



HendersonAuctions



HendersonAuctions.com
Since 1957





January 12, 2017

E-Perrez
317 Burgundy St., Suite 11
New Orleans, LA 70112
dfitzgarld@e-perrez.com
phone 504-584-5100 ext 147
fax 504-584-5140

Attn: Dennis Fitzgerald

Ref: Henderson Auction's Services

Henderson Auctions provides flexible end-to-end solutions that assist companies and individuals to meet their objectives by giving the most aggressive international marketing campaigns, best individual customer service and affordable fees to realize the highest net dollar from their assets.

Henderson Auctions proposes to fully market your assets locally, nationally, and internationally through the use of print and electronic media. We will place ads in trade journals and newspapers, utilize the internet and social media to drive traffic to our website where your assets will be prominently displayed, to buyers world-wide using multiple online auction platforms to produce the highest yields.

Henderson Auctions proposes the following straight commission plan:

Henderson Auctions will sell the proposed equipment for a straight 10% commission on the hammer price of each item. No Hidden Fees! Your consignment check will be mailed 14 business days from the auction date.

We will accept deliveries of the equipment at our Livingston, LA location (13340 Florida Blvd. Livingston, Louisiana 70754) Monday-Friday 8am-4pm, please have your equipment delivered asap to ensure maximum online exposure and ample time to photograph and video your equipment. We can also accept a list of the equipment (see listing sheet) and photos via email, to get your equipment online simply email jcason@hendersonauctions.com, your signed contract, photos and scanned listing sheets. **We would like the equipment on the yard by Saturday, January 21st (8am-1pm) but if additional transport time is needed we are happy to work with you. Buyers like to come out and preview the equipment and typically fly in the week before the auction. If for some reason you can't make our time table with your equipment our next auction will be March 16th-18th, 2017 at our Livingston Location.*

We look forward to working with you and your company, if you should have any questions please call me at any time (office) 800-850-2252, (cell) 985-687-1774.

We recommend Barbara at Landstar for transport cell 985-320-7905 / office 985-370-7900, if for some reason she is unavailable please contact me directly for additional transport recommendations.

Thank you,
Jeff McCon
Sales Representative
985-687-1774 cellular
225-686-2252 office
jeffm@hendersonauctions.com

ABOUT HENDERSON AUCTIONS

- Founded in 1957 by Marvin Henderson, a Hall of Fame Member of the Louisiana Auctioneers Association and the National Auctioneers Association.
- Henderson Auctions is recognized around the world as a global leader yet small enough to provide personalized service.
- Henderson Auctions' two auction facilities include our main office and original twenty acre location in Livingston, Louisiana and forty acre location in Carencro, Louisiana.
- Henderson Auctions maintains a full-time staff of over thirty dedicated auction professionals, with over 200 years of combined auction experience.
- Henderson Auctions remains a family owned business with Marvin Henderson leading the company as Founder and Principal Auctioneer.
- Janet Henderson Cagley serves as the company CFO.
- Jeff Henderson, President/CEO, currently serves on the Louisiana Auctioneers Licensing Board.
- Integrity and service is the cornerstone on which Henderson Auctions was built and remains strong today.

Our clients become partners in the truest sense of the word. Every team member in our organization plays an important role. From the set-up crew to the auctioneers and office staff, each and every member of our team is dedicated to your auction. Our professional auctioneers work aggressively to maintain an exciting atmosphere, knowledgeable in values of the assets we sell, persuasive in soliciting bids while maintaining a friendly comfortable relationship with our buyers.





3-Day Winter Contractor's

AUCTION

January 26th, 27th & 28th

13340 Florida Blvd. Livingston, La



Find the Complete Auction List at:
www.HendersonAuctions.com
New Listings Added Daily - Until Auction Day!

Day 1	Thursday	January 26th-9am	Heavy Duty Trucks • Service Vehicles Trailers • Containers
Day 2	Friday	January 27th-9am	Construction & Support Equipment Generators • Work Boats
Day 3	Saturday	January 28th-9am	Farm Tractors & Implements Pick-Ups • Autos • Recreational Vehicles

Day 1 & 2 Buyer's
Premium: 10% on the 1st
\$5000, then 2% on the
remaining balance
Day 3 Buyer's Premium:
10% on each item



Construction Equipment
Oilfield Equipment
Marine Items
Farming Equip.
Trucks & Trailers
Support Equip.



