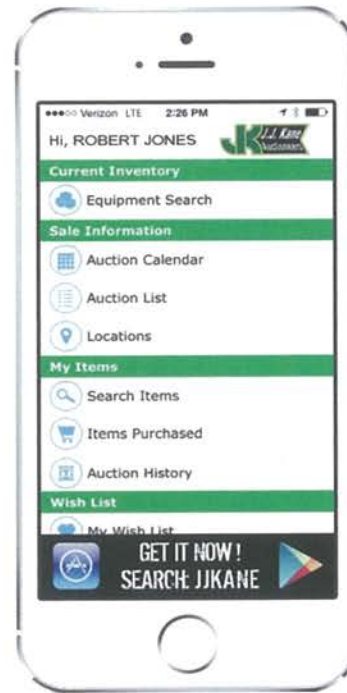
**PUBLIC TRUCK & EQUIPMENT
AUCTION**
MARCH 19
8:30AM WEST PALM BEACH, FL
WWW.JJKANE.COM



**PUBLIC AUCTIONS
COAST TO COAST - 17 LOCATIONS**
BUY ONLINE OR BUY IN PERSON!
(855) 462-5263
WWW.JJKANE.COM



Our App Will Connect with Mobile Buyers





A sample of J.J. Kane's term of sale information that is handed out to bidders at the time of registration may be accessed on our website at <https://www.jjkane.com/auctions/west-palm-beach-fl/2017-03-18/73/terms/> and below:

Sample Terms for Sale in West Palm Beach, FL on 2017-03-18

LARGE CONSOLIDATED CONSTRUCTION, POWER LINE & UTILITY EQUIPMENT AUCTION

SALE SATURDAY MARCH 18TH, 2017 8:30 am

RIVIERA BEACH, FLORIDA (WEST PALM BEACH AREA)

NOTICE: There will be over 600 pieces of construction & underground equipment, power line & utility equipment, trucks, vehicles, trailers & tools from: Florida Power & Light, Duke Energy, Area Electric Cooperatives; Municipalities, Cities & Others. Everything will be sold at absolute auction.

SALE SITE PHONE: (561) 842-5259

SALE SITE FAX: (561) 842-5976

LOCATION: The auction sale will be held at Florida Power & Light's facility, 2457 Port West Blvd, Riviera Beach, Florida, 33407, behind the Rapids Water Park. DIRECTIONS: From Miami & Traveling North on I-95: Take exit #74 (45th Street). Turn left onto 45th Street and proceed 1 mile to Military Trail. Turn right onto Military Trail and travel .5 mile to Port West Blvd (Rapids Water Park on Corner). Turn right onto Port West Blvd and follow straight back to FP&L facility. From Daytona & Traveling South on I-95: Take exit #76 (Blue Heron Blvd). Turn right onto Blue Heron Blvd and proceed .5 mile to Military Trail. Turn left onto Military Trail and travel .5 mile to Port West Blvd (Rapids Water Park on Corner). Turn left onto Port West Blvd and follow straight back to FP&L facility.

HOTELS: Located on Singer Island –Hilton Singer Island Ocean Front Resort (561) 848-3888. Located in West Palm Beach near the airport – Hampton Inn (561) 472-7333 & Crowne Plaza Airport (561) 689-6400. Located in West Palm Beach on PGA Boulevard – Double Tree (561) 622-2260. Located in West Palm Beach at exit 74 off I-95 – Red Roof Inn (561) 697-7710.



Sample Terms, cont.

BUYER'S FEE: A 10% taxable buyer's fee will be charged on all items sold. A \$25.00 administrative fee will be charged on all titled pieces sold, regardless of the purchaser exemptions or residence.

TERMS: Complete payment is required on sale day only in cash or guaranteed funds: traveler's checks, money orders and/or bank certified checks. Credit card payments are NO longer accepted at this sale. Company & personal checks will be accepted "only" when they are accompanied by a valid bank letter of credit "guaranteeing or honoring" payment of that particular check up to a specific amount of money. All letters of credit should be addressed to J.J. Kane Auctioneers. International Buyers will need to wire transfer full payment directly from your bank to J.J. Kane Auctioneers bank account. No International checks will be accepted.

