



L I M I T E D T I M E O F F E R

0% Consignment Commission
-and- Free Appraisal on Heavy Equipment

* On Rolling Stock Only



Contact Dan White about consigning at
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SIERRA'S CONSTRUCTION EQUIPMENT ASSET RECOVERY PROGRAM

In mid 2011, Sierra Auction launched their Construction Equipment Asset Recovery Program. The program offered consignors the ability to auction a full range of



assets of commercial construction equipment for no commission through the end of the year. As part of this program, Sierra offered targeted remarketing, and full inspections with a multi-level condition reporting. Although the program had a soft launch, they were pleased with the outcome as well as high values achieved from the rolling stock.

Sierra boasted an incredible increase of number of units, selling over 350 pieces of heavy machinery in 2011. This equated to an over 75% increase from the prior year. Sierra's remarketing efforts were able to draw a very targeted audience for each asset which they attributed to the higher auctioned values. In addition to posting the auction catalog online prior to the auction, they created targeted

campaigns to concentrate on interested parties. High value pieces of equipment also featured an online video to exhibit the functionality and quality for bidders outside the area. Preview days proved to have increased attendance and the overall outcome was deemed a success.

The motivation for consignors is often to clear stock, increase cashflow, and in some cases benefit with a tax write off. As a local auction, Sierra has the benefit of being much more focused and targeted in remarketing efforts unlike the large and widely publicized auctions that are held elsewhere or online only. Sierra has a fully staffed marketing team to increase exposure for each piece of equipment. This gives the advantage to consignors who earn a greater presence without minimizing the benefits in a simple inventory list. Large auctions on a national scale equate to lots of advertising expenses resulting in the commissions typically being much

higher and the payout to consignors considerably lower overall.

Known for being the full-service leader in public auctions, Sierra handles all aspects for consignors from appraisal, removal and storage, to specialized marketing, and finally auctioning and rapid payouts. They are able to capture a large base of bidders through live auctions enhanced through international audio/video internet simulcast.

Research the dealers or auctioneers you're considering using for reselling, and ensure they have good reputations. Sierra is licensed and bonded, holds the highest D & B score, "A+" BBB rating, and outstanding auction results. For more information view their website at www.SierraAuction.com.



SIERRA AUCTION'S FULL SERVICE ASSET REMARKETING

- Targeted remarketing for a full range of assets
- Multi-level asset condition reporting
- Specialty program, tiered reduced commission structures
- Live auctions with an online simulcast network
- Specialized marketing programs that get you the most value
- Very competitive commission rates, and no hidden fees
- Certified appraisal services
- Equipment/Inventory tracking through the entire process
- Asset removal and storage
- Over 11 acres to accommodate your storage needs
- Asset package purchasing and/or price guarantee

SIERRA AUCTION INTRODUCES TIMED AUCTIONS

In addition to the regularly scheduled live and online simulcast auctions, Sierra Auction recently announced the introduction of timed auctions. “We are able to better accommodate our clients as the industry trends to more online resources, and we’re able to reach a broader base of bidders,” stated Mark Feuerer, President of Sierra Auction. “We will not be replacing the live auctions. We’re creating additional avenues for bidders to become involved at their convenience for certain inventory items.”

The timed auctions will run for a period of days instead of the traditional live and online simultaneous auction. Instead of bidders being required to arrive on site or login online at a designated time, they will have the flexibility to bid at their convenience and be notified when they have been outbid. Sierra anticipates being able to reach bidders in a larger geographic area while providing more items for them.

Bidders will be able to find exactly what they’re looking for with more convenient hierarchies of categories for easier browsing. Items in the timed auction will not initially include larger inventory items such as commercial and heavy equipment, but will be determined on an individual basis.

Unlike traditional timed auction websites, Sierra’s consignors will continue to take advantage of the full range of services, unique marketing programs, and large base of bidders. Sierra is planning a strong product launch of the timed auctions to guarantee an excellent experience for consignors as well as online buyers.



Sierra’s Online Timed Auctions

Based in Phoenix, Arizona, Sierra is the longest running auction and appraisal company in Arizona. Hosting two regularly held auctions monthly in Phoenix, and one auction per month in Tucson, Sierra has grown to become one of the largest auction companies in Arizona, hosting live and online simulcast auctions at their locations as well as additional on-site auctions. Sierra regularly features heavy equipment, vehicles, electronics, computers, jewelry, furniture, firearms, real estate, sporting goods, collectibles, antiques, tools, and clothing in addition to commercial equipment.

RECORD BREAKING MONTH FOR SIERRA’S TUCSON LOCATION

The November 19th auction in Tucson was the largest auction in their five year history, and featured unique vehicles in addition to commercial equipment and collectibles. “Tucson’s growth is fueled by the improvement of both quality and quantity of items which is driving an increase in attendance,” stated Mark Feuerer, President of Sierra Auction.

Although Sierra is a public auction, they offer a dealer only promotion as well as a Construction Equipment Asset Recovery Program. Bidders outside the area can go to their website at www.SierraAuction.com to view pictures and register for the auctions with the online simulcast. Preview day is always the Friday before

beginning at 8am where individuals can inspect the vehicles and inventory.

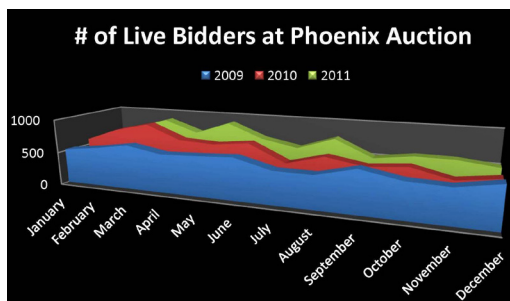
Sierra feels the greatest advantage they have is their dedication, service, and commitment to always being the consignor’s first choice. They ensure transactions are full-service and seamless, and offer unique programs tailored to the consignors needs. With experienced professionals in a variety of industries, they are able to accommodate any consignor including construction firms, municipalities, property and turnaround managers, repossessions and seizures, as well as financial and insurance firms.

LOOKING BACK AT 2011

2011 was a very successful year for Sierra Auction. We introduced the drive thru auction, which created convenience for bidders and allowed them to see the vehicles in motion. It also in turn increased the value of the vehicle lots.

Last year we also increased our auctions to twice a month. Auctions are held the 2nd and 4th Saturdays of the month.

We started the Auto Dealers Program, and increased dealer attendance. Vehicle sales volume increased over 150% from 2010 volume.



The Construction Equipment Asset Recovery Program launched in 2011. As a result we auctioned over 350 pieces of heavy machinery. This is an over 75% increase from prior years.

Sierra also launched large firearm auctions in 2011. Sierra holds a Federal Firearms License and has successfully auctioned approximately 100-150 firearms monthly since July.

Sierra was also proud to announce Tucson’s record breaking month in November. The largest auction recorded in the Tucson location’s five-year history.

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TUCSON
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2012 AUCTION CALENDAR

Month	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
January 2012	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
February 2012	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	
March 2012	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
April 2012	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	
May 2012	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
June 2012	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	
July 2012	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
August 2012	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
September 2012	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	
October 2012	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
November 2012	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	
December 2012	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31

Sierra's Phoenix Auction Dates are the 2nd & 4th Saturday of the Month, Except for November and December to allow for the Holidays.

Please take note that auctions held the 2nd and 4th Saturdays of the month in Phoenix, and 3rd Saturday in Tucson. For any questions or concerns please contact the office directly. Information is listed below.

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