



Lloyd Meekins & Sons Auction Co.

Lloyd Meekins & Sons Auction Company is one of the largest industrial auction companies in the southeastern United States. We are a leader in selling used pre-owned trucks and equipment to the general public. With extensive experience within the auctioneering profession, we understand the industrial market. As a result, our auction company can provide the best information and advice when comes to you selling your surplus trucks and equipment.

SELLING WITH LLOYD MEEKINS & SONS AUCTION COMPANY “Services & Commitment to our Sellers.”

I. FLEXIBLE CONTRACT OPTIONS

Meekins Auction Company offers flexible contract options when selling a company’s surplus package of trucks and equipment. Through product evaluation, market analysis, and customer consultation, Meekins Auction Company will work with you in tailoring an agreement that meet your individual needs.

- **Straight Commission:** A predetermined rate of commission of the gross auction proceeds from your package of surplus trucks and equipment
- **Net Guarantee:** A net-guaranteed amount less the commission is payable to you or your company for the package of surplus trucks and equipment being sold on auction, plus an agreed upon percentage of amount that exceeds the guarantee amount.
- **Out-Right Purchase:** Meekins Auction Company will out-right purchase your package of trucks or equipment before the scheduled date of auction.
- **Combination of Options:** Meekins Auction Company understands that each seller has individual needs. To help assist and structure a beneficial selling contract that meets the specific needs of a customer is of high importance. Examples of this option would be selling an owners’ package of equipment with two different contracts. Major equipment items such as drivable inventory could be structured in a net-guarantee contract and small items, such as equipment attachments, could be structured in a straight commission contract.

**From the job site to the auction site, let our
40 years of experience
work for you.**

- **Off-Site Auctions:** In the event that a seller would increase their profitability by conducting an auction on their property or on a property that is located in a close proximity. Reasons for off-site auctions could be the following: retirement, estate (living or deceased), bank ordered auctions, complete liquidation, or for the reason of transportation/hauling expenses.

II. SALE SITE FACILITY

Large auctions are conducted at our permanent sale site facility located in Lumberton, North Carolina. Situated on 25 acres, our facility consists of the following:

- 3000 square foot “all-weather drive-thru” covered auction arena which pertains to all drivable inventory sale items
- 20 acres of customer parking
- Customer restrooms located in all areas of sale site.
- Fully fenced equipment yard/sale site with an perimeter alarm system and hired security guards on duty before and after auction
- On-Site Mechanics
- Heavy equipment loaders and operators to assist in loading equipment before and after the auction.
- Highly accessible (3-Tier) loading dock to meet transportation hauling specifications.
- Sale site facility located 4 miles from Interstate I-95, which allows efficient accessibility for potential buyer and equipment transportation needs.
- Knowledgeable and friendly office staff that is ready to work for you.

III. REFURBISHMENT SERVICES (“AUCTION READY APPEARANCE”)

From our years of experience in the industrial auction profession, we understand that appearance pays off when it comes to selling your surplus trucks and equipment. These types of services will be deducted from seller proceeds. Our refurbishment services include the following:

- Exterior/Interior Cleaning and Detailing
- Sandblasting and Painting (3rd party service providers)
- Cosmetic Repairs (Ex: replacement of glass, installing new decals, minor welding, repair damaged hydraulic hose-leak, etc)

IV. ADVERTISING/MARKETING

For each of our major auctions we conduct each year, Meekins Auction Company provides extensive advertising strategies to ensure that we maximize our customers' profitability. We guarantee that you will not just reach the local equipment market, but you will also capture the Global Equipment Market as well through our advertising and marketing campaign.

- Full-Color brochures are mailed to our database of more than 20,000 interested buyers
- Auction advertisements are published in local, regional, and national trade magazines. (Examples: Machinery Trader, Rock & Dirt, Truck Paper, Construction Equipment Guide, Ca/Va Truck Trader, Carolina Bargain Trader, The Farmer Connection)
- Local, Regional, and State Newspapers
- Television/Radio Advertisements
- www.meekinsauction.com and other beneficial online search engines
- On average, more than 40,000 people visit meekinsauction.com to view upcoming auction information such as terms and details, equipment inventory, and upcoming auction calendar.
- For each major auction, whether the item is a large drivable item (e.g. Hydraulic Excavator) or a small item (e.g. Equipment Attachment), items will be listed on our website. Description and pictures will be available for potential buyers to view.
- Contact information, company history, and travel information are also listed to be helpful for people to view.
- In addition to our company website, to fully capture a global market appeal, all equipment from our sellers will be advertised or promoted on other online heavy equipment/truck search engines as well. Search engines such as: machinerytrader.com, truckpaper.com, rockanddirt.com, constructionequipmentguide.com, and auctionzip.com
- **Word-of-Mouth:** Also, still a vital advertising method, word-of-mouth creates positive returns when comes to selling equipment. Customers, both buyers and sellers, which have experienced our auction services and methods, have confidence in our company.

V. WHAT TO EXPECT ON DAY OF AUCTION

When it comes to the day of the auction, Meekins Auction Company makes sure that our customers, both buyers and sellers understand the importance of detail.

