City Council Agenda Item Report

FROM: Michelle Gibson – Administrative/Project Coordinator
Scott Herbert – Public Works Superintendent

MEETING DATE: March 18, 2026

SUBJECT: Authorization to Utilize Auction for Surplus Equipment/Items

DESCRIPTION:

Staff have been in contact with several auction companies to discuss utilizing their services in disposing of surplus equipment and items that are no longer needed and are currently being stored at DPW. These items continue to deteriorate the longer they remain unused, making timely disposition advisable in order to maximize their value.

The City's ordinance includes a provision that allows the disposal of surplus property through auction.

Staff reached out to several auction companies to obtain information and explore potential services. Contact was made with Rangerbid, American Eagle Auction and Appraisal, Merritt Auctions, and Brad Neuhart Auctioneers. Merritt Auctions and Rangerbid provided proposals outlining several auction service options. American Eagle Auction and Appraisal and Brad Neuhart Auctioneers were contacted but did not provide follow-up information.

Merritt Auctions contract structure for municipalities is as follows:

- Option 1- Onsite Live Auction at DPW
  - Auction conducted at DPW
  - 10% buyers premium or 10% commission paid by the City (minimum of $1000)
  - Advertising estimated between $600-$800
  - City collects money then remits commission and advertising fees to Merritt Auctions
  - City provides photos and equipment information as well as pickup time
- Option 2- Online Auction with Items Remaining at DPW
  - Auction done online through Merritt's bidding platform
  - 10% buyers premium and 10% commission paid by the City
  - Advertising estimated between $600-$800
  - Merritt collects payments and remits proceeds to the City approximately four weeks after auction
  - Merritt gathers photos and information
  - DPW provides scheduled inspection time and item pickup time
- Option 3- Online Auction with Items Transported to Merritt Facility
  - Auction done online through Merritt's bidding platform
  - 10% buyers premium and 10% commission paid by the City

- Advertising estimated between $600-$800
- Merritt collects payments and remits proceeds to the City approximately four weeks after auction
- City transports items to Merritt facility
- Merritt photographs equipment and releases sold items

Rangerbid's contract structure for municipalities is as follows:

- 0% commission rate when listing items with a seller's minimum
- Items sold to the highest bidder with no minimum- No commission or listing cost
- A buyer's premium may be charged to the purchaser
- Rangerbid administers the online auction, marketing, and payment processing
- Payment issued approximately 14 banking days after the auction concludes
- Rangerbid handles all title work

Given the additional costs associated with Merritt's commission structure and advertising fees, staff recommends utilizing Rangerbid to conduct an online auction for the surplus items.

Items to be auctioned:

- 1999 Cat Loader ($20K Minimum)
- 2009 International Dump Truck
- Boss Plow- 8'2" Poly V-Blade
- 2008 C & H 18' Landscape Trailer
- Tailgate Salt Spreader (Boss)
- In the bed Salt Spreader (Salt Dogg)

BUDGET ACTION REQUIRED:
N/A

COMMITTEE/COMMISSION REVIEW:
N/A

LEGAL REVIEW:
Legal reviewed the contractual language and are comfortable with the agreement as presented.

SAMPLE MOTION:
Motion to approve staff to utilize Rangerbid to conduct an online auction for the sale of surplus City equipment and items and allow the City Manager to sign titles over to Rangerbid for equipment to be auctioned off.

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Prepared by:
Joel Kooienga
jkooienga@1800lastbid.com
616-890-5514

MIEDEMA
Asset Management Group

"Proven Success in the Global Marketplace"

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About Us

Miedema Auctioneering conducted their first live auction in 1984. In 1987, Sid Miedema Sr., Sid Miedema Jr. and Scott Miedema established Miedema Auctioneering, Inc. as a corporation.

Miedema Asset Management Group now consists of eight corporations organized under the umbrella of Miedema Asset Management Group. Over 170 team members serve with professionalism and expertise in the asset management industry. Over the past 35+ years, we've developed the Miedema companies to meet the diverse demands of asset management solutions for our clients. Miedema Asset Management Group regularly assists financial institutions, attorneys and trustees with solutions to their complex asset transactions and situations. Our team has acquired, managed, and sold court seizures, machinery, equipment, intellectual property, and real estate for more than 35 years across North America and conducts over 500 auctions and sales annually. We have worked diligently to earn a reputation for honesty, integrity and excellence in the remarketing industry. In 2024 we have sold over 120 million for customers.

