

**Announcing Summer Quarterly Kentuckiana Multi-Owner Real
Estate Exchange Auction, Tuesday, August 31, 2010**

July 20, 2010

Dear Sellers, Fellow Realtors, Auctioneers, Real Estate Attorneys, and Trustees :

You are invited to join with us in marketing your properties in a proven accelerated marketing success. Since 1982, The Kentuckiana Real Estate Exchange Auction has been held 3 or 4 times each year in a local hotel. The next multi-owner off-site auction where we will sell residential, commercial, industrial, land, retail and investment properties will be on **Tuesday, August 31, 2010 and Tuesday, November 30, 2010.**

Entered properties will be promoted in a 4 color brochure that will be mailed to 5,000 people from our database of over 50,000 past auction attendees, customers, high income and net-worth individuals classified by zip code and occupational codes in Kentucky and Indiana. The mailing will include selected attorneys, Realtors, physicians, bank officers, residents and business owners surrounding each property. Also, information will be available from our web site and many linked sites via the Internet. And each is highlighted in an e-mail blast to alert our opt-in internet customers.

The projected advertising budget is \$12,000 to \$20,000 and will include extensive pictorial newspaper advertising for the real estate. The entry fee will be based on the valuation of each property entered by the Seller as follows:

3% of the first \$50,000 (minimum \$1,500)

1% in excess of \$50,000 Maximum \$3,500-Residential, \$4,000-all others)

This means that an owner who enters a property with a \$50,000 value will pay \$1,500 for advertising and promotion. A \$100,000 property will cost \$2,000 to enter, and so on. The entry fees create a superfund for the joint promotion of the properties. The proven advertising success produces a good attendance and a successful auction for the Sellers. August is a great real estate sales month and your closing will be in 30 days. The minimum entry fee is \$1,500 per property and the maximum will be \$3,500. Some commercial properties or land parcels with larger sign requirements may pay more.

There will be a 10% Buyers Premium added to the winning bid to determine the final selling price of each property and this will be paid as commission to the Auctioneers and split with Realtors entering their listings. A Realtor bringing a winning bidder can earn up to 2% as a commission.

We look forward to exploring how this auction might spotlight your property and produce a timely and profitable sale for you. Let us emphasize that early entries receive more promotion and absolute auctions draw the most interest.

Sincerely

Harold Helm, II, CAI, CCIM, Auctioneer

Bill Dollinger, CAI, AARE, CPM, Auctioneer

Julie Bex, CAI, Auction Office Manager

P.S.: Sales over the just the last 10 years in these multi-owner off-site auctions have totaled \$12,567,170.00 with 108 properties being sold. You can sell yours too on Tuesday, August 31, 2010. Details and sample listing agreements are on our website www.remax100auctionteam.com .