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## Financial Information

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### Banking instution

- Fairwinds Credit union

### Years in business

- George Gideon Auctioneers has been in continous uninterrupeted business for 25 years at our Central Florida location

### Agencies sold for

- 70+
- At least 10 local contracts are of the same size and scope of this contract being put forth by Lake County

### Debt

- George Gideon Auctioneers wholly owns our facility location, equipment, and 100% of the business is owned by the President and Vice President. There are no leins or holds on any assets.

### Background history

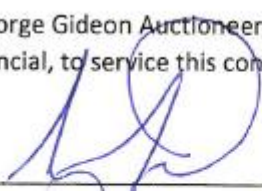
- George Gideon Auctioneers Inc. has never been suspended by any regulatory agency or professional association or charged with a public entity crime.

I certify that George Gideon Auctioneers is financially able and has the necessary resources, human and financial, to service this contract at the level required by the County.

Signature X \_\_\_\_\_

Printed Name X \_\_\_\_\_

Date X \_\_\_\_\_

  
George GIDEON  
8/26/2021

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## Staff

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George Gideon Auctioneers Inc. has the following staff that will directly manage and handle your surplus assets at our Facility:

# Account Manager



## JASON GIDEON

### SUMMARY

Results-driven Sales Manager bringing demonstrated record of progressive market share growth and sales accomplishment. Has been in the industry for 10+ years managing contracts for 60+ agencies. Started in an entry role and worked his way up to current position and has broad knowledge of the Auction process.

### SKILLS

- Profit and revenue-generating strategies
- Established track record of exceptional sales results
- Unique solutions to tough problems
- Sales territory growth
- Service-driven sales
- Product and service management strategies
- Met with clients one-on-one on a regular basis to discuss selling obstacles, delivering effective suggestions and reliable sales techniques for quick resolution.
- Market and competitive analysis
- Sales operations
- Risk mitigation

### EXPERIENCE

#### SALES MANAGER

*George Gideon Auctioneers | Zellwood, FL | 2010 - Current*

- Exceeded sales goals and improved profitability by aligning sales strategies and business plans with market trends.
- Maintained professional network of potential clients and business opportunities.
- Developed and implemented new sales strategies to update product lines.
- Formalized sales process to enhance operations and promote acquisition of new customers.
- Researched and capitalized on emerging opportunities to build business and expand customer base.
- Oversaw management and implementation of new revenue strategies, sales initiatives and customer engagement tactics to increase market share.
- Hired and motivated high-performing service team achieving over \$1,000,000 in new sales per year.
- Achieved company growth for several consecutive years through market expansion and sales.

2753 N HWY 441 Zellwood,  
FL 32798

407-383-0592

onlinesales@ggauctions.com

### EDUCATION AND TRAINING

Associate of Science  
Mechanical Engineering  
UCF, Orlando, FL  
April 2011

# Managerial Support Staff

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**GG**  
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**GEORGE GIDEON**

## SUMMARY

Customer-oriented, strategic-thinking operations and sales professional with over 40 years of experience in building relationships, cultivating partnerships, retaining top accounts and growing profit channels. Multi-tasking and self-motivated leader with expertise on expanding network connections, persuasively introducing products, implementing pricing models, inventory control and projections, turnaround management, territory development and revealing customer needs to deliver solutions.



2753 N HWY 441 Zellwood,  
FL 32798



407-886-2211



george@ggauctions.com

## EDUCATION AND TRAINING

Associate of Science  
General Studies  
Brookhaven College, Dallas, TX  
April 1973

## SKILLS

- Industry partnership development
- Revenue generation
- Performance optimization
- Operations oversight
- Brand management
- Marketing expertise
- Program management
- Business development
- Revenue growth
- Defining company vision

## EXPERIENCE

### PRESIDENT

*George Gideon Auctioneers | Zellwood, FL | August 1996 - Current*

- Administers day-to-day operations, including accounting and budget management, business development, performance metrics and customer service.
- Coordinates work across departments to keep teams on track with company goals.
- Leads startup and opening of business and provided business development, creation of operational procedures and workflow planning.
- Determines performance goals and offered tactics for achieving milestones.
- Oversees all aspects of business expansion objectives and opportunities, including new market exploration, product development and overseas production possibilities.
- Generates and implemented business strategies to increase revenue while executing operational base development.
- Represents company interests before all relevant parties, including federal agencies, city representatives and regulatory entities.