We regularly hold auctions all over the North America and world, and our buying base is also across North America and the world. Our buying base is very strong locally in the Great Lakes region. Our headquarters is located not far from you. Miedema Asset management Group is based in SW Michigan. Given our close proximity, we are a perfect fit for selling your assets. We would be honored to continue putting our 35+ years of experience to work for you.

Overview

Miedema Asset Management Group is honored at the opportunity to work with and for you, utilizing our experience and resources to assist you and your team in the sale of your surplus equipment and vehicles. For your assets, we recommend our Rangerbid.com online auction process. This division was built for Municipalities to help them take advantage of our extensive buyer base. Utilizing the Rangerbid auction platform reduces liability by offering assets in a commercially reasonable manner while increasing returns through reduced expenses and higher bids.

Both consumer and municipality fit right into the wheelhouse of our expertise and are precisely what we do and have done for the last 35+ years with great success. We are confident in our ability to bring you the highest final bid prices possible through well-organized and orchestrated online auctions.

Please review the details of this proposal in the pages following and understand that we have flexibility and adaptability to make a plan that will work best for your situation. Just let us know – that's the value of working with Miedema Asset Management Group!

MIEDEMA'S RANGERBID®

Zero Cost to You

Rangerbid holds regularly scheduled monthly Municipality auctions. Rangerbid can also create specialty auctions to accommodate any particular time frame requirements when needed. Rangerbid was created for selling a large variety of items: from weed whackers to Vac trucks, firetrucks to PI utilities, excavators to tractors in any condition. We sell for lenders, court officers, municipalities and more.

One of the major benefits of Rangerbid is giving the seller the ability to list and sell assets from their location. This can completely remove transportation expenses while giving you the ability to control the process from start to finish. You can sell your surplus equipment and vehicles as they come out of service keeping your lot clean. If preferred, assets can also be transported to one of our secured facilities. These facilities have barb wire fences, video surveillance, and alarms. You can transport them, or we can have them moved and we will deduct the cost of transportation from the final sale.

We will implement a reduced rate of 0% commission to municipalities, even if you set a minimum. There is no listing fee and no “no-sale fee” if your minimum is not met. Our award-winning marketing team is top notch and will find more bidders for your items resulting in 17% higher bids and a faster turnaround!

MIEDEMA'S RANGERBID®

Advertising Focus

The success of any auction is highly predicated on the marketing campaign. Our team has led the way and continues to raise the bar when it comes to effective marketing by targeting specific market segments and individuals based on the particular asset being sold. We have a fulltime professional marketing department (winners of over 200 specialty advertising awards). We will focus on target marketing your assets to the highest and best bidders around the country, the state, and the world.

- To maximize the return on your assets, bidding is open to the general public as well as dealers. We target the end user through item-specific advertising which helps increase bids above and beyond typical auction prices.
- In addition to email blasts to over 850,000 subscribers on our lists, individual marketing campaigns often include advertising on various social media platforms, S.E.O. and keywords, digital trade journals, banner ads, classifieds, individual asset listings and more in order to drive even more buyers to your specific item on the auction.
- If needed, our marketing team can customize a plan to fit your marketing requirements. We can create a tailor-made marketing plan and submit for your approval.
- Our marketing team helps generate an average of 3,000,000 views per month!

Extensive Marketing at No Cost to You

Print Publications:
-Auction Exchange: Display Ad
-Farmer's Advance: Display Ad

Social Media Campaign:
-A Facebook Campaign/Instagram Post has been created to run on our Rangerbid.com Page/Account. The Campaigns are directed towards a specific geographical & demographical audience. The campaigns will reach thousands of end users with an opportunity for them to "like" or "share" your campaign on their personal accounts. A direct link to the auction webpage has been included in the campaigns for interested bidders to access the auction with ease.

