

LANE RYAN AUCTIONS

AUCTIONEERS APPRAISERS CONSULTANTS INTERNET SALES

PH. 717.489.3030
FX. 717.473.7065

515 WEST CHOCOLATE AVE.
HERSHEY, PA 17033

LANERYANACTIONS@GMAIL.COM

WWW.LANERYANACTIONS.COM



AUCTION PROPOSAL FOR:

R. Samuel Miller, Assistant Township Manager
Lower Paxton Township

And The Sale of Real Estate Located at:

Commerce Drive, Lot #46, Harrisburg PA (Susquehanna Twp., Dauphin County)

PREPARED BY:

Lane Ryan Auctions/Kerry Pae Auctioneers
Harrisburg, PA 17109
LaneRyanAuctions@gmail.com
(717) 489-3030

LANE RYAN AUCTIONS: SOLD BEGINS HERE!



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OUR MISSION STATEMENT

- To provide a professional service that exceeds the expectations of our clients and to treat their property as if it were our own.
- To achieve results that are not only financial in reward but also emotionally satisfying in cases of hardship or distress.
- To be chosen by our integrity, honesty and success.
- To be referred without reservation or hesitation.
- To be the very best in all the aspects of our conduct to those that we serve

Yesterday

Today

Tomorrow

We are leading the way with state of the art On-line Auctions!
With a 30% Reduction in Costs and 45% higher prices realized than traditional auctions, our online auctions have become extremely popular! We offer a simple easy to use mobile app, as well as an advanced mobile friendly website for the ability to bid from anywhere at any time with the click of a button.

We are Pennsylvania's Leading Auction Solution! Sold Begins Here!

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REAL ESTATE METHOD AND MANNER OF SALE

Lane Ryan Auctions recommends an **Online Absolute Auction** to sell Commerce Drive, Lot #46 - 14.88 Acres (Tax Map Parcel: 62-021-275) located in Susquehanna Township, Dauphin County, PA. Lane Ryan Auctions would provide total auction management of the real estate auction from start to finish.

Real Estate services would include:

- Marketing photography
- Composing and overseeing all internet and print advertising
- Uploading auction to website and other digital media outlets
- Responding to all phone and email inquiries
- Management of scheduled open houses
- Placement of on-site signs
- Preparation of sales agreement

REAL ESTATE FINANCIAL

Lane Ryan Auctions would sell the Real Estate for zero % commission to the seller, but instead add a less than industry standard 7% buyer's premium to the high bid. We will custom design a marketing program tailored to your specific property estimated to cost \$4,000-\$5,000. This scenario is becoming more popular and allows us to add additional services that we otherwise could not offer.

Benefit #1: We will offer broker participation. This involves us working hand in hand with Real Estate agents to find the perfect buyer for your property. If an agent registers the high bidder, we will pay them commission from the sale as in a traditional transaction.

Benefit #2: ZERO Marketing Expense. Lane Ryan Auctions will pay 100% of the marketing costs associated with your auction.

Benefit #3: The buyer pays all expenses involved in the sale of your Real Estate with NO COST to you, the seller. The buyer pays all transfer taxes, closing costs and commissions.

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REAL ESTATE ADVERTISING/MARKETING PLAN:

Our marketing program will be tailored to the geographical location and target market of this specific auction. The cost of marketing will be approximately \$4,000-\$5,000 dollars. Lane Ryan Auctions will cover all marketing expenses if the property is sold. If the property would not be sold at auction, Lane Ryan Auctions will provide invoices for all marketing and will need to be reimbursed in full for marketing expenses.

Our Methods of Advertising will be:

- **Print:** We will work with regional media to ensure maximum exposure for the auction.
- **Internet/Website:** Auction will be listed on both of Lane Ryan Auctions websites. We will also utilize Google Ad Words and paid Facebook ads to directly target potential buyers. The property will be listed on a multi-list service and will be displayed on Zillow.com, Realtor.com and many other sites.
- **Auctionzip.com:** Will be listed on Auctionzip.com. A very import auction marketing tool
- **On-Site Signs:** On-site signs will be strategically placed to further advertise the auction.

ABSOLUTE: We recommend an absolute auction for this property. It has been our experience that properties sold at absolute auction bring a higher price for our clients. This method combines the motivational impact of an auction and forces the buyers to compete in an open market. Although bidders may be seeking a bargain, open competition will guarantee fair market value of the property. If the property is sold absolute, no money is due up front.