# ANITA GIDEON

## SUMMARY

Entrepreneurial Vice President offering progressive experience in operations leadership. Skilled at identifying and implementing process improvements to drive efficiency and productivity. Motivating leader with proven success managing cross-functional teams.

## SKILLS

- Event planning
- Operations oversight
- Account management
- Brand management
- Policy development
- Program management
- Contract Administration
- Employee coaching
- Defining company vision

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	407-886-2211
	info@ggauctions.com

## EDUCATION AND TRAINING

### Bachelor of Science

Business Administration And Management  
University of North Texas, Denton, TX  
April 1974

## EXPERIENCE

### VICE PRESIDENT

*George Gideon Auctioneers | Zellwood, FL | August 1996 - Current*

- Communicated regularly with executive team members to deliver pertinent details related to progress status and direction for projects.
- Coordinated work across departments to keep teams on track with company goals.
- Hired and managed employees to maximize productivity while training staff on best practices and protocol.
- Created business process flows to identify opportunities for improvement.
- Traveled to trade shows and client meetings to promote company brand.
- Researched underlying issues, regulatory compliance status and processes to resolve complex business issues and recommend strategic corrective actions.
- Implemented best practices to strengthen internal systems and spearhead proactive change.

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**AR**  
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## AMY REINHARD

### SUMMARY

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Dependable and deadline-oriented Office Management professional bringing 15 years of administrative oversight. Self-starter and effective team leader skilled at unifying staff under common goals, modeling organizational efficiency and instilling customer service excellence. Offering diversified competencies, including Microsoft Office proficiency.

### SKILLS

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- Budgetary Planning
- Banking operations
- Customer relations
- Scheduling and calendar management
- Accounts payable and receivable
- Training and coaching
- Expense reporting
- Workforce Management
- Planning

📍 2753 N HWY 441 Zellwood,  
FL 32798

☎ 407-886-2211

✉ admin@ggauctions.com

### EDUCATION AND TRAINING

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**Bachelor of Arts**  
Psychology  
UCF, Orlando, FL  
April 2006

### EXPERIENCE

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#### OFFICE MANAGER

*George Gideon Auctioneers | Zellwood, FL | 2005 - Current*

- Oversees day-to-day office operations, including receiving and organizing correspondence, answering and forwarding calls and creating business letters and records.
- Enters invoice data into company database and updated details, including customer contacts and delivery dates to keep information current.
- Trains and mentors administrative staff members in company policies, daily task execution and industry best practices.
- Reduces financial discrepancies by accurately managing accounting documentation while maintaining case costs and billing processes.
- Writes professional business correspondence to maintain strong line of communications.
- Plans for major business changes, including system conversions and office moves.
- Streamlines back office services for clients to promote proper functionality and positive user experience.
- Culls knowledge of federal and state-level mandates to assess compliance across areas of operation.

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## Facility

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Our permanent Auction facility open to the Public is comprised of 13+ Acres directly located at 2753 N. Hwy 441, Zellwood, Orange County, Fl., fronting one of the highest traffic flows in Northwest Orange County. Our facility has two buildings that are approximately 14,000 square feet total area, able to house most of Lake County's miscellaneous items under cover. Our off-site facility for Lake County's surplus is capable of handling approximately 50+ Buses, over 200 Vehicles, Trucks, Automobiles and Equipment, and miscellaneous items. This secure facility has a double 6' commercial chain link fence around the Auction Sales yard. There is also a 10' electric security fence with-in the perimeter of the facility, which is also powered by a backup power source, and is monitored by a security company.

We also have two (2) security camera systems with eighteen (18) cameras located throughout the complex. This system also records all activity, with backup and remote viewing capabilities. Our facility also has the following to efficiently conduct Inspections and sales of all of Lake County's surplus items:

