

*Auto Appraisal Network*  
Since 1989



*Auto Appraisal Network*®

*Chris B...* 11/04

# **APPRAISAL REPORT**

**1951 Mercury M74  
4-Dr Sport Sedan**

**PREPARED FOR:**

**51 Mercury Client**



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

# *Auto Appraisal Network*

19 Spectrum Pointe Dr. Ste. 605 Lake Forest, CA 92630

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8/28/2013

51 Mercury Client  
123 Main St  
Monrovia, CA 91016

## **APPRAISAL REPORT: 1951 Mercury M74 4-Dr Sport Sedan Custom Vehicle**

### **To Whom It May Concern:**

In compliance with the recent 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; **\$65,000.00**

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

Very truly yours,



Jim Schneider  
*Appraiser, Auto Appraisal Network,  
Ventura-Los Angeles*

## **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**

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.

Unless the client particularly asks for this in writing, and agrees to absorb any additional cost in obtaining, no such effort will be made in contacting manufacturers, automotive groups, clubs, historians, etc. in order to acquire such information.

**IDENTIFICATION AND DESCRIPTION OF VEHICLE:**

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

**7/1/2013**

**REPORT DATE:**

**8/28/2013**

**VEHICLE LOCATION:**

**Monrovia, CA**

**INSPECTION DATE:**

**7/1/2013**

**VEHICLE IDENTIFICATION:**

**VEHICLE MAKE:**

**Mercury**

**MODEL YEAR:**

**1951**

**MODEL:**

**M74**

**BODY STYLE:**

**4-Dr Sport Sedan**

**VIN:**

**51ME40670M**

**LICENSE NUMBER:**

**G82HELL**

**TAG EXPIRATION DATE:**

**NOV 2013**

**ODOMETER READING:**

**00,000**

**OTHER ID: (if available)**

**Paint Code: 07, Trim Code: 62, Style: ME-M74, Body: 2B-48B,**

**VEHICLE DESCRIPTION:**

**EXTERIOR COLOR:**

**Black**

**INTERIOR COLOR:**

**Grey**

**EQUIPMENT:**

**See "Vehicle Options" Page**

## **VEHICLE OPTIONS**

**Chrome front bumper,**  
**Painted front bumper brackets,**  
**Chrome and painted grille,**  
**Tri-Bar headlights w/interior skulls,**  
**Custom turn signals,**  
**Custom frenched side hood air scoops,**  
**Custom hood chopped and smoothed,**  
**Custom 4-core painted radiator,**  
**Custom painted radiator support,**  
**Transmission cooler integrated in radiator,**  
**Clutch cooling fan,**  
**Custom fabricated fan shroud,**  
**Rubber water pipes,**  
**355 cu. in. balanced and blueprinted Chevy V8 motor,**  
**Blueprinted 2.02 heads,**  
**Chrome water pump,**  
**Edelbrock 4-barrell carburetor,**  
**Edelbrock intake manifold,**  
**Braided stainless steel fuel lines,**  
**Custom polished billet valve covers, with ball milled "flame" engravings,**  
**Custom polished billet breathers, with custom "flame" engravings,**  
**Super Performance 8.5mm plug wires,**  
**K&N air cleaner with custom "skull" nut,**  
**Chrome High output alternator,**  
**GM power steering box,**

**Chrome brackets,**  
**HEI distributor,**  
**HEI ignition system,**  
**Painted inner fenders,**  
**Custom Chrome Air horns, 3 different sounds including a loud train horn,**  
**Classic exhaust manifolds,**  
**Hi-torque starter,**  
**Custom oversized oil pan,**  
**Custom drop spindles,**  
**Front sway bar,**  
**Custom adjustable front air bag suspension,**  
**Custom braided stainless steel fuel lines,**  
**Custom AN line fittings,**  
**70's GM Nova front suspension,**  
**Factory rear frame section,**  
**Factory GM calipers,**  
**Factory GM rotors,**  
**Factory rotor covers,**  
**Painted firewall,**  
**350 Turbo transmission,**  
**Custom aluminum tranny pan,**  
**Chrome hood springs,**  
**Filled cowl,**  
**Dual custom chrome spot lights,**  
**Classic dual reservoir brake booster,**  
**Frenched power antenna,**

**Smoothed & filled firewall and front cover,**  
**V-buttet 2 piece windshield with chrome center divider,**  
**Chrome wipers,**  
**Custom tinted glass windshield and windows,**  
**Custom chrome side mirrors,**  
**Smoothed & filled body,**  
**Custom shaved doors,**  
**Custom rear suicide doors,**  
**Custom roof chop,**  
**Custom roof molding,**  
**Original dash, with chrome glove box door,**  
**Original dash trim,**  
**Original instrument cluster,**  
**Sunpro tachometer,**  
**Custom air bag control panel located in center console,**  
**Custom remote hydraulic suspension control box,**  
**Chrome Ididit tilt steering column,**  
**Billet steering column drop bracket,**  
**Chrome banjo steering wheel w/custom pistol barrel Brodie knob and skull center cap,**  
**Solenoid operated doors,**  
**Custom windows chopped and tinted,**  
**Custom AM/FM/CD head unit, with iPod jack,**  
**Pioneer 6" kick panel speaker system,**  
**Custom amplifier and power assist unit,**  
**Custom tweed and vinyl upholstered front seats,**  
**Custom tweed and vinyl upholstered matching rear seat,**

