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## *Statement of Interest & Understanding of Project*

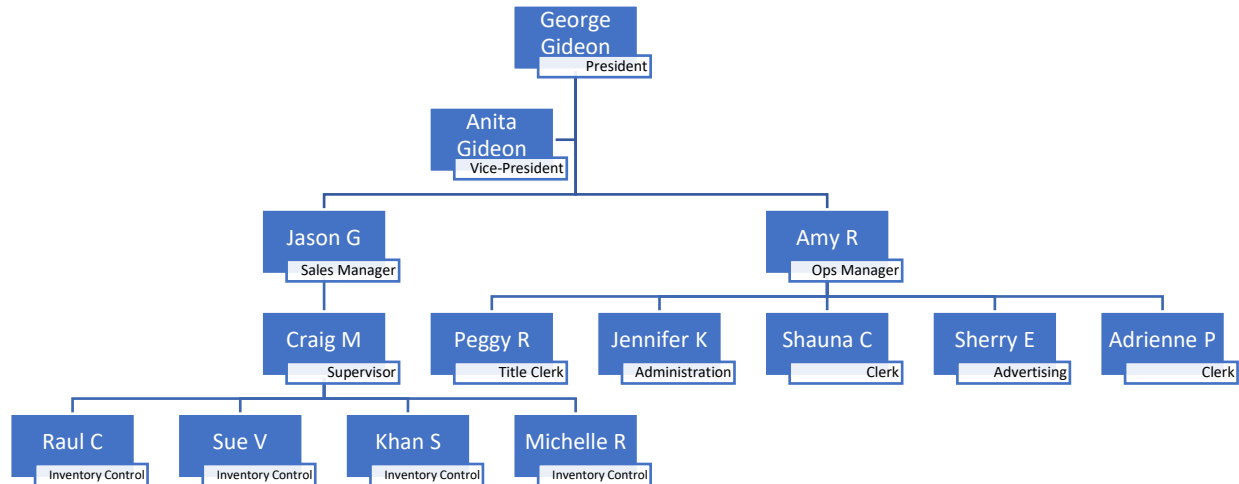
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We have read the Scope of Work and terms required by the County and can meet all requirements as well as exceed many of them. As the current vendor for Auctioning Lake County surplus items for the past 25+ years, we are intimately aware of the needs of the Counties asset tracking and management and will continue to act in a fiduciary capacity on the County's behalf.

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## Firm Profile / Firm History

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### Incorporated in the State of Florida

- FEIN 59-3404789

### Licensed to conduct Auctions in Florida

- Florida Auctioneers License AB 1501
- Florida Automobile Dealers License
- Orange County Florida Business License

### Mailing address (USPS)

- P.O. Box 1179 Zellwood, FL 32798-1179

### Location (UPS AND FEDEX MAILING ADDRESS)

- 2753 North Highway 441 Zellwood, FL 32798

### Business telephones

- Office 407/886-2211
- Office 866/890-5841
- Fax 407/886-2248
- E-mail admin@ggauctions.com

### Insurance Group

- National Risk Management, Longwood, FL.
- Gentry Group, Apopka, FL.

### Legal Entity Designation

- George Gideon Auctioneers, Inc. operates under its name, in the State of Florida licensed as a Sub Chapter S Corporation.

### Ownership Interests

- Anita Gideon 51%
- George Gideon 49%

### Dunn and Bradstreet Number

- 039195925

**George Gideon Auctioneers, Inc.** was formed in 1996 by George and Anita Gideon. The company has grown from its inception to one of the largest Auction companies in the State of Florida specializing in the Auctioning of Governmental Surplus.

George Gideon has over forty-one (41) years of experience in conducting On-line and Live Governmental Fleet Vehicular Auctions. This experience encompasses twenty-five (25) years of experience as President for **George Gideon Auctioneers, Inc.** with previous years of experience as Regional Manager, Lead Auctioneer, and National Sales Representative for a major national Auction Company focusing on Governmental Auctions. Mr. Gideon conducted some of the first Nationally attended Auctions for Volusia County, **Brevard County**, The City of Fort Lauderdale, and Florida Power and Light. He has since grown his own business providing Auction Services to over seventy (70) Central Florida Government Agencies.

