

Auto Appraisal Network
Since 1989



Auto Appraisal Network®



Chris B... 11/04

APPRAISAL REPORT

**1949 Mercury 72
2-Dr Coupe**

PREPARED FOR:

'49 Kustom Client



**A PROFESSIONAL VALUATION SERVICE FOR ALL
TYPES OF COLLECTOR VEHICLES**

Auto Appraisal Network

23986 Aliso Creek Road Ste. 204 Laguna Niguel, CA 92677

(949) 387-7774 or fax (949) 387-7775, info@AutoAppraisalNetwork.com

A professional valuation service for all types of collector vehicles

4/22/2022

'49 Kustom Client

123 Main St

Denton, MD 21673

APPRAISAL REPORT: 1949 Mercury 72 2-Dr Coupe Kustom

To Whom It May Concern:

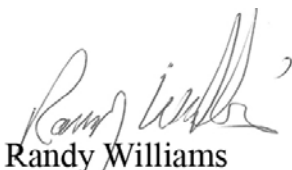
In compliance with your request, we have appraised the above referenced vehicle.

We have enclosed the limited appraisal report that constitutes our analysis and conclusion of the research completed on this vehicle.

The Fair Market Value of this vehicle, as of the date specified herein was; **\$64,500.00**

Thank you very much for your business, and if you should have any further questions, please do not hesitate to call.

Very truly yours,



Randy Williams

Appraiser, Auto Appraisal Network, Maryland

I.A.A.A. Member# 1004120011

PURPOSE AND SCOPE OF REPORT:

PURPOSE

The purpose of this document is to report to the customer the appraiser's opinion of the overall condition of the subject vehicle.

MINIMUM DIMINISHED VALUE

The Minimum Diminished Value of the vehicle is described as the minimum amount of money that an automobile is estimated to have depreciated in value, due to a particular accident, mishap, event or circumstance and is based on wholesale market pricing and the standard sliding scale established by the International Society of Automotive Appraisers or a fair market offer to purchase after the date of loss.

FAIR MARKET VALUE

The Fair Market Value of the vehicle is the highest price on the date of valuation that would be agreed to by a seller, being willing to sell, and a buyer, being willing to buy, and under no particular necessity for so doing, each dealing with the others full knowledge of all the uses and purposes for which the property is reasonable, adaptable and available.

REPLACEMENT VALUE

The replacement value of a vehicle is defined as the actual total cost of exactly duplicating the vehicle if it were subject to a total loss. In the case of a customized or modified vehicle this must also include the cost of obtaining an identical type of 'donor' or 'base' vehicle, the cost of obtaining all of the additional aftermarket and specialty components along with all labor costs incurred to replicate the loss vehicle.

FAIR MARKET VALUE PRIOR TO LOSS

The Fair Market Value of the vehicle Prior To Loss is the highest price on that prior noted date of valuation that would have been agreed to by a seller, being willing to sell, and a buyer, being willing to buy, and under no particular necessity for so doing, each dealing with the others full knowledge of all the uses and purposes for which the property is reasonable, adaptable and available immediately prior to the known loss date of that vehicle.

METHOD OF VALUATION

The value is estimated by current market data comparison, supplemented by cost information. The vehicle is compared when possible, with others for sale and that have sold in the general time period. Adjustments are made for differences in equipment, mileage, cosmetics, conversions, originality, condition as well as sale terms and current economic conditions at time of sale.

ASSUMPTIONS AND LIMITING CONDITIONS

This report has been prepared and issued only to the person named on the cover, and no other persons should rely on this report.

Information including, vehicle identification numbers, serial numbers, engine numbers, engine size, component serial numbers, color codes, paint codes, trim codes, component stampings, door tags, fender tags, cowl tags, date codes, badges, emblems, owner history and mileage information provided by the owners or parties to sell or others, or displayed on the appraised vehicle or components are assumed to be reliable, correct and truthful, as accuracy is not checked or guaranteed for originality or authenticity.

