



April 10, 2025

Brenda Masewic Adams, Tax Collector
City of Manchester
One City Hall Plaza, West Wing
Manchester, NH 03101

RE: **Tax-Deeded Property Sale**, 49 Ledgewood Road & 49 West Street, Manchester,
NH - Proposed Auction Budget

Dear Brenda,

Thank you for the opportunity to submit a proposal for the sale of the two tax deeded properties located in Manchester, NH. Below is a breakdown of advertising and the fee structure for the proposed City of Manchester sale. We have scheduled this sale for Saturday, May 10, 2025 beginning at 10:00am at the Ledgewood Road property followed by the West Street property at 11:00am. We suggest a \$20,000 deposit for Ledgewood Road and a \$10,000 deposit for West Street on the day of sale with the closings to take place within 45 days from the auction.

<u># of Ads</u>	<u>Publication</u>
2	Manchester Union Leader
2	N.H Sunday News

In addition to the above advertisements, a one-page brochure detailing the auction will be produced and forwarded electronically to over 7,500 individuals on our E-blast list who have expressed interest in similar properties. The one page brochure will also be mailed via first class mail to abutters of the auction property. Our marketing efforts will feature an aggressive digital marketing campaign to include social media platforms such as Facebook, Instagram, & Twitter. The auction will be featured on the rotator of our website homepage for the duration of the auction.

TOTAL APPROXIMATE ADVERTISING: **\$2,500.00**

- A. Third party bids and closes on properties sold at auction:
 - 1. 10% buyer's premium charged to buyers.
 - 2. All expenses and advertising paid by St. Jean Auctioneers.
 - 3. **NO FEES OR EXPENSES CHARGED TO THE CITY**
- B. City of Manchester cancels auction due to owner redeeming property, title issue, etc. once marketing commences or City of Manchester fails to approve sale:
 - 1. Flat fee of \$350.00 per property charged to the City of Manchester
 - 2. Advertising paid by the City of Manchester (not to exceed \$2,500)

- C. Third party bids and fails to close on auction property:
1. City of Manchester retains bidder's deposit(s).
 2. Fee of 50% of retained deposit paid to St. Jean Auctioneers.
 3. City sells property to second high bidder or re-auctions the property

SERVICES PROVIDED FOR AUCTION INCLUDE:

- auction posted on our website: www.jsjauctions.com for three weeks prior to sale
- showing property as requested by potential bidders (if permitted)
- marking boundary lines on property if permitted
- signs displayed on property (if permitted)
- auction brochure mailed to abutters property
- auction brochures provided to town for posting in town hall & other public gathering places
- copies of Agreement & Deposit Receipt, brochures and plot plan properly displayed at auction sale (prepared by City Solicitor's Office)
- outstanding real estate taxes including interest and cost through day of sale made available (if applicable)
- voice recording of sale

If you need further information, please do not hesitate to contact me.

Sincerely,



Jay T. St. Jean
JSJ Auctions, LLC

Approved by: _____

Date: _____

For: **CITY OF MANCHESTER**