RESERVE: Placing a reserve on a Real Estate auction can decrease the participation and can communicate a lack of motivation to buyers. The benefit is that it offers the seller the opportunity to either accept or reject the high bid at the end of the auction. If the real estate is offered with a reserve and does not meet the minimum and is **NOT** sold at auction, Auction Co. will need to be reimbursed for our marketing expenses associated with the Real Estate auction. *However, we feel strongly that this will not happen if a realistic reserve is set.*

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NOTES: At auction, the (2%) two percent transfer tax is paid in full by the buyer (a 1% savings to the seller compared to a traditional real estate sale where the buyer and seller each pay 1% of the transfer tax). Lane Ryan Auctions collects a 10% deposit from the buyer on auction day. This is held in escrow by Lane Ryan Auctions until settlement which will occur within (45) days of the online auction end date. The Real Estate would be sold AS-IS with NO Contingencies.

Parks and Recreation Sponsorship: If the property is sold, Lane Ryan Auctions will commit \$5,000 dollars to the Lower Paxton Township Parks and Rec Dept. to be paid out of the auction company proceeds directly to Parks and Recreation at settlement.

EXECUTION OF THE AUCTION PROPOSAL

Lane Ryan Auctions has all the resources at hand to begin work on this proposal immediately upon your authorization.

This proposal agreed to and accepted this _____ day of _____ 2023.

R. Samuel Miller or Authorized Representative

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OUR DYNAMIC PARTNERSHIP

Kerry Pae Auctioneers and Lane Ryan Auctions have created a dynamic Partnership to better serve you. Kerry has lead one of the most successful auction companies in PA for over 40 years selling millions of dollars of Real Estate and Personal Property. Ryan has owned and operated Lane Ryan Auctions as well as managed the day to day operations of Kerry Pae Auctioneers for over 7 years. Ryan brings his expert knowledge of technology as well as 18 years of auction company management. Together we will serve you better!

← Lane Ryan Auctions LLC/Ke... 🔍

April 5th! Use the link to view, register, or bid: <https://bit.ly/LRAID74285>



👍 Like

💬 Comment

➦ Share

255,012 people reached >

Boost unavailable

879

Organic reach

254,336

Paid reach

8,645

Post clicks

Comment as Lane Ryan Auctions LLC/Kerry Pae Auctioneers Inc

THE
POWER
OF OUR

REACH 2022



SOCIAL MEDIA

data includes Facebook and Instagram platforms

1.1M facebook impressions
57.2k facebook engagements
33.1k facebook link clicks

92.2k instagram impressions
6,546 instagram engagements
5,433 instagram link clicks

DISPLAY ADS

data includes Google AdWords campaigns

74 campaigns completed
1,101 targeted keywords

6.16% click-through rate
167.1k campaign impressions
10,293 campaign clicks

ORGANIC REACH

data includes search optimization and email outreach

118,141 search impressions
9,932 search clicks
313 keywords in top 10

24,010 email list subscribers
32% email click-through rate
+9% email list growth



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Lane Ryan Auctions Accelerated Real Estate Program

We are real estate specialists. We have been selling real estate using the auction method for over 40 years and have sold over \$100 million dollars of real estate just in the last 10 years. Selling real estate at auction is not a new idea, in fact the Roman Empire was sold at public auction. Selling real estate at auction has become today's fastest and easiest way to sell real estate for current market value. Competitive bidding by informed buyers can maximize the value of your real estate like never before and the best part is, it's backed up with a check and a contact. It is the best appraisal you can get! In our current economy the climate for sellers has never been better.

The following are a few advantages to expect when selling Real Estate with Lane Ryan Auctions:

- Auctions create competition among buyers, generate excitement, and heighten buyer interest
- The sales price may exceed the price of a negotiated sale
- Auction marketing exposes the property to a large number of pre-qualified buyers. Selling at auction requires potential buyers to pre-qualify for mortgages or risk losing their deposit.
- Professional marketing campaign using social media, the MLS and many other forms of advertising promotes interest and creates urgency.
- Accelerates the sale of the property - Real Estate can often be sold in as little as four weeks. Eliminates high seller carrying costs, such as taxes, mortgage payments, utilities, maintenance, etc.
- Selling at auction generally requires the buyer to pay both transfer taxes. This can mean a 1% saving to the seller.
- Auctions bring interested buyers to a point of decision. Act now or lose the opportunity to purchase this property.
- A substantial deposit is required on the day of the auction. This creates a commitment on behalf of the buyer.
- The seller knows when the property will sell and when to expect the proceeds.
- We can sell your property for 0% commission to you, the seller.

Call us today for your free no obligation property evaluation and let us put our experience to work for you!