**QUESTIONS?
CALL or EMAIL:**

1.800.850.2252

sales@hendersonauctions.com

www.HendersonAuctions.com



HendersonAuctions

Location: 13340 Florida Blvd. Livingston, LA 70754 • +1-800-850-2252
Auctioneer: Marvin Henderson 136-17 fax: +1-225-686-0647

Auction Services to be Provided

I. Advertising/Marketing Plan:

A. Marketing Preparation:

Henderson Auctions will verify each asset, compiling descriptions, serial numbers and model numbers. This will provide all information necessary for advertising/marketing purposes.

B. Brochure:

Our in-house award winning graphic design team will produce a full color brochure including professional photographs, highlighting important and desirable assets. Accurate descriptions of assets to be sold will be included in our brochure.

C. Print:

Our design team will generate full color print ads slated for relevant industry/trade publications both regionally and world-wide. Display ads and classified ads will be placed in major metropolitan newspapers.



D. Internet/Online Exposure:

Henderson Auctions, a frontrunner in internet marketing, is partnered with Machinery Traders' *BidCaller*. This industry leading online bidding platform drives tremendous traffic to your auction producing top results via global marketing. Each asset to be sold will be featured on Hendersonauctions.com and other related websites for which we are members. Our extensive proprietary email list includes over 50,000 active customer/buyer names. Mass targeted emails, extensive "keyword" campaigns, web banner listings, social media and daily website updates for maximum potential buyer visibility will also be utilized.

E. Telemarketing:

Professionally trained personnel will make phone calls to interested parties including, shipyards, construction companies, fabrication facilities, rental companies and remarketers of like items. In addition a mass pre-recorded telemarketing call will be made to proven buyers on our extensive customer list.

F. Other Marketing:

Henderson Auctions attends conferences, tradeshow, group meetings and forums related to the marketing of auction assets, when applicable; depending on auction date.

II. Pre-Auction Preparation:

A. Auction Set-Up Team:

Henderson Auctions will provide an experienced crew to make recommendations, categorize, and organize items creating the best possible layout and flow for auction day.

B. Inventory/Tracking and Tagging Procedures:

With an accurate asset list, our auction team will begin the process of identifying, tagging, and photographing each asset. Each lot will be categorized and tagged using our Industrial Labeling and UPC Tracking System, ensuring an accurate process. Each lot is then entered into our CUS/Dealer Services program where it may be followed and queried upon request.



C. Buyer's Guide:

An auction day catalog "Buyers Guide" will be created to assure an efficient and organized auction. This catalog will be printed for distribution on auction preview days, as well as uploaded to our website for worldwide viewing. In addition to item listings, the guide will include auction terms and conditions.

III. Auction Day:

Our objective is to conduct a successful, professional, efficient, and organized auction with the ultimate goal of obtaining the highest possible return for all consignor assets.

A. Personnel:

Henderson Auctions will provide personnel necessary to conduct all aspects of the auction. Auction day staff will include professional auctioneers, ring-men, clerks, office personnel, internet bidding staff, laborers and security. The majority of our team has worked together for many years and our experience and expertise is always evident on auction day.

B. Vehicles and Equipment:

1. Mobile Office:

Henderson Auctions will provide a mobile office trailer which is fully equipped with computers, printers, registration/check out windows, and all other necessary equipment to provide customers with efficient and organized registration and check-out. (Provided if necessary)

2. Sound Truck:

Henderson Auctions will utilize a specialized sound truck equipped with audio equipment and a permanently mounted auction stand where the auctioneer, clerk, and internet staff will ride throughout the auction site. (Provided if necessary)

3. Video and Audio Equipment:

Large screen video monitors, audio equipment and seating will be provided for onsite virtual bidding if applicable.

C. Customer Conveniences:

1. Concessions:

Adequate concessions will be arranged by Henderson Auctions for the convenience and comfort of customers.

2. Restroom Facilities:

Multiple restroom facilities will be provided as needed.

3. Customer Comfort:

Cooling trailers and complimentary water will be provided for customer safety and comfort.

D. Auction Process:

1. Announcements:

To begin each day, the auctioneer will make pertinent announcements including terms and conditions of the sale. Details including how to bid, check-out, and load out terms will be explained, and any questions from bidders will be answered to their complete satisfaction.