Payment: Full payment must be made by the close of business on the sale date, unless agreed to in writing by JJ Kane Auctioneers. Should Bidder fail to pay for any and all item(s) in full on the sale date, Bidder shall remain fully responsible for the purchase price and buyers fee. JJ Kane Auctioneers shall be permitted to resell the item(s) and the Bidder shall be fully responsible for the difference of the purchase price along with the buyer's fee and any additional cost regarding the resale of the item(s). Bidder understands that Bidder shall be responsible for all reasonable attorneys' fees, court cost and other cost incurred by JJ Kane Auctioneers associated with the enforcement of this provision and agreement. Purchaser agrees to release, waive all rights against, indemnify and hold harmless the auctioneer and sellers.

FINANCING: Altec Capital Services offers a quick and easy credit process, and flexible and affordable finance options. For more information dial (888) 408-8148 or email finance@altec.capital.com All financing must be pre-approved prior to the auction sale.

LIKE KIND EXCHANGE NOTIFICATION: Buyer is hereby notified that Asplundh has assigned to Northstar Deferred Exchange Corporation, acting in its capacity as a Qualified Intermediary, all of its rights but not its obligations, in any existing and future contracts to sell certain equipment. This notification will apply unless specifically excluded in writing. Notice Regarding Like Kind Exchange: Certain equipment consigned to this auction may be sold as part of an equipment exchange, pursuant to Section 1031 of the Internal Revenue Code, and the rights of the consignor under Contract to Auction may be assigned to a third party Intermediary. "Buyer is



Sample Terms, cont.

hereby notified that seller has assigned its rights (but not its obligations) in the agreement to sell the asset(s) described herein to United Rentals Exchange, LLC., a qualified intermediary, as part of Section 1031 like-kind exchange program.”

LIVE INTERNET BIDDING: This auction sale will feature live on-line bidding powered by Proxibid. All prospective internet bidders are required to register on-line 48 hours prior to the auction sale at www.jjkane.com (Bid Online Tab). All live internet buyers will be charged an additional 2% buyer's fee and be required to comply with all the terms and conditions of the auction sale, including the payment and removal procedures. For all specific internet bidding questions, please contact Proxibid at (877) 505-7770.

ABSENTEE BIDDING: Absentee bids must be over \$10,000. There will be a 25% deposit required with all absentee bids that must be wire transferred to J.J. Kane. Call the sale site for the necessary forms and wire transfer information. Forms must be submitted with lot numbers, full descriptions, serial numbers and the exact amount of your bid(s). J.J. Kane reserves the right to round off bids to the most logical increment. All of the above requirements must be met by 4:00 PM E.S.T., Thursday, June 23rd or the bid(s) will not be accepted.

REMOVAL: During the auction sale, as long as the removal activity does not disrupt the auction sale, for 2 hours after the conclusion of the auction sale, Sunday, March 19th from 9:00 AM to 1:00 PM or Monday to Wednesday, March 20th to March 22nd from 8:00 AM to 4:00 PM. All items must be removed by Wednesday, March 22nd at 4:00 PM with no exceptions or remaining items will be towed to a local storage yard and new purchaser will be responsible for hauling & daily storage fees.

TRANSPORTATION SERVICES: DAB Transport (816) 230-4135 & Spirit Miller Drive Away (607) 467-1978. Kauff's Transportation (561)863-0470

FLORIDA AUCTION LICENSES: J.J. Kane Associates Inc. – AB0002062, Joseph Kane – AU0002785 & Robert Haag – AU0002783.



Sample Terms, cont.

