

# Henderson Auctions

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[www.HendersonAuctions.com](http://www.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.*

Questions? Call:  
800.850.2252

# 3-Day Summer **CONTRACTOR'S** **AUCTION**

July 23rd, 24th & 25th  
Livingston, LA - 9am

13340 Florida Blvd. Livingston, LA 70754

Find the Complete Auction List at:  
[www.HendersonAuctions.com](http://www.HendersonAuctions.com)  
New Listings Added Daily - Until Auction Day!



Online Bidding Available  
[www.HendersonAuctions.com](http://www.HendersonAuctions.com)  
to Register!

## **Day 1** (Thursday - July 23rd)

Heavy Duty Trucks, Service Trucks, Trailers & Containers

## **Day 2** (Friday - July 24th)

Construction & Support Equipment, Salvage, etc...

## **Day 3** (Saturday - July 25th)

Pick-Ups, Autos, Farm Tractors & Implements, RV's,  
Campers, Rec. Boats, ATV's, Misc., etc...

**Make Plans Now to Attend  
or Bid Online!**



**HendersonAuctions.com**

Since 1957

13340 Florida Blvd., Livingston, LA 70754 • LA lic# 136-15 • 225.686.2252



## **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](http://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.



Online Ringman Screen



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:**

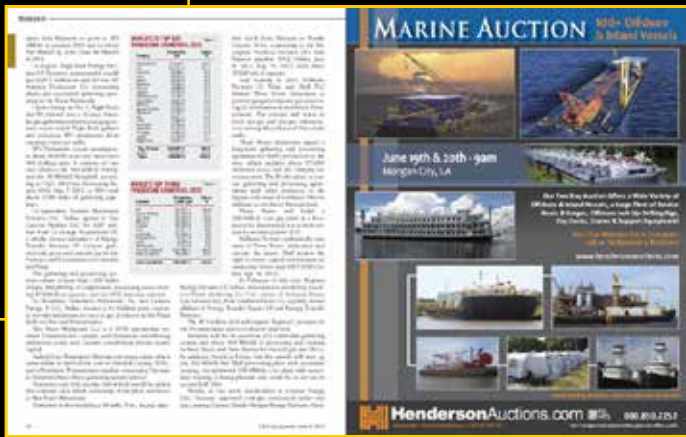
Henderson Auctions will designate load out times for buyers as well as provide security until items are removed. Upon full settlement, buyer will received a stamped pick up ticket from the auction office. Load out staff will collect these tickets and match them with the lot numbers purchased to insure 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

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



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

Social Media Target Market  
Advertising



Web Banners:  
African Machinery Trader  
TradeQuip.com  
Maritime Reporter



14 Page Full Color Brochure



Boats & Harbor Full Page Ad

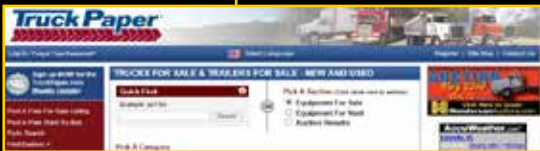


# Marketing/Advertising

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.



Heavy Oilfield Auction Brochure



Web Banners: Crane & Rigging Truck Paper Cranenetwork.com



Truck Paper & American Trucker Full Page Ad



Tradequip International Full Page Ad



Middle East Equipment Magazine / e-blast

Item #	Description	Price	Location
884	2007 MACKER 2100 Heavy Duty Trucks - White - 100 Fuel Tank	\$75,000.00	DBBA & Truitt
885	2007 MACKER 2100 Heavy Duty Trucks - White - 100 Fuel Tank	\$75,000.00	DBBA & Truitt
886	2007 MACKER 2100 Heavy Duty Trucks - White - 100 Fuel Tank	\$75,000.00	DBBA & Truitt
887	2007 MACKER 2100 Heavy Duty Trucks - White - 100 Fuel Tank	\$75,000.00	DBBA & Truitt
888	2007 MACKER 2100 Heavy Duty Trucks - White - 100 Fuel Tank	\$75,000.00	DBBA & Truitt

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

# Henderson References/Clients

- Ingalls Shipbuilding – Pascagoula, MS
- New York Shipyard – Brooklyn, NY
- Jacksonville Shipyard – Jacksonville, FL
- Friede - Goldman Halter Marine – Gulfport, MS
- Service Marine Industries – Gibson, LA
- Network Marine – Belle River, LA
- BOH Bros. Construction Co. LLC - New Orleans, LA
- San-vel Concrete Company – Littleton, MA
- CNF Industries – Hartford, CT
- J. Ray McDermott – Aransas Pass, TX
- Kinder Morgan – Houston, TX
- Bollinger Shipyards – Lockport, LA
- Grand Isle Shipyard – Grand Isle, LA
- Tidewater Docks – Galliano, LA
- Bay Offshore (Bay LTD) – Morgan City, LA
- TransForce Energy Services – Denver, CO
- G.A. West & Company – Chunchula, AL
- James Corp. – Baton Rouge, LA
- MLU Services – Athens, GA
- Snead & Canipe – Miami, FL
- Volvo Rents – Hattisburg, MS
- Kelly Brothers – Beaumont, TX
- F & M Mafco – Cincinnati, OH
- Murray & Murray Law Firm – Baton Rouge, LA
- City RV Parks – Mobile, AL
- Shaw Group – Baton Rouge, LA



**HendersonAuctions.com**  
Since 1957



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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

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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 22<sup>nd</sup> - 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.

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**Martin Quesnel, CPA, CA**

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

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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](mailto:dhaag@fmmafco.com)

# MARINE & OILFIELD AUCTION



Offshore  
& Inland Vessels

August 25th & 26th - 9am  
Morgan City, LA



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

Visit Our Website For A Complete  
List or To Request a Brochure

[www.hendersonauctions.com](http://www.hendersonauctions.com)



Online Bidding Available - Visit our Website for Details!



**HendersonAuctions.com**



800.850.2252

Auctioneer: Marvin Henderson - LA Lic# 136-15

For Consignment opportunities give our office a call!