2. Sale Order:

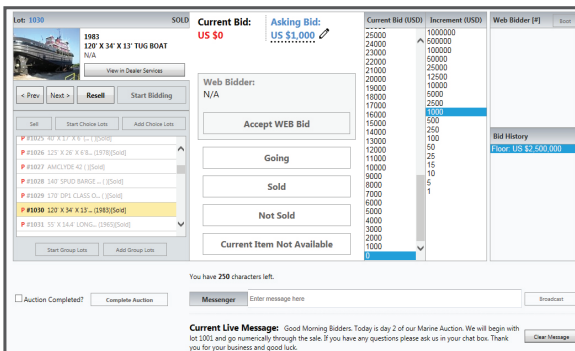
Henderson Auctions will sell in numerical sequence consistent with the sale day catalog. Multiple clerks are provided to help insure that correct high bid amounts, bidder numbers, and lot numbers are recorded.

3. Record Keeping:

Records kept by clerks, digital audio recording that may be referenced in the event of a dispute.

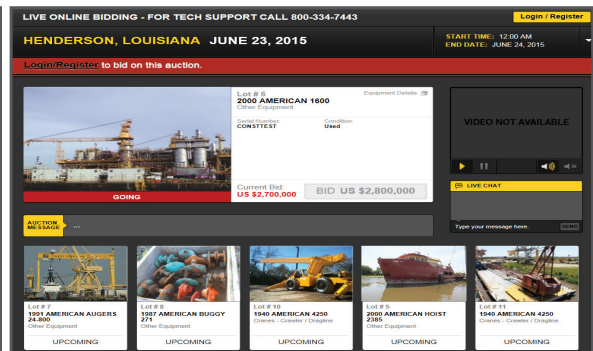
E. Live Simulcast Auction:

For domestic and international bidders unable to attend, Henderson Auctions utilizes an online auction day broadcast: this allows buyers to participate from the convenience of their office or homes. A convenience fee of an additional 2% will be assessed to internet buyers.



The screenshot shows a live auction interface. At the top, it displays 'Lot: 1970' and '1983 130' X 34' X 13' TUG BOAT'. The current bid is US \$0, and the asking bid is US \$1,000. A list of items is shown below, including '1992A 70" X 37" X 6" C-1 (SOLD)', '1992B 120" X 30" X 6" X 6" (ESTRUSAG)', '1992C AMCLYDE 42 (SOLD)', '1992D 340 SPUD BARGE... (SOLD)', '1992E 170 3PH CLASH... (SOLD)', and '1992F 120" X 34" X 13" (1983) (SOLD)'. The interface includes buttons for 'Accept WEB Bid', 'Going', 'Sold', 'Not Sold', and 'Current Item Not Available'. A 'Bid History' table shows the current bid of US \$2,500.00. A 'Message' box at the bottom indicates 'You have 250 characters left.' and a 'Current Live Message' is displayed.

Online Ringman Screen



The screenshot shows a live auction broadcast interface. At the top, it displays 'LIVE ONLINE BIDDING - FOR TECH SUPPORT CALL 800-334-7443' and 'HENDERSON, LOUISIANA JUNE 23, 2015'. The current bid is US \$2,700,000. A video player is shown with the text 'VIDEO NOT AVAILABLE'. A 'Bid History' table shows the current bid of US \$2,500.00. A 'Message' box at the bottom indicates 'You have 250 characters left.' and a 'Current Live Message' is displayed. A list of upcoming items is shown at the bottom, including '1997 AMERICAN AUGERS 2400', '1987 AMERICAN BUGGY 571', '1940 AMERICAN 4250', '2000 AMERICAN HOIST 290', and '1940 AMERICAN 4250'.

Online Bidder Screen

IV. Post-Auction:

A. Cashiering and Collections:

Henderson Auctions will accept payment from successful bidders via cash, checks (from approved buyers), cashier's check, money order, wire transfers and major credit cards (A convenience fee of an additional 3% will be assessed for credit card payments). Henderson Auctions will be responsible for remitting all applicable sales tax to local and state authorities. A detailed invoice including a liability waiver will be provided and signed by each successful bidder.