NOTICE: The following section shall apply to the following vehicle mounted aerial devices (Hereinafter referred to as "aerial device"): a. Extensible boom aerial devices; and b. Aerial Ladders; and c. Articulating boom aerial devices; and d. Vertical towers; and e. A combination of any of the above. The vehicle may be a truck, a trailer, or an all- terrain vehicle. The successful purchaser hereby acknowledges that J.J. Kane Auctioneers has provided them with the owner's, operator's, parts/service and maintenance manuals for the aerial device purchased. If the owner's, operator's, parts/service and maintenance manuals are not available, the successful purchaser hereby acknowledges that J.J. Kane Auctioneers has provided them with a list of manufacturers that the successful purchaser must contact to obtain the manual(s). The successful purchaser hereby acknowledges that they shall be responsible to notify the manufacturer of the unit model and serial number along with the name and address of the new owner within sixty (60) days from the date of purchase. Upon completion of the sale, JJ Kane Auctioneers will notify the prior owner of the successful purchasers name and location. Notice to Attendees: Persons attending are notified that an Auction Site is a potentially dangerous place. Flammable, corrosive and pressurized substances are present, heavy equipment is being operated and electric circuits may be live. Every person at the Auction Site before, during and after the auction sale shall be deemed to be there at his or her own risk with notice of the condition of the premises, the activities on the premises and the conduct of third parties and any registered bidder shall so advise his agents and employees. No persons shall have any claim against the Auctioneers, their agents, employees or principals for any injuries sustained, nor for damages to or loss of property which may occur from any cause whatsoever.

ADDITIONAL TERMS: Items will be added to the auction sale. In an emergency situation, all sellers reserve the right to remove any unit from the sale. Call first before traveling if this is a concern. Accuracy cannot be guaranteed. Everything will be sold "As-Is" and "Where-Is" with no warranties or guarantees expressed or implied. In some cases, because of the locations of certain trucks & equipment, pictures were taken of like pieces and not the actual unit. NOTICE: J.J. Kane Auctioneers or Seller(s) are not responsible for any inspections prior to or after purchase. All equipment or vehicles that require any type of inspection on the upper unit or chassis is 100% the bidder/purchaser's responsibility and expense. (ie: Cranes, Man Lifts, Buckets, Diggers, Construction Equipment, Trailers and Vehicles of any type).



Sample Terms, cont.

NOTICE: All Potential Bidders/Buyers: The safety and reliability of the equipment listed for sale cannot be ensured unless it receives regular inspections, tests and maintenance. The Seller or Auctioneer will not be responsible for equipment inspection reports before any equipment sale or failed equipment inspection reports after the equipment is sold. All equipment is sold As-Is, Where-Is with all faults, defects and modifications. The description of the equipment is for the purpose of identifying the equipment and DOES NOT CONSTITUTE A WARRANTY OR REPRESENTATION THAT THE EQUIPMENT SHALL CONFORM TO SUCH DESCRIPTION OR ANY CONDITION REFERRED TO THEREIN. J.J. Kane Auctioneers warrants only title to the equipment. The Seller or Auctioneer makes no representation or warranty of any kind, expressed or implied. It is the potential bidder/buyer responsibly to ensure that all equipment is given thorough inspections according to the manufacture recommendations by only those persons who are able to detect and assess defects and potential hazards that could limit the safe performance of the equipment functions. Purchaser agrees to release, waive all rights against, indemnify and hold harmless the auctioneer and sellers.



J.J. Kane's approach and ability that make us different from our competitors:

Our team is made up of highly trained people who provide one on one customer service to assist buyers and sellers throughout the entire process. We believe in our ability to ensure that each party benefits from the sale cycle – which will foster repeat business and long term growth.

There are three strategic advantages that serve as key differentiators from other companies:

- **Modern marketing** – This process is second to none and effectively puts the surplus items fleets are selling in front of buyers who want them. A critical component in creating brand awareness, increasing bidder bases, and fueling consistent growth.
- **Expertise** - We have a deep knowledge of the items we are auctioning. We understand how these items work and our brought to market. Our sales process is in line with our customer base allowing a diverse group of buyers to identify with us.
- **Trust** - Not every auction company enjoys the high level of trust and respect that we do, from both buyers and sellers. Our 2016 survey of clients pointed to trust as being a top consideration and a key reason why J.J. Kane is preferred over other auction companies.
- Please refer to the following pages for an illustrative summary of J.J. Kane's approach and ability that make us different from our competitors.