Although Auto Appraisal Network has an extensive library, we do not have direct access to specific manufacturer's records, log books, files, computer data bases or other non published information.

Auto Appraisal Network limits our damages to no more than the cost of this appraisal.

IDENTIFICATION AND DESCRIPTION OF VEHICLE:

This narrative is an attempt to determine Fair Market Value of this vehicle, as of the noted date of:

4/12/2022

REPORT DATE:

4/22/2022

VEHICLE LOCATION:

Trappe, MD

INSPECTION DATE:

4/12/2022

VEHICLE IDENTIFICATION:

VEHICLE MAKE:

Mercury

MODEL YEAR:

1949

MODEL:

72

BODY STYLE:

2-Dr Coupe

VIN:

9CM185083

LICENSE NUMBER:

Z58092

TAG EXPIRATION DATE:

HIST

ODOMETER READING:

08,128

OTHER ID: (if available)

N/A

VEHICLE DESCRIPTION:

EXTERIOR COLOR:

Orange

INTERIOR COLOR:

White

EQUIPMENT:

See "Vehicle Options" Page

VEHICLE OPTIONS

Frenched headlights,
Custom chrome grille,
Polished aluminum radiator,
383 cid Stroker V8 engine,
Ball milled billet air cleaner and valve covers,
Power steering,
Power front disc brakes,
Smoothed firewall w/mirrors,
Fiberglass hood and fenders,
Ceramic wrapped exhaust headers,
3-speed automatic transmission,
V-butt windshield,
Custom shifter,
Vintage Air heat and air conditioning,
Alpine multimedia audio w/Bluetooth connectivity,
Dual chrome search lights,
Tilt steering column,
Auto Meter white face gauges,
Custom dash,
Billet pedals,
Two tone leather upholstered interior,
Power bucket seats,
Smoothed doors w/ poppers,
Dual side exit lake pipes,
Chopped top,

Adjustable air ride suspension,
Billet Specialties polished alloy wheels,
Wide white wall tires,
Fender skirts,
Frenched antennas,
Upholstered and carpeted trunk,
Frenched tail lights,
Show quality Orange Pearl exterior paint.

CONDITION REPORT

EXTERIOR:

	POOR	FAIR	AVERAGE	GOOD	VERY GOOD	EXCELLENT
BODY:						X
PAINT:					X	
TRIM:						X
EMBLEMS:						X
F. BUMPER:						X
R. BUMPER:						X
UNDERSIDE:				X		
FRAME:					X	
WHEELS:						X
TIRES:					X	
SOFT TOP:						N/A
HARD TOP:						N/A
GLASS:					X	
W. STRIPPING					X	

INTERIOR:

	POOR	FAIR	AVERAGE	GOOD	VERY GOOD	EXCELLENT
ENG COMP:						X
DASH:						X
INST. PNL:						X
STRG. COL:						X
F. SEATS:						X
R. SEATS:						X
DOOR PNLS:						X
INT. TRIM:						X
CONSOLE:						X
CARPETS:						X
REAR SHELF:						X
TRUNK:						X

ADDITIONAL COMMENTS

MECHANICAL:

It is at the appraiser and vehicle owner's discretion to test drive the subject vehicle. Test driving the vehicle does not constitute a guarantee of the current or future operational status or functionality of any mechanical, hydraulic, electrical or computer systems featured on the subject vehicle. Auto Appraisal Networks recommends that our customers contact an ASE Certified mechanic to perform such tests as needed. The types of problems encountered in older, classic and customized vehicles can be easily masked or hidden.

NOTES:

On the date appraised, this 1949 Mercury 72 represents an excellent example of a traditional Kustom 2-Dr Coupe conversion.

While retaining the basic external looks and characteristics of this 73-year old classic, this '49 Mercury looks just as if it were custom fabricated way back in the late fifties or early sixties, with the addition of several pieces of modern technology.

Features such as a high performance 383 CID Stroker V-8 motor, 3-speed automatic transmission, power disc brakes, power steering, adjustable air ride suspension, a custom upholstered interior and a modern state of the art multimedia audio system make this a truly custom vehicle.