Our twenty-five (25) plus years of Live Auctions held for Governmental Agencies has given us an exceptionally large following of repeat buyers from across the United States, Canada, Mexico and other foreign countries. This has given us the opportunity to expose our clients, to an expanded base of potential buyers for maximum return on their surplus items. Our many years of Live and Online Auctions has provided us with the hands-on insight leading to the most innovate ways to recover the largest return on your assets.

**George Gideon Auctioneers, Inc.** expanded their market coverage from Live Auctions to Online Auctions in 2001 and for the past twenty (20) years has been one of the largest Florida firms offering On-Line Auctioneering services to Central Florida Governmental Agencies.

In 2008 our company was the first in Florida to offer On-line Auctions that had an Automatic Bidding Extension for items bid on in the last minutes of the scheduled ending. This Automatic Bid Extension brought the on-line bidding process into the world of Live Auction bidding frenzy, with many items increasing in bidding value of 20% or more in the last minutes of bidding. We will continue to provide the best service orientated advantages to our clients.

# Present Status

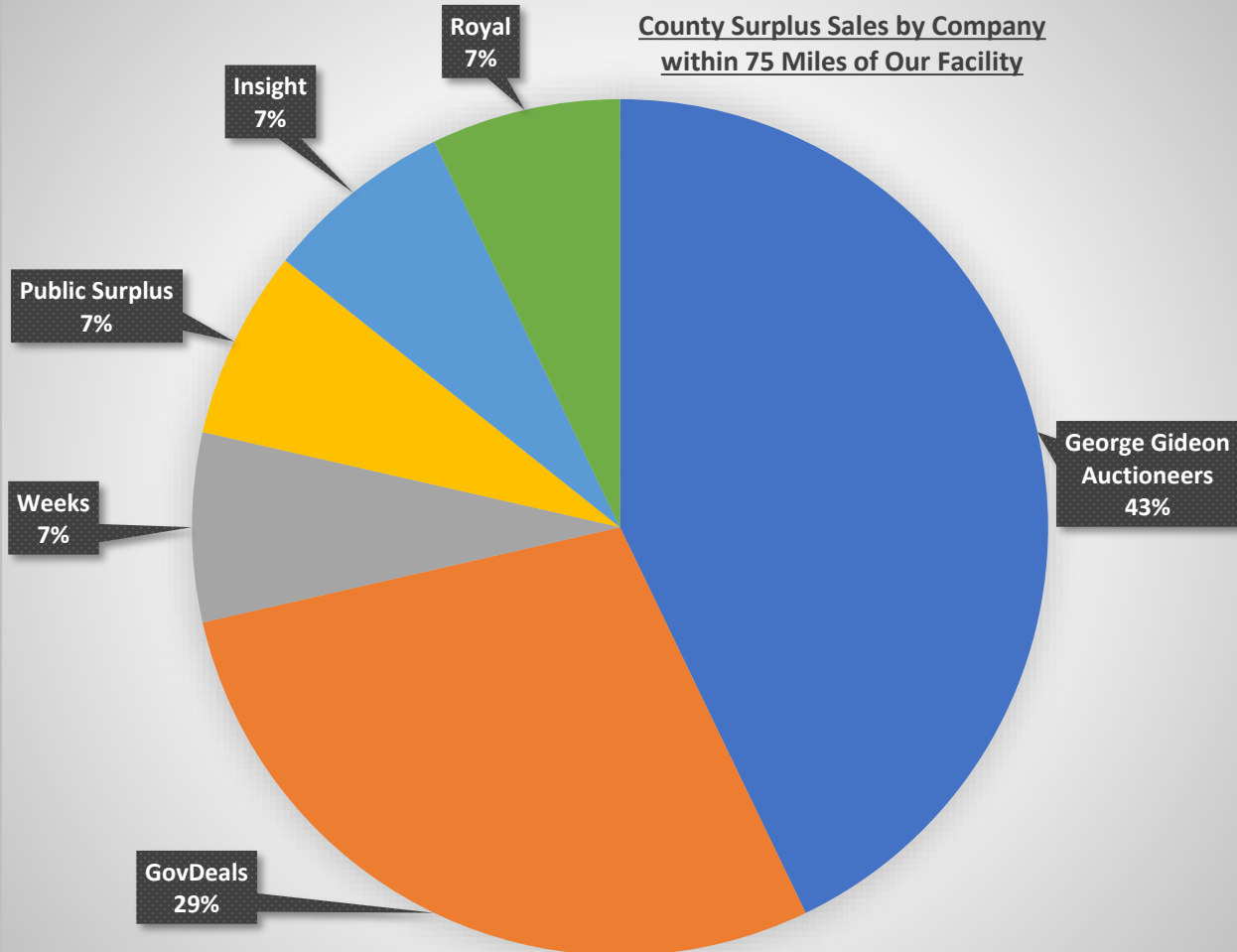
**George Gideon Auctioneers, Inc.** currently sells for 70+ Government Agencies in the Central Florida area. We have an active Auction Facility open to the public for reception, cataloging, inspection, sale and pickup of surplus from the Government Agencies we service. Offsite sales are also utilized for agencies that wish to have items sold at their facility. These items are catalogued by an Auction employee and/or County Employee both utilizing our mobile cataloging app.