ABOUT J.J. KANE

40+ Absolute Public Auctions Per Year

- 17 Auction sites
- On site bidding
- Online bidding
- Locations have 2-3 sales per year
- Sectors:
 - Construction
 - Utility
 - Fleet
 - Transportation



We Sell More Used Utility Equipment Than Anyone

Core Equipment:

- Backhoes
- Bucket Trucks
- Mini Excavators
- Digger Derricks
- Crane Trucks
- Skid Steers
- Service Trucks
- Fleet Vehicles

Average Auction Statistics:

- 693 Bidders
- \$3.9 Million



CONNECT WITH BUYERS



Find out more at jjkane.com/selling



SERVICES: EQUIPMENT PREPARATION

- Transportation
 - We will arrange to move your items
- De-Identification
 - Logos and decal removal
- Cleaning
 - Clean-up is available



SERVICES: LIVE OFF-SITE

Sell From Your Location During a Live Auction!

- Eliminate transport costs

How does it work?

- Contact us
- We collect information and photos
- We market your items
- We sell your items in conjunction with a live auction





Tab 21. E – Verify Affirmation Statement

Requested information appears on the next page.

ATTACHMENT "A"
E-VERIFY AFFIRMATION STATEMENT

RFP/Bid /Contract No: 875-12011

Project Description: AUCTIONEER SERVICES

Contractor/Proposer/Bidder acknowledges and agrees to utilize the U.S. Department of Homeland Security's E-Verify System to verify the employment eligibility of,

- (a) all persons employed by Contractor/Proposer/Bidder to perform employment duties within Florida during the term of the Contract, and,
- (b) all persons (including subcontractors/vendors) assigned by Contractor/Proposer/Bidder to perform work pursuant to the Contract.

The Contractor/Proposer/Bidder acknowledges and agrees that use of the U.S. Department of Homeland Security's E-Verify System during the term of the Contract is a condition of the Contract.

J.J. KANE ASSOCIATES DBA J.J. KANE AUCTIONEERS
Contractor/Proposer/Bidder Company Name


Authorized Company Person's Signature

NATIONAL GOVERNMENT ACCOUNT MANAGER
Authorized Company Person's Title

2017 JULY 26
Date



Tab 22. Proposal Certification

Requested information appears on the next page.

BID/PROPOSAL CERTIFICATION

Please Note: If responding to this solicitation through BidSync, the electronic version of the bid response will prevail, unless a paper version is clearly marked **by the bidder** in some manner to indicate that it will supplant the electronic version. All fields below must be completed. If the field does not apply to you, please note N/A in that field.

If you are a foreign corporation, you may be required to obtain a certificate of authority from the department of state, in accordance with Florida Statute §607.1501 (visit <http://www.dos.state.fl.us/>).

Company: (Legal Registration) J.J. KANE ASSOCIATES EIN (Optional): _____

Address: 1000 LENOLA RD BUILDING 1 SUITE 203

City: MAPLE SHADE State: NJ Zip: 08052

Telephone No. 856-764-7163 FAX No. 856-764-4098 Email: allen.crocker@jjkane.com

Delivery: Calendar days after receipt of Purchase Order (section 1.02 of General Conditions): 15

Total Bid Discount (section 1.05 of General Conditions): NONE

Does your firm qualify for MBE or WBE status (section 1.09 of General Conditions): MBE N/A WBE N/A

ADDENDUM ACKNOWLEDGEMENT - Proposer acknowledges that the following addenda have been received and are included in the proposal:

Addendum No.	Date Issued	Addendum No.	Date Issued	Addendum No.	Date Issued
<u>ADDENDUM 1</u>	<u>JULY 14, 2017</u>	_____	_____	_____	_____
<u>ADDENDUM 2</u>	<u>JULY 20, 2017</u>	_____	_____	_____	_____