B. Load-Out and Removal Procedures:

Henderson Auctions will designate load out times for buyers as well as provide security until items are removed. Upon full settlement, buyer will received a stamped pick up ticket from the auction office. Load out staff will collect these tickets and match them with the lot numbers purchased to insure that buyers are only allowed to pick up items that have been paid in full. During the auction, buyers are not allowed to handle sold items without an auction company representatives' assistance.

Henderson Auctions will provide adequate general liability insurance and worker's compensation.

Marketing/Advertising

Our target marketing strategies reach potential customers through print, social media, e-blast, radio, newspaper, web banner, member specific organizations and associations, etc... Our proven marketing techniques yield higher returns for our clients.

Web Banners:
Crane & Rigging
Truck Paper
Cranenetwork.com

Heavy Oilfield
Auction Brochure

Truck Paper & American Trucker Full Page Ad

Tradequip International
Full Page Ad

Middle East Equipment Magazine / e-blast

Item #	Year	Make/Model	Description	Location	Price
104	2007	WESTERN STAR 6900SD	Heavy Duty Trucks - Winch / Oil Field Trucks	TX	US \$145,000
Henderson Auctions Phone: (225)688-2252					
Inspected: 5/22/2014 11:28:02 AM					
Details & Photos					
105	2007	WESTERN STAR 6900SD	Heavy Duty Trucks - Winch / Oil Field Trucks	TX	US \$149,500
Henderson Auctions Phone: (225)688-2252					
Inspected: 5/22/2014 11:28:02 AM					
Details & Photos					
106	1999	WESTERN STAR 6900SD	Heavy Duty Trucks - Winch / Oil Field Trucks	TX	US \$81,000
Henderson Auctions Phone: (225)688-2252					
Inspected: 5/22/2014 11:28:02 AM					
Details & Photos					
107	2007	WESTERN STAR 6900SD	Heavy Duty Trucks - Winch / Oil Field Trucks	TX	US \$117,500
Henderson Auctions Phone: (225)688-2252					
Inspected: 5/22/2014 11:28:02 AM					
Details & Photos					
108	2005	WESTERN STAR 6900SD	Heavy Duty Trucks - Winch / Oil Field Trucks	TX	US \$80,000
Henderson Auctions Phone: (225)688-2252					
Inspected: 5/22/2014 11:34:02 AM					
Details & Photos					

Our proven marketing efforts produce record breaking profits for our clients with some auction price points topping 30% above what was expected.

International Online
Auction Bidding



Marketing/Advertising

Henderson Auctions' mission is to maximize profitability for its clients via implementing innovative and aggressive marketing plans for the sale of the equipment and assets. Recognizing that each client is unique, Henderson Auctions custom tailors each marketing plan to meet the client's objectives. In doing so, Henderson Auction's has become a leader in providing the highest quality liquidation services available in the international marketplace.

Full Color Ads in Client Related Publications Sample - Oil & Gas Journal Full Page Ad

MARINE AUCTION 100+ Offshore & Inland Vessels

June 19th & 20th - 9am
Morgan City, LA

Our Two Day Auction Offers a Wide Variety of Offshore & Inland Vessels, a Large Fleet of Service Boats & Barges, Recreational Boats, Offshore Jack-Up Drilling Rigs, Dry Docks, Cranes & Support Equipment!

Visit our website for a complete list of the auction's brochure
www.hendersonauctions.com

HendersonAuctions.com 800.850.2252

Oil & Gas Journal, June 1, 2011

2 Day Marine Auction

June 19th & 20th - 9am
Morgan City, LA

Our Two Day Auction Offers a Wide Variety of Offshore & Inland Vessels, a Large Fleet of Service Boats & Barges, Recreational Boats, Offshore Jack-Up Drilling Rigs, Dry Docks, Cranes & Support Equipment!

HendersonAuctions.com
Auctioneer: Marvin Henderson - LA 184 236 12

Online Bidding Available - Visit our Website for Details! 800.850.2252

Henderson Auctions 100,000+ In House Email List. E-Blast Artwork & Web Banners

2 Day Marine Auction

June 19th & 20th - 9am
Morgan City, LA

Our Two Day Auction Offers a Wide Variety of Offshore & Inland Vessels, a Large Fleet of Service Boats & Barges, Recreational Boats, Offshore Jack-Up Drilling Rigs, Dry Docks, Cranes & Support Equipment!