- **Arrangement of Equipment:** Sale Site and Line-Up of Equipment is planned and organized in a logical order.
- **Inspection**
- Prospective buyers are encouraged to come to the sale site yard to inspect and test out equipment before day of auction. Usually inspection days take place 1 day before date of auction from 8:00am to 5:00pm. Through inspection, buyers can assess the equipment's value and condition before they bid.
- **Registration:** Quick and Simple. There is no fee to register at one of our auctions. Proper or valid identification usually accompanied with a bank letter is all that is required to participate in our auctions. Once registered, a buyer receives a bidder number and auction day catalog. Along with terms of the auction, the catalog lists sale order, time schedule, and item descriptions.
- **Online Bidding:** All of our auctions offer online bidding which is in real time video and audio. Our online bidding is very user friendly; buyers must register for the auction and are issued a bidder number pending their approval. Online bidders, as on-site bidders, possess a detailed catalog with lot order, descriptions, and pictures.

- **Absentee (Proxy) Bidding:** These types of bids are placed in advance of the auction in the event that a buyer can not attend in person or are unable to stay at the auction to bid on a specific item or items due to personal/job related circumstances. Accepted through fax or online bidding website How it works. Buyer places absentee (proxy) bid on specific item. Their maximum bidding amount on that item is recorded. Auctioneer will bid on their behalf until winning bid is reached or until their bid is met.
- **Knowledgeable Staff:** (ex: responding to buyer inquiries, title departments, ownership issues, etc)
- Catering (third party service provider)
- Financing Companies (third party service provider)
- Transportation Companies (third party service provider)
- **Collection of Proceeds:** During or after day of auction, a buyer makes payment on their purchases and arranges transportation removal of these items from the sale site. To be released from sale site, every item or purchase must possess an "Ok to Release" form from the main office for its release. Proceeds are collected and managed from an experienced office staff. Any items which include a title such as an automobile, pickup, or dump truck, Meekins Auction Company delivers title and other required documents to the buyer by certified mail. Payment will be delivered to sellers (consignors) usually within 10 to 15 business days from the date of the auction. Payment is accompanied with a detailed account statement outlining their net proceeds from the auction.

VI. CUSTOMER TESTIMONIALS/REFERENCES

- *"Auction Company must work for both seller and buyer to do what is best for both. Meekins Auction Company strives to build a relationship with both seller and buyer therefore offering."*

"Good Customer service to both, After 20 years plus doing business with Meekins Auction Company I appreciate good customer service they offer."

E.B. WEBB – Equipment Procurement Manager, S.T. Wooten Corporation

Corporate Office

3801 Black Creek Road, Wilson, North Carolina, 27894

Phone: 252.399.3583

Email: ebw@stwcorp.com

- *"Whether you're buying or selling, the Meekins Auction group go the extra mile working on your behalf. We hope to continue to work with them for years to come."*

CRAIG PONDISH – President, C&S Equipment Company

Main Office Branch

530 Powell Road, Mount Holly, New Jersey, 08060

Phone: 888.580.3669

Email: pondish@eticomm.net

- ***"Meekins Auction Company detail to customer service in their business dealings with our company is one that has created a lasting relationship when comes to selling our equipment."***

WAYNE CALTON – General Manager, Gregory Poole Equipment Company

Corporate Headquarters

4807 Beryl Road, Raleigh, North Carolina, 27606

Phone: 919.828.0641

Email: calton@gregpoole.com

- ***"We appreciate the relationship we have developed with Meekins Auction over the past eight years. Since we attended our first auction in December of 2001 as a buyer we have always been received warmly and treated fairly. We have purchased over two dozen items during this period and have always found Meekins personnel to be helpful from payment to pickup."***

"The December of 2004 auction marked our first participation as a consignor. Our equipment was given great exposure through their marketing campaign was displayed properly in their secure yard. We have continued to sell over fifty machines since then with Meekins. They have always been fair and honest when any problems arose with both the buyer and seller. Most importantly, we have always been paid in a timely manner with an easy to understand settlement statement."

"We have always recommended Meekins Auction to our friends and local contractors. Looking forward to attending their next upcoming auction."

ROBERT ARMSTRONG – Vice-President, Armstrong Contractors, LLC

Main Office

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IMPORTANT QUICK FACTS ABOUT LLOYD MEEKINS & SONS AUCTION COMPANY

- **Experience/Established:** 40 years of experience within the auction profession. Established in 1969 in Dillon, South Carolina. Opened new sale site facility in Lumberton, North Carolina in 1981. Our main corporate office is located at this location.
- **Licensed and Bonded in Numerous States:** Meekins Auction Company is licensed in the following states: North Carolina, South Carolina, Georgia, Virginia, Florida, Kentucky, Pennsylvania, and Alabama. Meekins Auction Company will obtain any licenses which is necessary to conduct an auction anywhere in the country.
- **Flexible Contract Selling Options:** Straight Commission, Net-Guarantee, Out-Right Purchase, Combination of Options, and Off-Site Auctions
- **Reaching Buyers on a Global Scale:** From onsite and online bidders, Meekins Auction Company ensures that your equipment is not being just sold to the local/regional market, but also sold to a national/international buyers market. On average, we attract 800 to 1,000 registered bidders per industrial equipment auction.
- **Inspections:** Buyers can assess the equipment's value and condition before they bid. Inspections are allowed usually performed the day before the auction.
- **The Drive-Thru "Ramp" Auction Selling Method:** Covered auction theatre which each mobile piece of equipment or truck is driven across a ramp so a bidder can see the item in operation before they bid.
- **meekinsauction.com:** A vital marketing tool for when it comes to selling surplus trucks and equipment, which our company website on average has about 40,000 visits per auction.
- **Online Bidding:** Online Bidding is always available for our auctions. A person from their office or home can participate in the auction which is in real time video and audio.



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