Individual Internet Listings:
-We will post several listings of your individual items/auction calendar listings on a variety of websites to gain maximum exposure and to increase the SEO (Search Engine Optimization).
These websites include, but are not limited to: GotoAuction.com, Facebook Marketplace, Craigslist, Equipment Trader, Commercial Truck Trader, SOARR, MLS, Rock & Dirt, Next Truck, Plus much more

In-House Email Blasts:
-Rangerbid.com will send out a total of 2 email blasts to our list of more than 850,000 recipients. The email blasts will consist of date, time, pictures and a direct click through link to send interested buyers directly to your auction webpage.

Marketing & Exposure

"Leaders in innovative auction marketing, creating a global marketplace for buyers and sellers."

Our rapidly expanding proprietary database consists of over 850,000 registered active bidders, so simply listing your assets on our website can generate almost 5 times the exposure than putting them in the center of a packed Bristol Motor Speedway (capacity of 160,000)!

Social Networking

Employee Structure

Sid Miedema

CEO

Scott Miedema

COO

Kurt Mingerink

President of Operations

Jon Kuiper

Executive Vice President

Sid Miedema, CEO

- 35+ years experience
- Currently on the National Auctioneers Association Board
- Michigan Auctioneers Association Hall of Fame Inductee

Scott Miedema, COO

- 35+ years experience
- Michigan Auctioneers Association Hall of Fame Inductee

Kurt Mingerink, President of Operations

Jon Kuiper, Executive VP

Joel Kooienga, VP, Online Auction Specialist

Amanda Cooper, Auction Coordinator

Joel Kooienga

Online Auction Specialist

Amanda Cooper

Executive Assistant / Auction Coordintor

Charlyn

Customer Service Representative

Brittany

Customer Service Representative

Kelly Manuszak

Customer Service Representative

Kelly Nowak

Customer Service Representative

Customer Service

MIEDEMA'S RANGERBID®

Courtney Koster

Customer Service Representative

Jamie Keegstra

Customer Service Representative

MIEDEMA
Asset Management Group

Our Vision, Mission, & Values

Our Vision: Honoring the Lord by providing a valuable service to our customers in the same way that we would want that service provided to us.

Our Mission: Grow a trusted worldwide marketplace where our buyers and sellers enjoy a winning experience.

Our Values: Being a faithful steward of all that is entrusted to us through honesty, integrity, and excellence.

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Proven Success

Rangerbid has sold for 400+ municipalities in the state of Michigan including cities, villages, townships, water treatment facilities, boards of light and power, fire departments, sheriff departments, school districts, colleges, universities, and most of the Road Commissions. Rangerbid bidders and buyers are across North America and the world. Some of our sellers include:

Grand Rapids, Detroit, Niles, Kalamazoo CRC, Bay City, Cheboygan, Ionia, Petoskey, Paw Paw, Cold Water, Kalamazoo CRC, Muskegon CRC, Allegan CRC, Allendale Charter Township, Antrim CRC, Arenac CRC, Barry CRC, Bay CRC, Benzie CRC, Branch CRC, Clare CRC, and Emmet CRC just to name a few. We have sold for most of the Cities and County Road Commissions in Michigan.

Conclusion

Rangerbid is an excellent option for municipalities by providing access to our extensive buyer base and control over the process from start-to-finish. We sincerely appreciate your consideration.

The scope of assets that can be sold in these auctions is unlimited. In addition to user friendly features and personalized services, we promise to maximize your returns by keeping expenses to a minimum. Being one of the largest asset management teams and conducting 500+ auction events annually, we can provide you with unsurpassed access to the right marketplace, while delivering service and results well beyond industry benchmarks.

The success of any sales event is directly related to an effective marketing campaign, the reputation of the auction company, and the trust of the buying community. Our professional and award-winning marketing department has decades of experience in creating compelling marketing campaigns that attract the right buyers to assure success for each individual item. Our Vision, Mission, and Values are deeply engrained in our staff and guide us in every decision we make to assure customer satisfaction from both buyers and sellers. We also conduct hundreds of customer service phone calls each week to gain insight on where and how we can improve.