**George Gideon Auctioneers, Inc.** facility is in Northwest Orange County, and while we do service Government Agencies all over Florida, our main operating radius is 75 miles from our facility. We are the largest provider of National bidders within Auction service area. On the following pages are statistics for the following Countywide Agencies we service within that area.

## COUNTYS WE SELL FOR



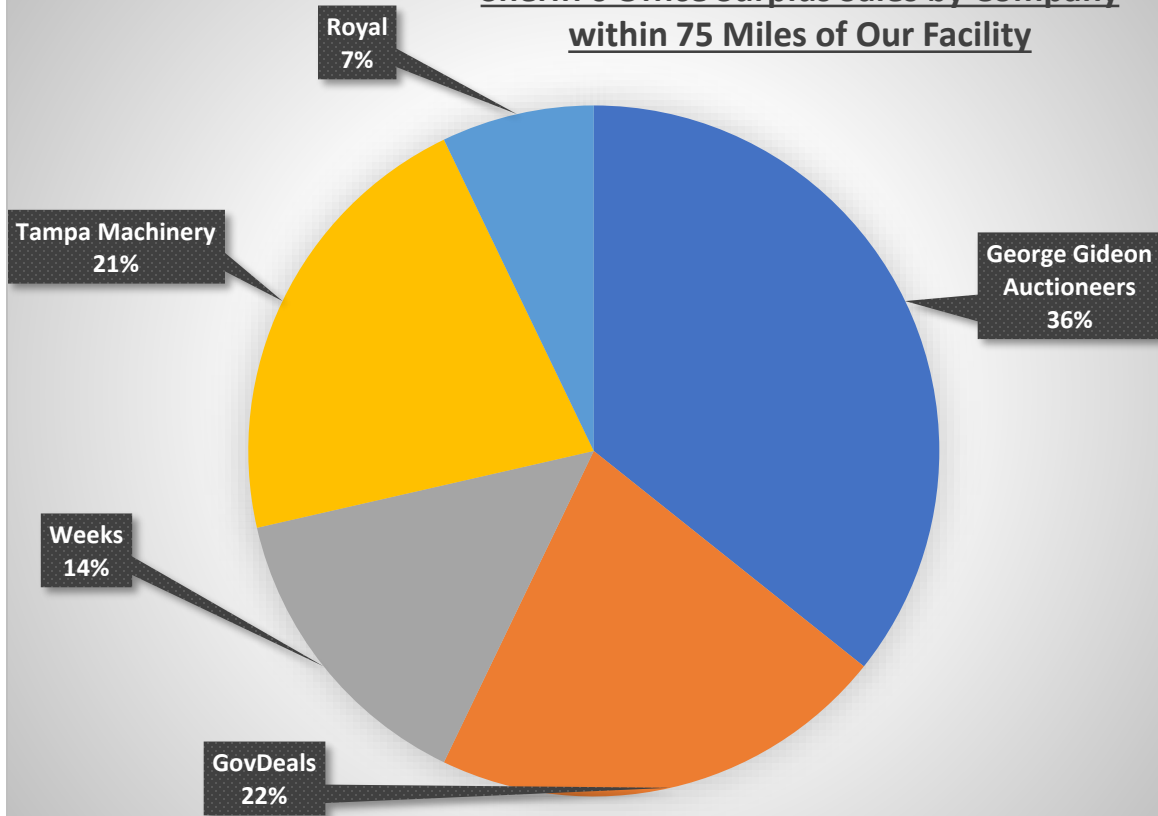
**County Surplus Sales by Company  
within 75 Miles of Our Facility**