As noted on the extensive Vehicle Option pages, and as depicted on the many enclosed digital photographs, this '49 Mercury was purposely fabricated using many of the finest custom components available, while at the same time being custom built with the quality modern components.

The caliber of all work performed on this vehicle is of the highest quality, the entire vehicle both highly detailed as well as being extremely well finished.

The fair market value of this 1949 Mercury 72 is based on the average selling price of similar Kustom Mercury's in the market place. Allowances have been for the noted options and customizations. The fair market value does not include tax, title or registration fees.





















LS1-Powered 1950 Mercury Eight Coupe Custom

Sold for \$66,499 on 2/10/22

[View Result](#)



BaT Essentials

Seller: [Steveo](#)

Location: [Strafford, Missouri 65757](#)

Listing Details

- Chassis: [50SL79860M](#)
- 700 Miles Indicated, TMU
- 5.7L LS1 V8
- 4-Speed 4L60E Automatic Transmission
- Refinished in Red
- Chopped, Frenched, Nosed, Decker & Shaved
- 1980s GM Chassis
- Custom Brown & Black Leather Upholstery

- Full-Length Console w/Kenwood Stereo
- Vintage Air Climate Control
- RideTech Air Suspension
- Dakota Digital Gauges
- Project Receipts

Private Party or Dealer: Private Party

Lot #65466

BaT History (1 entry)

[Email me if this is listed again](#)



THIS LISTING

Sold by **Steveo** to **ANDi303** for \$66,499
February 10, 2022



This 1950 Mercury Eight coupe was acquired by the seller as a project from Oklahoma in 2006 and completed with his father over the next 15 years. The body has been chopped, frenched, nosed, decked, shaved, and mounted to a 1980s GM chassis, and the interior has been retrimmed with brown and black upholstery as well as a custom center console. Power comes from a fuel-injected 5.7L LS1 V8 paired with a four-speed automatic transmission. Additional features include air suspension, steel wheels with wide whites, Vintage Air climate control, Dakota Digital gauges, and a Kenwood stereo. This modified Mercury is offered with project records and a clean Missouri title in the seller's name.

LOT S21 // KISSIMMEE 2021 // JAN 7-16



1950 MERCURY CUSTOM COUPE

383 CI, Automatic **FEATURE**

\$66,000



Engine	Trans	Color	Interior
383 CI	Automatic	Black Cherry	Ivory

HIGHLIGHTS

- 327/350 HP engine bored to 383 CI
- Billet brackets and pulleys
- TH350 automatic transmission with custom floor shifter
- Auto Meter analog gauge package
- 12 bolt GM rear end with 3.90.1 gear set
- Power brakes
- Power steering
- Custom instrument panel with in dash air conditioning
- Satellite radio capability
- Power windows, seats and door locks
- Front disc brakes
- Adjustable suspension with dropped original spindles
- Tilt steering column with custom steering wheel
- Frenched-In halogen custom headlights
- 15 in. chrome wheels with chrome center caps
- Wide Whitewall tires
- Finished in Black Cherry
- White leather bucket seat interior with wrap-around rear seating
- Rotisserie restoration
- 700 miles since restored
- VIN ANNOUNCEMENT

Information found on the website is presented as advance information for the auction lot. Photos, materials for videos, descriptions and other information are provided by the consignor/seller and is deemed reliable, but Mecum Auction does not verify, warrant or guarantee this information. The lot and information presented at auction on the auction block supersedes any previous descriptions or information. Mecum is not responsible for information that may be changed or updated prior to the auction. The decision to purchase should be based solely on the buyers personal inspection of the lot at the auction site prior to the auction.