The collective strengths of the Miedema Asset Management Group team offers unmatched expertise, marketing reach, and resources to ensure your success. Through decades of working with municipalities and valuing their input, we've developed user friendly solutions and proprietary software that streamline the remarketing and sale process.

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Testimonials

- “Your company is outstanding. Every one of you was exceptional in your dedication to performing your job in the most professional manner. Customer service and a strong work ethic are to be admired and every one of you had it! Thanks again for your commitment to excellence. And everything sold and for a good price.”

- “I have never experienced a company as organized, smooth, and professional as yours. I am sharing the news with my manager today, as you did an awesome job.”

- “It’s always encouraging to work with people as positive and enthusiastic as you and your entire staff. We will and do recommend Miedema Asset Management Group to anyone considering an auction.

- “Your company and staff took a sincere interest in my welfare and my concerns., I was impressed. LET ME SAY THIS AGAIN, I WAS IMPRESSED! I would certainly recommend your company.”

- “The service you provided was excellent! In many cases we sold equipment for more than expected. We would recommend you to anyone!”

- “Almost one year later, we still receive comments stating how successful our auction was. Frank and I highly recommend your company to anyone.”

- “An auction can be a stressful event. We felt your company was the best one out there to serve our needs. We were right! Our net proceeds were approximately 24% more than we had hoped for. Stressful events don’t get any better than that!”

MIEDEMA'S RANGERBID®

MIEDEMA Asset Management Group

References

Dale Dittenber
Arenac County Road Commission
989-751-6028
dale@arenaccrc.org
4271 Airpark Drive
Standish, MI 48658

Steve Doornbos
City of Grandville
616-538-1990 ext. 1212
doornboss@cityofgrandville.com
4095 White St. SW
Grandville, MI 49418

Steve Roose
Kent County Road Commission
sroose@kentcountyroads.net
1900 4 Mile Rd
Walker, MI 49544
(616) 261-4984

Bryan DeGroot
City of Norton Shores
231-798-2156
bdegroot@nortonshores.org
1174 East Garfield Road
Norton Shores, MI 49441

Nate Taylor, Superintendent
St. Joseph County Road Commission
269-838-6502
20914 M-86
Centreville, Mi 49032

Tom Rozema
Spartan Nash
850 76th St. S.W.
Byron Center, MI 49315
Cell: 616-566-7370

Mark Christenson, Superintendent
Montcalm County Road Commission
989-831-5285
619 W Main St
Stanton, MI 48888

Bill DeYoung
Kalamazoo County Road Commission
269-381-3171
3801 E. Kilgor Rd
Kalamazoo, MI 49001

Floyd Gates, Jr., Attorney
Bodman PLC
99 Monroe Ave NW, Suite 506
Grand Rapids, MI 49503
FGates@bodmanlaw.com
Cell: 616-490-9883

Miedema Asset Management Group

Family of Companies

MIEDEMA'S RANGERBID

MIEDEMA'S LASTBID REALESTATE

MIEDEMA'S REPOCAST

MIEDEMA
Asset Management Group

MIEDEMA'S 1800ASSET

MIEDEMA'S ORBITBID

MIEDEMA AUCTIONEERING, INC.
LIVE & ONLINE AUCTIONS

From all of us at Miedema Asset Management Group and Rangerbid, thank you for allowing us to create this proposal and present it for your consideration. We strive to live up to our values of being faithful stewards of all that is entrusted to us through honesty, integrity and excellence and would be honored for an opportunity to show you how hard we are willing to work for you, too.

THANK YOU!

Rangerbid Seller's Contract

FULL TERMS AND CONDITIONS OF AGREEMENT

1. FEES (SELLER agrees to pay AGENT):

a. Commission: SELLER agrees to pay a Commission at the following rate(s) based on the method of sale selected by SELLER. Commission is based on the highest bid for each lot sold on the public online auction. Commission will be deducted from the payout to SELLER.

ABSOLUTE COMMISSION RATE: (When Listing an Item(s) to Sell Absolute):*

• 0% (zero) commission rate

• No cost to SELLER to list/sell item(s) absolute

*Absolute: When the sale is made to the highest bidder and no minimum price is stipulated.

SELLER'S MINIMUM COMMISSION RATE: (When Listing an Item(s) with a Seller's Minimum**)

• $10,000.00 and ABOVE (per lot) = 3%

• $5,000.00 - $9,999.99 (per lot) = 5%

• $0.00 - $4,999.99 (per lot) = 10%

*MUNICIPALITY SELLER'S COMMISSION RATE: (When Listing an Item(s) with a Seller's Minimum**)*

• 0% (zero) commission rate

**Seller' Minimum: When the seller requests a minimum bid amount to be met (not a reserve), the agent agrees to act on behalf of the seller to protect said item to prevent from selling below the seller's minimum amount. This amount is a bid amount, not a final payout amount (payout amount is bid less commission and other fees). All other terms listed below also apply.

b. Other: Pre-arranged fees as agreed upon between SELLER and AGENT (i.e. specialized marketing, etc.).

2. PAYMENTS (AGENT agrees to pay SELLER in the following manner):

a. A payout check will be issued to and mailed to the SELLER, as listed in the Payout Information of the contract provided by the SELLER, OR as it appears on the title if a titled item, for the amount of total highest bid for all items contracted for sale with AGENT, less agreed upon commissions and applicable fees and expenses. A detailed statement of bid price, commission paid, expenses, fees, etc. is available to you through your online account

b. AGENT will mail payout check and statement 14 banking days after the auction or completed sale of item(s).

c. SELLER acknowledges that, in the unlikely event that the AGENT is unable to complete sale with highest bidder, for any reason (i.e. unable to contact and/or collect payment) AGENT will not be required to pay SELLER for sale not completed.

3. OTHER:

a. AGENT will arrange advertising and mailings as it deems advisable to obtain the maximum results. AGENT will conduct the public online auction, make all collections and finalize billing details directly connected with the auction.

b. AGENT is not responsible nor liable for performance issues, website outages, internet interruptions, or system failures of the online auction bidding system and SELLER agrees that the AGENT will have no liability to SELLER for any performance issues.

c. SELLER agrees all items are subject to acceptance or rejection by AGENT.

d. SELLER agrees all items will sell to the highest bidder**.

e. SELLER agrees not to bid on their own items.

f. SELLER agrees any intentional or unintentional misrepresentation by the SELLER or AGENT as to description or condition will allow AGENT to make a downward adjustment on the selling price or void sale completely at AGENT‘s discretion.

g. SELLER guarantees that SELLER has good title and the right to sell items on the auction; that they are without mortgages, liens, or encumbrances of any kind except those which are specifically detailed within this contract. *As stated above or on item(s) detail, the payout check will be issued to the name exactly as it appears on the Title.

h. SELLER will maintain insurance and holds AGENT harmless for any damage or liability claims to SELLER’s item(s) resulting from involvement of equipment or property at

SELLER's or auction premises until SELLER has been paid by AGENT. SELLER will be liable for any theft, damage, fire damage or vandalism that may occur while on auction premises or while being handled by AGENT.

i. When selling from the SELLER'S location, then SELLER agrees that all items listed on auction will not be pre-sold prior to auction without written consent from AGENT, and SELLER agrees that all items deemed sold on auction by the AGENT will be released to the new buyer upon proof and receipt of buyer payment to the AGENT.

j. If prearranged for SELLER's item(s) to be sold from AGENT's premises instead of directly from SELLER's premises, SELLER agrees items that do not sell for any reason are required to be removed by SELLER from AGENT's premises within 7 days of auction date. If SELLER does not remove from AGENT'S premises by the deadline date, AGENT is authorized to dispose of or sell in any manner deemed expedient by AGENT, with no implied covenant of commercial reasonableness (value), and further authorized to apply sale proceeds, if any, to any SELLER obligation owed AGENT, with the surplus, if any, to be sent to SELLER.

k. SELLER agrees that the equipment herein listed will not be withheld or disposed of in any manner by the SELLER once the item is listed in an auction, and/or when an item is sold on an auction.