## SHERIFFS OFFICES WE SELL FOR



### Sheriff's Office Surplus Sales by Company within 75 Miles of Our Facility



## SCHOOL BOARDS WE SELL FOR



**Orange County  
Public Schools**



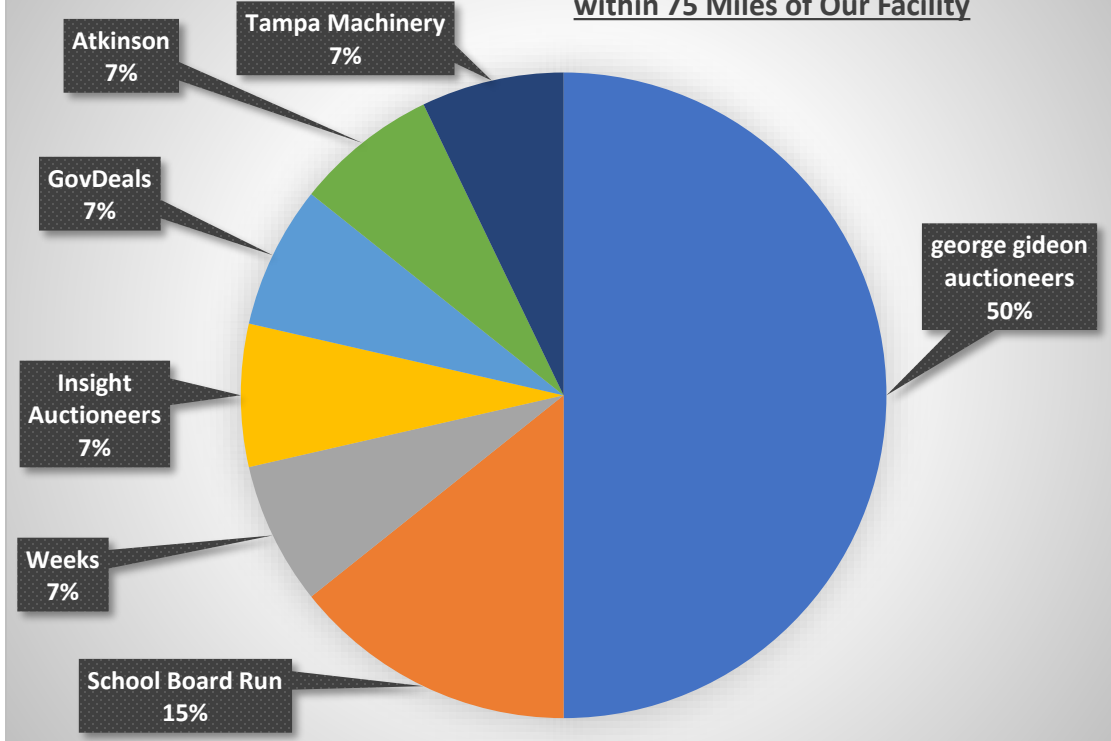
*School District of*  
**OSCEOLA COUNTY**  
FLORIDA



**Seminole County  
Public Schools**



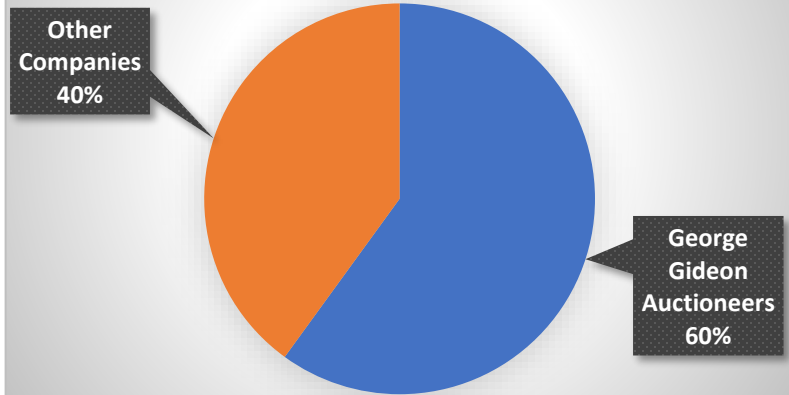
School Board Surplus Sales by Company  
within 75 Miles of Our Facility



Cities and Towns in Counties under

George Gideon Auctioneers sells for a majority of the Cities and Towns in Counties under contract when compared to ALL other competitors!