Barrett-Jackson®

THE WORLD'S GREATEST COLLECTOR CAR AUCTIONS®

Lot #832.1 DICK MEGUGORAC'S 1949 MERCURY CUSTOM COUPE



Auction	Scottsdale 2022
Location	Tent 2 b-23
Reserve	NO RESERVE
Status	Sold
Price	\$60,500.00
Lot	832.1
Year	1949

Make	MERCURY
Model	CUSTOM
Style	COUPE
*Includes Buyer Commission	

☰ Details

VIN	AZ384366
Exterior Color	RED
Interior Color	GREY
Cylinders	8
Engine Size	302CU/4.9L
Transmission	3-SPEED AUTOMATIC

🚩 Description

Lot #832.1 - This 1949 Mercury was built for personal use in 2002 by American land speed racer and legendary builder Dick Megugorac. It features upholstery by Lois Megugorac, Dick's wife, in Pearl Gray Aliante material, covering its 1990 Lincoln seats and center console. Power comes from a Ford Racing 302ci V8 engine with fuel injection hooked to a B&M AOD transmission with a Hughes stall torque converter. It has a Ford 9-inch rear end and has Wilwood front calipers and rotors. A Vintage Air front runner serpentine system was installed, as well as a new alternator and air conditioning compressor, in 2018. Suspension components include Fatman Fabrications dropped spindles with modified springs from Valley Spring with a sway bar, shortened steering arms, an '85 Ford pickup steering box fitted with Fatman adaptor, and Posies super slide rear springs with Monroe air shocks. The car is modified with 2.75-inch chop, radiuses corners of doors, hood and trunk. It has reshaped gutters in the rear, lowered taillights and hand-built flat window molding chromed to factory finish. The fender skirts come from Dick Dean, with special modifications for this Mercury. The rear bumper guides were reduced in size and the center bar was removed from the front grille. It has shaved door handles and a pop-open remote for the doors. It has hidden pull latch for the trunk. It has an out-of-sight stereo system linked by Bluetooth to a phone, as well as power windows. Hot Rods by Dean updated the car in 2008 with a black 1951 Mercury dash, and the interior garnish molding was painted black. The headlights and taillights were frenched at this time. In 2018 the car received a new exhaust and new 205/75/15-inch tires. It has been featured in magazines and was used in Ford Racing advertisement promotions. Tech-Age performed the last service to the engine and air conditioner in April 2021. ****SOLD ON BONDED TITLE** **TITLE IN TRANSIT****

📄 Financing

Enter an Estimated Bid: See your low payment:

 Calculate

STATEMENT OF APPRAISAL AND OTHER LIMITING CONDITIONS

The undersigned hereby declares that:

- A physical inspection of the stated vehicle was actually performed.
- There is no undisclosed personal interest, presently or contemplated in the future, in the vehicle or the proceeds to be derived there from.
- Neither the employment nor the compensation for this report is contingent upon the value estimated herein.
- To the best of my knowledge, as noted under 'Appraisal Provisions and Stipulations' the statements in this report are correct and the opinions stated are based on a full and fair consideration of all the available facts.
- The findings reported herein will not be revealed to anyone other than the named recipient without permission or until required to do so by due process of law.
- A copy of this report will be kept in our files for a period of five years, together with the original notes from which it was prepared.
- The fee for this report is not contingent upon value or condition of the vehicle.
- No investigation of legal title to the vehicle has been made and owners or tenant's claim to the property has been assumed to be valid. No consideration has been given to liens or encumbrances that may be against the property except as specifically stated in the report.
- In the event that our expertise is needed in any action, such as but not limited to court action, contact with a public agency, or involvement in any arbitration process (appraisal clause hearing), it will first require the consent of the appraiser. Should our appraiser/inspector be required to appear in connection with this report document, an additional minimum fee of \$650 (Six hundred fifty dollars) will be charged and is due prior to service.
- Any required umpire fee is also due prior to any arbitration hearing. Due to the complex nature of this service and the number of parties involved, our appraiser does not accept responsibility for any delays incurred. For any travel greater than 25 miles from the appraisal location, separate and additional fees will be charged for and rental car, airfare, lodging and additional travel expenses.
- Additionally consultants, negotiations or other time related activities incurred in lieu of an appearance will be billed by our office at the \$250.00 (Two hundred fifty dollars) per hour fee. Court time will be billed at this rate with a 4 hour minimum.
- Auto Appraisal Network or it's associates will not under any circumstances be liable for any damages whatsoever, including any special, indirect, incidental, consequential or exemplary damages resulting from the use or misuse of this report, due to any cause, even if Auto Appraisal Network has been advised of the possibility of such damages. In any event, Auto Appraisal Network's total liability to you for all damages (Whether based on contract, tort or other theories) will be limited to the amount you actually paid.