VARIANCES: If you take exception or have variances to any term, condition, specification, scope of service, or requirement in this competitive solicitation you must specify such exception or variance in the space provided below or reference in the space provided below all variances contained on other pages within your response. Additional pages may be attached if necessary. No exceptions or variances will be deemed to be part of the response submitted unless such is listed and contained in the space provided below. The City does not, by virtue of submitting a variance, necessarily accept any variances. If no statement is contained in the below space, it is hereby implied that your response is in full compliance with this competitive solicitation. If you do not have variances, simply mark N/A. **If submitting your response electronically through BIDS SYNC you must also click the "Take Exception" button.**

The below signatory hereby agrees to furnish the following article(s) or services at the price(s) and terms stated subject to all instructions, conditions, specifications addenda, legal advertisement, and conditions contained in the bid/proposal. I have read all attachments including the specifications and fully understand what is required. By submitting this signed proposal I will accept a contract if approved by the City and such acceptance covers all terms, conditions, and specifications of this bid/proposal. The below signatory also hereby agrees, by virtue of submitting or attempting to submit a response, that in no event shall the City's liability for respondent's direct, indirect, incidental, consequential, special or exemplary damages, expenses, or lost profits arising out of this competitive solicitation process, including but not limited to public advertisement, bid conferences, site visits, evaluations, oral presentations, or award proceedings exceed the amount of Five Hundred Dollars (\$500.00). This limitation shall not apply to claims arising under any provision of indemnification or the City's protest ordinance contained in this competitive solicitation.

Submitted by:

ALLEN CROCKER
Name (printed)

JULY 31 2017
Date:


Signature

NATIONAL GOVERNMENT ACCOUNT MANAGER
Title



Tab 23. Cost Proposal

Requested information appears on the next page.

SECTION VI - COST PROPOSAL PAGE**Proposer Name:** J.J. KANE ASSOCIATES

Proposer agrees to supply the products and services at the prices bid below in accordance with the terms, conditions and specifications contained in this RFP.

Cost to the City: Contractor must quote firm, fixed, costs for all services/products identified in this request for proposal. These firm fixed costs for the project include any costs for travel and miscellaneous expenses. No other costs will be accepted.

Notes:

1. On-Line Auction Services

N/A %

2. Public Absolute Auction Services

0 % SELLERS PREMIUM
10 % BUYERS PREMIUM**Submitted by:**ALLEN CROCKER

Name (printed)

31 JULY 2017

Date



Signature

NATIONAL GOVERNMENT ACCOUNT MANAGER

Title



Tab 24. Insurance Certificate

Requested information appears on the next page.



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
07/19/2017

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER
MCGRIF, SEIBELS & WILLIAMS, INC.
P.O. Box 10265
Birmingham, AL 35202

CONTACT NAME: Bridgette Taul
PHONE (A/C, No, Ext): 800-476-2211
E-MAIL: btaul@mcgriff.com
ADDRESS:

FAX (A/C, No):

INSURED
JJ Kane Associates, Inc.
1000 Lenola Road Building 1
Suite 203
Maple Shade, NJ 08052

INSURER(S) AFFORDING COVERAGE		NAIC #
INSURER A	Lexington Insurance Company	19437
INSURER B	Hartford Fire Insurance Company	19682
INSURER C	Trumbull Insurance Company	27120
INSURER D	Hartford Casualty Insurance Company	29424
INSURER E		
INSURER F		

COVERAGES

CERTIFICATE NUMBER: 5QWWWVCP

REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:			013136094	06/01/2017	06/01/2018	EACH OCCURRENCE \$ 5,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 1,000,000 MED EXP (Any one person) \$ N/A PERSONAL & ADV INJURY \$ 5,000,000 GENERAL AGGREGATE \$ 5,000,000 PRODUCTS - COMP/OP AGG \$ 5,000,000
B	<input checked="" type="checkbox"/> AUTOMOBILE LIABILITY <input checked="" type="checkbox"/> ANY AUTO <input type="checkbox"/> OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS ONLY <input checked="" type="checkbox"/> NON-OWNED AUTOS ONLY			21CSES27903	06/01/2017	06/01/2018	COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$
	<input type="checkbox"/> UMBRELLA LIAB <input type="checkbox"/> OCCUR <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED RETENTION \$						EACH OCCURRENCE \$ AGGREGATE \$
C	<input checked="" type="checkbox"/> WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below			21WNS27900 (AOS) 21XWES27902 (AL,MO,NC)	06/01/2017	06/01/2018	<input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTH-ER E.L. EACH ACCIDENT \$ 1,000,000 E.L. DISEASE - EA EMPLOYEE \$ 1,000,000 E.L. DISEASE - POLICY LIMIT \$ 1,000,000
D							