City/Town Surplus sales within the Counties under contract



**City/Town Surplus Sales within the Counties Under Contract**

City of Altamonte Springs, FL	City of Mount Dora, FL
City of Casselberry, FL	City of New Smyrna Beach, FL.
City of Debarry, FL	City of Orange City, FL
City of Deland, FL	City of Palatka, FL.
City of Edgewater, FL	City of Sanford, FL
City of Eustis, FL	City of Saint Cloud, FL
City of Fruitland Park, FL	City of South Daytona, FL
City of Groveland, FL	City of Tavares, FL
City of Kissimmee, FL	City of Umatilla, FL
City of Lake Helen, FL	City of Winter Springs, FL
City of Lake Mary, FL	The Villages, Fl.
City of Leesburg, FL	Town of Astatula, FL
City of Longwood, FL	Town of Howey-in-the-hills, FL
City of Mascotte, FL	Town of Lady Lake, FL
City of Minneola, FL	Town of Ponce Inlet, FL



# Future Direction

Over the next few years, it is our goal to sell for 100% of the Government Agencies within a 75-mile radius of our facility. We strive to offer a focus on quality of product & broad scope of services to suit the Agencies we work for when other Companies do not offer said services. We are not a “One-Size-Fits-All” business platform, which we feel is a detriment when dealing with Government Agencies whom all have different needs. We strive to provide customized services to suit those specific needs.

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# Program Manager

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**JG**  
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## JASON GIDEON

### SUMMARY

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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

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- 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
- 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

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#### 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

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

# Licenses and Permits

Ron DeSantis, Governor

Halsey Beshears, Secretary



**STATE OF FLORIDA**  
**DEPARTMENT OF BUSINESS AND PROFESSIONAL REGULATION**

**FLORIDA BOARD OF AUCTIONEERS**  
THE AUCTIONEER HEREIN IS LICENSED UNDER THE  
PROVISIONS OF CHAPTER 468, FLORIDA STATUTES



**GIDEON, GEORGE S**  
P.O. BOX 1179  
ZELLWOOD FL 32798

**LICENSE NUMBER: AU672**

**EXPIRATION DATE: NOVEMBER 30, 2021**  
Always verify licenses online at [MyFloridaLicense.com](http://MyFloridaLicense.com)



Do not alter this document in any form.  
This is your license. It is unlawful for anyone other than the licensee to use this document.

Ron DeSantis, Governor

Halsey Beshears, Secretary



**STATE OF FLORIDA**  
**DEPARTMENT OF BUSINESS AND PROFESSIONAL REGULATION**

**FLORIDA BOARD OF AUCTIONEERS**  
THE AUCTION BUSINESS HEREIN IS LICENSED UNDER THE  
PROVISIONS OF CHAPTER 468, FLORIDA STATUTES



**GEORGE GIDEON AUCTIONEERS, INC.**  
2753 N HWY 441  
ZELLWOOD FL 32798

**LICENSE NUMBER: AB1501**

**EXPIRATION DATE: NOVEMBER 30, 2021**  
Always verify licenses online at [MyFloridaLicense.com](http://MyFloridaLicense.com)



Do not alter this document in any form.  
This is your license. It is unlawful for anyone other than the licensee to use this document.

# LICENSE CERTIFICATE

STATE OF FLORIDA  
DEPARTMENT OF HIGHWAY SAFETY AND  
MOTOR VEHICLES  
DIVISION OF MOTORIST SERVICES

GEORGE GIBSON AUCTIONEERS INC  
PO BOX 1179  
ZELLWOOD, FL 32798-1179

## License

FOR AN INDEPENDENT DEALER IN  
MOTOR VEHICLES

LICENSE NUMBER  
VI/1004431/1  
PRIMARY LOT

ISSUING DATE  
04/06/2020

EXPIRATION DATE  
04/30/2022

THIS CERTIFIES, THAT

GEORGE GIBSON AUCTIONEERS INC

AT 2753 N ORANGE BLVD TRL  
ZELLWOOD, FL 32798

IS HEREBY LICENSED UNDER THE PROVISIONS OF SECTION

320.27, FLORIDA STATUTES TO CONDUCT AND CARRY ON BUSINESS AS  
AN INDEPENDENT DEALER IN MOTOR VEHICLES AT THE ABOVE  
DESCRIBED LOCATION

GIVEN UNDER MY HAND AND SEAL THE ABOVE DATE WRITTEN.