APPRAISAL PROVISIONS AND STIPULATIONS

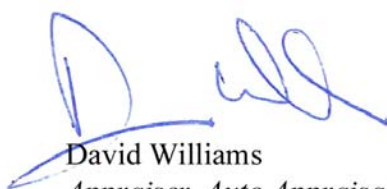
- Unless noted or acknowledged elsewhere, this report describes the condition of the vehicle as it was as of the date specified or immediately prior to the noted loss date.
- This report only represents the areas of the vehicle that could be physically viewed at the time that the inspection actually took place including the components and equipment described herein.
- No disassembly or removal of any areas, bodywork, upholstery, trim, mechanical, electrical or hydraulic components or computers and/or any other systems of the vehicle was performed.
- All specialized considerations that are deemed correct and relevant in the reporting for the noted appraised vehicle were taken.
- This information reflects the reported and obtained information, pursuant to professional Appraisal industry standards and guidelines set forth by the International Automotive Appraiser Association.
- This report was prepared exclusively for the client of Auto Appraisal Network and should only be used and/or referred to when completed in it's entirety, and spiral bound by the appraiser.
- The physical conditions as well as the options listed in this report are as of the date specified herein. This report is accurate as of the specified date and does not reflect the condition or alterations to the equipment that may occur after the specified date or damage that may occur as a result of shipping and or abuse.
- The client/customer understands and acknowledges that without the total stripping of paint, under seal or undercoating as well as the physical cutting of sheet metal and frame materials it is impossible to completely know the total extent of any rust or body filler issues.
- This is not an authentication of this vehicle, authentication can only be provided by the manufacturer or their designated expert.
- Acceptance of, and/or use of, this appraisal report constitutes acceptance of the limiting conditions, provisions and stipulations stated in this report.

After having considered all the relevant factors, Auto Appraisal Network concludes that the Fair Market Value of the subject vehicle, as of the date specified was;

SIXTY FOUR THOUSAND FIVE HUNDRED DOLLARS

\$64,500.00

Respectfully submitted,



David Williams

Appraiser, Auto Appraisal Network, Inc.

I.A.A.A. Member# 1001190007

SUMMATION OF VALUE

Past market performance is not an indication of future performance, markets can, and do, change all the time. Our opinion of the Fair Market, Replacement, Prior to Loss or Loss of Use Value is based on a combination of any of the following:

- The overall cosmetic and mechanical condition of the vehicle.
- The demand and available supply of comparable vehicles when available.
- The adjusted value of somewhat similar vehicles advertised or recently sold.
- Dollar amounts indicated by the published value guides.
- Dollar amounts indicated by on-line value guides.
- The expertise of the appraiser.
- The expertise of other appraiser within our national network that might have been consulted for this assignment.
- The expertise of other appraisers that are fellow members of various credible automobile appraisal associations.
- The expertise of a recognized expert of the particular type of vehicle appraised that might have been consulted for this assignment
- Auto Appraisal Networks extensive database of previous completed reports of similar vehicles.
- Opinions of others who have handled similar models in the past, and market similar vehicles currently.
- Physical auction results listing actual vehicles sold or the highest dollar amount bid against sellers reserve.
- On-line auction results, such as Ebay, listing actual vehicles sold or the highest dollar amount bid against sellers reserve.
- Extensive on-line research of that particular type of vehicle.
- The consideration of receipts provided, as well as other expenses incurred for the subject vehicle.