l. SELLER agrees that AGENT makes no guarantees as to selling price. If an investment is to be protected (lienholder or secured party) the amount is to be entered by SELLER in appropriate field at time of submitting item(s) for review & approval by AGENT for sale through the auction process. SELLER acknowledges they have reviewed and approved the value stated in this section of item(s).

m. SELLER agrees to provide original title(s) (if titled unit) to AGENT, and that the original title will be in possession of AGENT a minimum of 7 days prior to auction date. Copy(s) of title is required at time of completing this agreement and may be submitted either by an uploaded image with the item(s) or faxed to 616-583-1573. SELLER assumes full responsibility for providing marketable title and delivery of title to purchaser, payment of proceeds to creditors, and SELLER will assume all attorney's fees and court costs, if such a case should arise. (List creditors and lien balances on each item).

n. SELLER approves for reuse, by the AGENT, of the digital signature from this contract for completion of a Purchase Agreement (when applicable) for the sale of an item that is titled within the State of Michigan, which requires AGENT to complete the title transfer process as a licensed broker.

o. SELLER acknowledges a buyer's premium will be charged to the buyer at AGENT's discretion, which will be retained by AGENT as a commission.

4. INTEGRATION CLAUSE:

There are no representations, agreements or conditions relating to the subject matter hereof other than as expressly set forth in this Agreement and/or the accompanying Statement of Appendix which contain the entire agreement between the parties. The SELLER acknowledges that no oral representations or warranties have been made by Rangerbid.com, Inc. or by any of Rangerbid.com, Inc.'s AGENT's, affiliates, or employees.

5. CONSENT TO SUIT IN MICHIGAN:

In the event of legal proceedings arising from this contract or from the auction in connection therewith, SELLER consents to being subject to the personal jurisdiction of the courts of the State of Michigan. SELLER also agrees that venue shall be in Kent County, Michigan and that the laws of the State of Michigan shall govern this Agreement and the parties' transaction hereunder. The SELLER expressly agrees to indemnify and save the AGENT and their assigns harmless from and against all claims, losses, expenses, damage or liability, (including, but not limited to, attorney's fees), directly or indirectly caused by or resulting from an act, including the negligent acts or omissions of the AGENT, or anyone acting in his/her behalf in connection with or arising out of auction, except that the SELLER shall not be responsible to the AGENT for damages caused by or resulting from the AGENT's sole negligence.

www.MerrittAuctionService.com
616-754-9437

PROPOSAL FOR AUCTIONEERING SERVICES
City of Saugatuck, MI

Option One. Onsite Live Auction. This is an in person auction, **held live at your facility** in Saugatuck. People come inspect and then bid to us in a live auction.

a. You may pick one. Commission 10% from buyer, called a buyer premium. OR Commission from the city of 10%. Minimum $1000.00 from the city.
b. Advertising $600 to $800.
c. We register and clerk the auction.
d. All funds, cash and checks payable to you, would be given to you, and then you write us a check for commission and expenses in about 4 weeks.
e. You send us pictures and all information to vehicle and equipment.
f. You have someone onsite to meet with purchasers for later removal if needed.

Option Two. Online Auction with Items staying **at your facility**. This is an auction where people bid over the internet, MerrittAuctionService.Hibid.com.

a. Commission is both 10% buyer's premium and 10% from the City.
b. Advertising is same as above.
c. All funds, Cash, Checks, Credit Cards are payable to us. We write you a check from our company about 4 weeks after the auction.
d. We come and take pictures and gather information.
e. You would have available the items for inspection at set date and time.
f. You would have a person to release the sold items.

Option Three. Online Auction with the items **brought to our facility**. This is an auction where people bid over the internet, MerrittAuctionService.Hibid.com.

a. Commission is both 10% buyer's premium and 10% City.
b. Collect 6% tax on non-titled items and remit to the state. Buyer will pay tax at Secretary of State on titled vehicles.
c. Advertising is same as above.
d. All funds, Cash, Checks, Credit Cards are payable to us. We write you a check from our company about 4 weeks after the auction.
e. City would bring items to our facility; we take pictures and gather information.
f. We would be available for inspections.
g. We would release the sold items.