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)
RE: RFP#: 875-12011

CERTIFICATE HOLDER

City of Fort Lauderdale
Procurement Services Division
100 N. Andrews Avenue, Room 619
Fort Lauderdale, FL 33301

CANCELLATION

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

CAM #17-1365



Tab 25. Minority/Women (M/WBE) Participation

J.J. Kane is not a certified minority business. We are an equal opportunity employer.



Tab 26. Contract Payment Method by P-Card

Requested information appears on the next page.

CONTRACT PAYMENT METHOD BY P-CARD

THIS FORM MUST BY SUBMITTED WITH YOUR RESPONSE

The City of Fort Lauderdale has implemented a Procurement Card (P-Card) program which changes how payments are remitted to its vendors. The City has transitioned from traditional paper checks to payment by credit card via MasterCard or Visa. This allows you as a vendor of the City of Fort Lauderdale to receive your payment fast and safely. No more waiting for checks to be printed and mailed.

Payments will be made utilizing the City's P-Card (MasterCard or Visa). Accordingly, firms must presently have the ability to accept credit card payment or take whatever steps necessary to implement acceptance of a credit card before the commencement of a contract.

Please indicate which credit card payment you prefer:

_____ MasterCard

X _____ Visa Card

Company Name: J.J. KANE ASSOCIATES DBA J.J. KANE AUCTIONEERS

ARTHUR ALLEN CROCKER, JR.
Name (printed)


Signature

2017 JULY 26
Date:

NATIONAL GOVERNMENT ACCOUNT MANAGER
Title



Tab 27. Local Business Preference Certificate

Requested information appears on the next page.

LOCAL BUSINESS PREFERENCE CERTIFICATION STATEMENT

The Business identified below certifies that it qualifies for the local BUSINESS preference classification as indicated herein, and further certifies and agrees that it will re-affirm its local preference classification annually no later than thirty (30) calendar days prior to the anniversary of the date of a contract awarded pursuant to this ITB. Violation of the foregoing provision may result in contract termination.

(1) _____ is a **Class A** Business as defined in City of Fort Lauderdale Ordinance No. C-12-04, Sec.2-199.2. A copy of the City of Fort Lauderdale current year Business Tax Receipt and a complete list of full-time employees and evidence of their addresses shall be provided within 10 calendar days of a formal request by the City.
Business Name

(2) _____ is a **Class B** Business as defined in the City of Fort Lauderdale Ordinance No. C-12-04, Sec.2-199.2. A copy of the Business Tax Receipt or a complete list of full-time employees and evidence of their addresses shall be provided within 10 calendar days of a formal request by the City.
Business Name

(3) _____ is a **Class C** Business as defined in the City of Fort Lauderdale Ordinance No. C-12-04, Sec.2-199.2. A copy of the Broward County Business Tax Receipt shall be provided within 10 calendar days of a formal request by the City.
Business Name

(4) _____ requests a **Conditional Class A** classification as defined in the City of Fort Lauderdale Ordinance No. C-12-04, Sec.2-199.2. Written certification of intent shall be provided within 10 calendar days of a formal request by the City.
Business Name

(5) _____ requests a **Conditional Class B** classification as defined in the City of Fort Lauderdale Ordinance No. C-12-04, Sec.2-199.2. Written certification of intent shall be provided within 10 calendar days of a formal request by the City.
Business Name

(6) J.J. KANE ASSOCIATES is considered a **Class D** Business as defined in the City of Fort Lauderdale Ordinance No. C-12-04, Sec.2-199.2. and does not qualify for Local Preference consideration.
Business Name

BIDDER'S COMPANY: J.J. KANE ASSOCIATES DBA J.J. KANE AUCTIONEERS

AUTHORIZED COMPANY PERSON: ARTHUR ALLEN CROCKER JR. Arthur Allen Crocker Jr. 2017 JULY 26
NAME SIGNATURE DATE



Tab 28. Non – Collusion Statement

Requested information appears on the next page.