ADDITIONAL NOTES REGARDING THE SUMMATION OF VALUE

Mechanically, the appraised vehicle, as noted under 'Additional Notes', is assumed to perform with no operational malfunctions and or driving problems unless such problems were disclosed by the owner/seller. No dollar amount was debited from the Fair Market or Replacement Value in order to compensate for the repair of such mechanical defects.

Additionally contained in this report may be comparable vehicles available and for sale in the market place. Asking prices and actual sales prices will fluctuate depending upon the overall cosmetic appearance and condition, originality, the mechanical history and performance, recorded mileage, configuration of power-train, custom conversions, options and accessories. This report, when possible will adjust to compensate for those differences.

The subject vehicle, at the time of this report, represented a Excellent example of a;
1949 Mercury 72 2-Dr Coupe Kustom

With consideration for all the information and dollar amounts determined as relevant to this report, Auto Appraisal Network has determined a Fair Market of this vehicle, as of the date specified herein was;

SIXTY FOUR THOUSAND FIVE HUNDRED DOLLARS

\$64,500.00

The fair market value is the opinion of Auto Appraisal Network and is arrived after careful study of information observed or supplied to us that we assume to be both accurate and reliable. As described under both the prior written 'Assumptions and Other Limiting Conditions' and the 'Appraisal Provisions and Stipulations', we assume no responsibility for inaccuracies or errors.

Auto Appraisal Network

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A professional valuation service for all types of collector vehicles

ABOUT AUTO APPRAISAL NETWORK:

Founded in 1989, and franchised nationally in 2007 as **Auto Appraisal Network** we have been associated with various facets of the automotive community and built a wealth of specialty vehicle information. Experience from our activities in this market and our network of appraisers, who each have brought to our network their diverse experience from hobbies, careers, pursuits and affiliations with automobile associations, help us continually improve and expand our services and collective knowledge.

Auto Appraisal Network provides our specialty appraisal services across the nation with a network of appraisers all using our specialized technique and expertise to appraise your car, truck, street rod, motorcycle, watercraft or classic car. Auto Appraisal Network has developed a comprehensive proprietary appraisal process and a well documented appraisal report that is highly regarded and is often the **only** one accepted by major credit unions, classic car finance companies, specialty auto insurance companies, car collectors, specialty manufacturers, classic car showrooms, and enthusiasts.

Our appraisers appear as expert witness in court cases and participate in arbitrations on a regular basis. **Auto Appraisal Network** works in conjunction with many prominent law firms, government and law enforcement agencies on large cases involving the value of automobiles. Our appraisers frequently advise our clients, car clubs, insurance companies, financial institutions and automotive groups about the need for vehicle appraisals for the proper insurance coverage and to fully document their custom and collectable vehicles.

Many **Auto Appraisal Network** appraisers are active members of the **I.A.A.A.** (International Automotive Appraisers Association), various local car clubs and each of our appraisers brings with them their own specialty automotive experience in which we actively utilize for building our information systems.

Auto Appraisal Network Appraisers are certified in compliance with the industry accepted and recognized (USAAP) Uniform Standards for Automotive Appraisal Procedures. Appraisers are trained to use the most sophisticated automotive appraisal software in the business and follow strict guidelines and procedures. Our network of appraisers benefit from our excellent reputation, long history, uncontested credibility and established industry partnerships to provide you with the most professional appraisal services available.

Auto Appraisal Network prides ourselves with presenting our clients with what many consider to be the most professional appraisal documents and literature available in the industry. **Auto Appraisal Network** regularly participates as a vendor, promoting our appraisal services at some of the largest and most prestigious automotive events such as the **Barrett-Jackson Auctions**, **SEMA** and many local automotive events. **Auto Appraisal Network** also participates in many **Good Guy's** and **N.S.R.A.** events across the country and regularly advertises in their national monthly publications.

Auto Appraisal Network serves the needs of today's modern national insurance companies and financial institutions. We have the ability to provide our customers with a consistent, detailed and accurate appraisal document anywhere in the country which can be delivered within hours of inspecting the vehicle!

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