*Julie W. Gentry*

BUREAU CHIEF



*Robert R. Kynoch*

DIRECTOR

HSMV 84103 (REV. 2/13)S

STATE OF FLORIDA

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## 2021 Florida Annual Resale Certificate for Sales Tax

DR-13  
R. 10/20

This Certificate Expires on December 31, 2021

Business Name and Location Address

Certificate Number

GEORGE GIDEON AUCTIONEERS INC  
1209 JAGUAR CT  
WINTER SPRINGS, FL 32708-3720

69-8012174767-6

By extending this certificate or the certificate number to a selling dealer to make eligible purchases of taxable property or services exempt from sales tax and discretionary sales surtax, the person or business named above certifies that the taxable property or services purchased or rented will be resold or re-rented for one or more of the following purposes:

- Resale as tangible personal property.
- Re-rental as tangible personal property.
- Resale of services.
- Re-rental as commercial real property.
- Incorporation into tangible personal property being repaired.
- Re-rental as transient rental property.
- Incorporation as a material, ingredient, or component part of tangible personal property that is being produced for sale by manufacturing, compounding, or processing.

Your *Florida Annual Resale Certificate for Sales Tax* (Annual Resale Certificate) allows you or your representatives to buy or rent property or services tax exempt when the property or service is resold or re-rented. You **may not** use your Annual Resale Certificate to make tax-exempt purchases or rentals of property or services that will be used by your business or for personal purposes. Florida law provides for criminal and civil penalties for fraudulent use of an Annual Resale Certificate.

**As a seller**, you must document each tax-exempt sale for resale using one of three methods. You can use a different method each time you make a tax-exempt sale for resale.

1. Obtain a copy (paper or electronic) of your customer's current Annual Resale Certificate.
2. For each sale, obtain a transaction authorization number using your customer's Annual Resale Certificate number.
3. Each calendar year, obtain annual vendor authorization numbers for your regular customers using their Annual Resale Certificate numbers.

**Online:** Visit [floridarevenue.com/taxes/certificates](http://floridarevenue.com/taxes/certificates)

**Phone:** 877-357-3725 and enter your customer's Annual Resale Certificate number

**Mobile App:** Available for iPhone, iPad, and Android devices

Tax Collector Scott Randolph

Local Business Tax Receipt

Orange County, Florida

3017 AUCTIONEER	2020	EXPIRES 9/30/2021	3017-0966200
\$30.00		5000 AUCTION BUSINESS	5 EMPLOYEES
		\$30.00	

TOTAL TAX \$60.00  
 PREVIOUSLY PAID \$60.00  
 TOTAL DUE \$0.00

GIDEON GEORGE S

GEORGE GIDEON AUCTIONEERS INC  
 GIDEON GEORGE S  
 P O BOX 1179  
 ZELLWOOD FL 32798-1179

2753 N ORANGE BLOSSOM TL  
 U - ZELLWOOD, 32798

PAID: \$60.00 0099-00940704 7/13/2020

Tax Collector Scott Randolph

Local Business Tax Receipt

Orange County, Florida

This local Business Tax Receipt is in addition to and not in lieu of any other tax required by law or municipal ordinance. Businesses are subject to regulation of zoning, health and other lawful authorities. This receipt is valid from October 1 through September 30 of receipt year. Delinquent penalty is added October 1.

3017 AUCTIONEER	2020	EXPIRES 9/30/2021	3017-0966200
\$30.00		5000 AUCTION BUSINESS	5 EMPLOYEES
		\$30.00	

TOTAL TAX \$60.00  
 PREVIOUSLY PAID \$60.00  
 TOTAL DUE \$0.00



GIDEON GEORGE S

GEORGE GIDEON AUCTIONEERS INC  
 GIDEON GEORGE S  
 P O BOX 1179  
 ZELLWOOD FL 32798-1179

2753 N ORANGE BLOSSOM TL  
 U - ZELLWOOD, 32798

PAID: \$60.00 0099-00940704 7/13/2020

This receipt is official when validated by the Tax Collector.

Orange County Code requires this local Business Tax Receipt to be displayed conspicuously at the place of business in public view. It is subject to inspection by all duly authorized officers of the County.