HendersonAuctions.com
Auctioneer: Marvin Henderson - LA 184 236 12

Online Bidding Available - Visit our Website for Details! 800.850.2252

14 Page Full Color Brochure

2 Day Marine Auction

June 19th & 20th - 9am
Morgan City, LA

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HendersonAuctions.com
Auctioneer: Marvin Henderson - LA 184 236 12

Online Bidding Available - Visit our Website for Details! 800.850.2252

Boats & Harbor Full Page Ad

Social Media Target Market Advertising



Web Banners:
African Machinery Trader
TradeQuip.com
Maritime Reporter

2 Day Marine Auction

June 19th & 20th
Click Here for Details

2 Day Marine Auction

June 19th & 20th
Click Here for Details



HendersonAuctions.com

Since 1957

Murray & Murray Law Firm

June 30, 2015

Dwayne Murray

660 North Foster Dr. Suite 101B

Baton Rouge, LA 70806

225.925.1110

To Whom It May Concern,

I have been in a business relationship with Henderson Auctions for nearly 10 years. I am pleased to recommend Henderson Auctions services unequivocally. Henderson Auctions have always been able to reach and exceed their pre-established target in auction proceeds due to their expertise and marketing efforts. They are incomparable at finding the target buyers for any liquidation need. Henderson's personnel always conducts themselves properly and professionally, creating a flawless execution from start to finish.

I would not hesitate to recommend Henderson Auctions services to trustees and private businesses looking for a consistently unparalleled quality service.

Sincerely,

Dwayne Murray

May 30, 2014
Attn: Jimmy Summers

Jimmy,

I wish to congratulate you and all your personnel for the work you have done in regards to the successful May 22nd - Alice, Texas Auction. We are extremely pleased with the results.

We will require your services in the future and highly recommend Henderson Auctions for Auction Services.

Once again congratulations on a job well done.

Martin Quesnel, CPA, CA

TransForce Inc.
Vice President, Finances
Vice-président, finances

8801 Trans-Canada Highway, Suite 500
Saint-Laurent (Quebec) H4S 1Z6
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Fax: 514-687-4024

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Toll-Free: (800) 333-2151
Fax: (513) 367-0363
www.fmmafco.com

June 23, 2015

SUBJECT: Henderson Auctioneers

To Whom It May Concern:

I am writing this letter of recommendation for Henderson Auctioneers. I am familiar with the Henderson family, and their auction company, for the last 30 years. I was a licensed auctioneer from 1983 to 2000, and competed with them for business. They have always been a respected auction company in the construction industry. Over the last 15 years, I have been involved with Henderson Auctioneers in selling and partnering on packages of construction equipment. They have always been honest and upfront with me. Their integrity is second to none, and never was concerned with payment.

I will continue to do business with Henderson Auctioneers in the future. Please do not hesitate to contact me if you have any concerns or questions.

Sincerely,

David Haag
F & M Mafco, Inc.
National Surplus Equipment Sales Manager
1-513-309-7250
dhaag@fmmafco.com

Henderson Staff

Henderson Auctions utilizes a well trained staff of approximately 50 full and part time members including:

- Auctioneers & Ringmen
- Inside & Outside Sales Representatives
- In House Marketing & Graphic Design Team
- Office Clerks & Secretaries
- Customer Service Representatives
- Auction Set-up Teams
- Equipment Transportation Coordinators
- Repair & Maintenance Department

Our staff has worked together for many years and our experience and expertise is always evident on auction day.

Henderson References

- BOH Bros. Construction Co. LLC - New Orleans, LA
- James Corp. - Baton Rouge, LA
- MLU Services - Athens, GA
- Turner Industries - Baton Rouge, LA
- Shaw Group - Baton Rouge, LA
- CNF - Meridan, CT
- Sanvel Corp. - Littleton, MA
- Snead & Canipe - Miami, FL
- Volvo Rents - Hattisburg, MS
- RSC Rentals - Houston, TX
- Kelley Brothers - Beamont, TX
- Louisiana Dept. of Agriculture & Forestry - Baton Rouge, LA
- F & M Mafco - Cincinnati, OH
- Parishes / Municipalities / Government Agencies
- Banks / Creditors / Lending Institutions

For our Complete Reference List, please contact our sales office at 225-686-2252.



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Since 1957