NON-COLLUSION STATEMENT:

By signing this offer, the vendor/contractor certifies that this offer is made independently and *free* from collusion. Vendor shall disclose below any City of Fort Lauderdale, FL officer or employee, or any relative of any such officer or employee who is an officer or director of, or has a material interest in, the vendor's business, who is in a position to influence this procurement.

Any City of Fort Lauderdale, FL officer or employee who has any input into the writing of specifications or requirements, solicitation of offers, decision to award, evaluation of offers, or any other activity pertinent to this procurement is presumed, for purposes hereof, to be in a position to influence this procurement.

For purposes hereof, a person has a material interest if they directly or indirectly own more than 5 percent of the total assets or capital stock of any business entity, or if they otherwise stand to personally gain if the contract is awarded to this vendor.

In accordance with City of Fort Lauderdale, FL Policy and Standards Manual, 6.10.8.3,

3.3. City employees may not contract with the City through any corporation or business entity in which they or their immediate family members hold a controlling financial interest (e.g. ownership of five (5) percent or more).

3.4. Immediate family members (spouse, parents and children) are also prohibited from contracting with the City subject to the same general rules.

Failure of a vendor to disclose any relationship described herein shall be reason for debarment in accordance with the provisions of the City Procurement Code.

<u>NAME</u>	<u>RELATIONSHIPS</u>
<hr/>	<hr/>
<hr/>	<hr/>
	<hr/>
	<hr/>

In the event the vendor does not indicate any names, the City shall interpret this to mean that the vendor has indicated that no such relationships exist.



Tab 29. References (Addendum 2)

Requested information appears on the next page.

REFERENCES: Fill in the below requested information. A minimum of three (3) references shall be provided:

1. **Company/Municipality Name:** CITY OF WEST PALM BEACH

Address: 1045 CHARLOTTE AVE, WEST PALM BEACH FL 33401

Contact: MARIO GUZMAN

E-Mail: mfguzman@wpb.org

Phone #: 561-386-0324 Length of Contract: 10 YEARS

2. **Company/Municipality Name:** CITY OF LAKE WORTH

Address: 1900 2ND AVE NORTH, LAKE WORTH FL 33461

Contact: FELIPE LOFASO

E-Mail: florafso@lakeworth.org

Phone #: 561-586-1720 Length of Contract: 5 YEARS

3. **Company/Municipality Name:** CITY OF BOYNTON BEACH

Address: 222 NE 9th AVE, BOYNTON BEACH FL 33425

Contact: BILL DARTY

E-Mail: dartyw@bbf1.us

Phone #: 561-742-6215 Length of Contract: 8 YEARS

4. **Company/Municipality Name:** CITY OF CORAL SPRINGS

Address: 4181 NW 121 AVE, CORAL SPRINGS FL 33065

Contact: ALAN DISTEFANO

E-Mail: adistefano@coralsprings.org

Phone #: 954-345-2235 Length of Contract: 6 MONTHS

5. Company/Municipality Name: FLORIDA POWER AND LIGHT COMPANY

Address: 2455 PORT WEST BLVD, WEST PALM BEACH FL 33408

Contact: BRUCE MACH

E-Mail: bruce.mach@fpl.com

Phone #: 561-281-7950 Length of Contract: 15 YEARS



Tab 30. Subcontractors

J.J. Kane will utilize the following subcontractors for hauling.

Kauff's Towing
4701 East Avenue
West Palm Beach, FL 33407
(561) 844 – 5283

Priority Towing Inc
714 Barnett Drive
Lake Worth, FL 33461
(561) 533 - 5589