

EXHIBIT A

Se 15-30604-KRH- Filed 06/02/15 Entered 06/02/15 15:03:53 Desc

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AUCTION ID # AND DATE		PROPERTY ADDRESS		PROPERTY VALUE	TARGET MARKET		
R15016A-Roadrunner Enterprises. Date: late June / Early July, 2015		See Attached List			Buyers and attendees from previous sales, local real estate agents, owners of similar property types, surrounding property owners.		
AUCTION TITLE		FORTIS	AUCTION BUDGET		CLIENT INFORMATION		
TBA		NA	\$15,000		David K. Spiro Hirschler Fleischer dspiro@hflaw.com (804) 771-9500 & Carl Adenauer 804-400-4400 & adenauerc@comcast.net of Roadrunner Enterprises, Inc.)		
Element	Unit Budget	Unit Cost	Qty	Proposed	Proposed Subtotals	Actual	Comments/Status
Marketing Management							
Running Balance		\$0.00			\$0.00		
SIGNS							
3x4 Signs on select property(s)		\$225.00	15	\$3,375.00			SIGNS/LOCATION
Installation of 3x4 Signs		\$0.00	1	\$0.00			3x4 where available with sale and property details
Auction Lead-In Signs		\$6.00	40	\$240.00			Motleys to Install
Subtotal					\$3,615.00		Surrounding the Property
Running Balance							
NEWSPAPER		\$4,020.00					
RTD Classified Ad		\$115.00	3	\$345.00			RUN DATE / SECTION
RTD Business Section Ad		\$380.00	3	\$1,140.00			Publishes Sunday Run:
Progress-Index		\$125.00	3	\$375.00			1/4 Page - Monday Business Section
Village News		\$100.00	3	\$300.00			RUN:
Chesterfield Observer		\$125.00	3	\$375.00			RUN: (Chester Local Paper). Digital & Print
Henrico Citizen		\$95.00	3	\$285.00			RUN:
Sussex Surry Dispatch		\$100.00	3	\$300.00			RUN:
VA Press Services		\$300.00	3	\$900.00			RUN: SIZE: 25 words
Subtotal					\$4,020.00	\$0.00	
ELECTRONIC MEDIA		\$2,945.00					
Stateblast- PropertyLine		\$75.00	3	\$225.00			Goes to all VA Agents
LoopNet/SVN Syndications		\$10.00	25	\$250.00			Pushes to CoStar, Loopnet, SVN platforms, Craigslist
SVN Mid-Atlantic E Blast		\$10.00	3	\$30.00			
Inside Business - The Hampton Roads Business Journal		\$810.00	1	\$810.00			daily business news in print and online to the Hampton Roads and Tidewater area. Run for a full month. Ad Type: Skyscraper
RichmondBizSense		\$130.00	8	\$1,040.00			Mon/Wed/Fri. Runs, \$160 a Run. RUN:
Fredericksburg Business Insider		\$100.00	3	\$300.00			

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Element	Unit Budget	Unit Cost	Qty	Proposed	Proposed Subtotals	Actual	Comments /Status
Motley's Website Listing		\$10.00	25	\$250.00			
Motley's Corporate Email Blast Campaign		\$10.00	4	\$40.00			Weekly
	Subtotal				\$2,945.00	\$0.00	
Running Balance							
OTHER							
	\$4,375.00						
Property Information Package PIP							
		\$5.00	25	\$125.00			
Large Post Card (Mail 750, print 1000)							
		\$750.00	1	\$750.00			
Hotel Ballroom							*If needed
		\$1,000.00	1	\$1,000.00			
Telemarketing							Beginning
		\$25.00	100	\$2,500.00			
	Subtotal				\$4,375.00	\$0.00	
Running Balance							
TOTAL EXPENDITURE					\$14,955.00	\$0.00	