**Custom black fabric headliner,**  
**Custom fabricated chrome and black center console,**  
**Custom matching tweed door panels,**  
**Factory door pulls,**  
**Custom matching tweed side & kick panels,**  
**Custom rear panel,**  
**Custom rear shelf,**  
**Custom wool carpets,**  
**Custom dark grey wool floor mats,**  
**Extensive sound insulation,**  
**Courtesy light in both doors,**  
**Custom anodized pedals,**  
**Column shifter,**  
**Custom parking brake,**  
**Custom rear window chopped, tilted and tinted,**  
**Custom widened and painted steel wheels,**  
**Custom chrome wheel hubcaps with spinner bullet centers,**  
**Wide whitewall tires,**  
**Custom on-board air suspension tank,**  
**Custom on-board air suspension compressor,**  
**Custom exhaust system,**  
**Custom driveshaft,**  
**Custom side Lakes pipes w/ flame thrower exhaust,**  
**Custom adjustable rear air bags,**  
**Factory leaf springs,**  
**Factory GM 10-bolt rear-end,**

**Custom painted and mounted full fender skirts**

**In-trunk gas filler,**

**Yellow and Black California personalized license plates,**

**Custom polished billet license plate frame,**

**Frenched rear lights in fenders,**

**Electric operated trunk,**

**Custom wool carpeted trunk,**

**Custom fabricated stereo speaker enclosure, with (2) 12" bass speakers,**

**Trunk mounted CD changer,**

**Trunk mounted amplifier,**

**2 high output trunk mounted batteries w/cut-off switches,**

**Custom trunk mounted trickle chargers both batteries,**

**Chrome trunk hinges,**

**Custom fabricated stainless steel exterior frames, all windows,**

**Trunk mounted chrome fire extinguisher,**

**New Chrome rear bumper,**

**Show quality Black two-stage exterior paint.**

## CONDITION REPORT

### EXTERIOR:

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

### INTERIOR:

	POOR	FAIR	AVERAGE	GOOD	VERY GOOD	EXCELLENT
<b>ENG COMP:</b>					X	
<b>DASH:</b>					X	
<b>INST. PNL:</b>				X		
<b>STRG. COL:</b>						X
<b>F. SEATS:</b>					X	
<b>R. SEATS:</b>						X
<b>DOOR PNLS:</b>					X	
<b>INT. TRIM:</b>					X	
<b>CONSOLE:</b>					X	
<b>CARPETS:</b>					X	
<b>REAR SHELF:</b>					X	
<b>TRUNK:</b>					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 1951 Mercury Sport Sedan represents a very good example of a traditional Chopped Top Lead Sled conversion.

While retaining the basic external looks and characteristics of this 62 year old custom automobile, this rare '51 Merc has been custom fabricated with the addition of several pieces of modern technology.

This car is an old school custom built in 2007 and then upgraded with changes to the body, the interior and all the mechanicals, including adding full air bag suspension system and very extensive electronic controls that control all functions, each air bag individually.

The Chevy 355 V8 engine includes a full balanced rotating assembly and performance cam and head work, Edelbrock manifold and carburetor . A Skull theme is carried out right down to having them put inside the headlights, and wiring the stop lights into the skull emblems located at the lower corner of the custom license plate holder. The double black paint, chopped roof with deeply frenched headlights, tail lights, laid back front and rear glass and lowered roof with recessed skull topped antenna and hood scoops just add to the overall theme and look. This car looks good, runs good and sounds good.

As noted on the extensive Vehicle Option pages, and as depicted on the many enclosed digital photographs, this '51 Merc was purposely fabricated using the many of the finest modern 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 1951 Chopped "Top Lead Sled" Mercury is based on the average asking price of similar vehicles available in the market place. Allowance have been made for the noted customizations and overall condition. The fair market value does not include tax, title or registration fees.















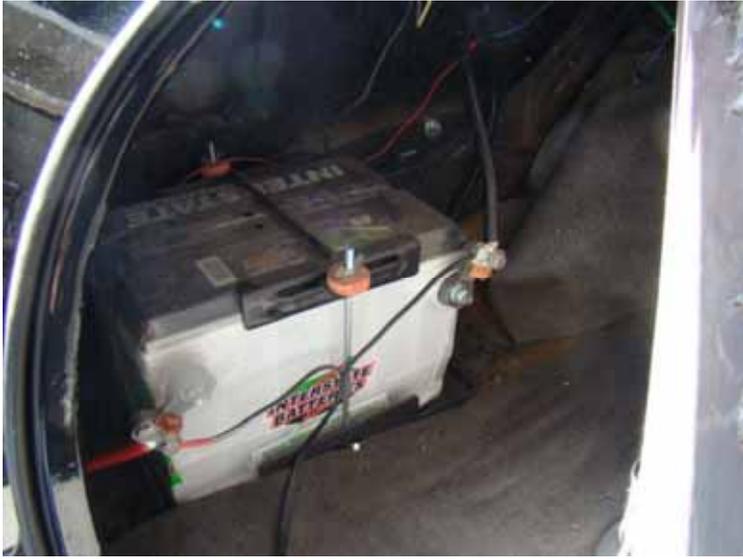




















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### 1951 Mercury 4Dr

Mercury 4Dr.

Rare 4-door, 20 year project (it's got the "look"):

- \* Chopped top
- \* Suicide doors
- \* Nova sub-frame
- \* Air ride
- \* Remote door
- \* 2005 Cadillac leather interior
- \* Power front and rear seats
- \* 467 Big Block automatic
- \* Low Car floor shift
- \* Stereo
- \* Ghost flames
- \* Louvered hood
- \* Air conditioning
- \* Desoto grill
- \* Dual exhaust
- \* '59 Chevy dash

\$75,000 invested.

Price-BEST OFFER

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Harsens Island, Michigan US

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### 1951 Mercury Custom

Mercury Custom . Amazing Ground up Restoration "Show Car" .....built by top Mercury builder Cecil Proffitt @ a cost of \$150,000 .....Pearl White paint w/ Gold graphics .....350 Chevy engine .....air conditioning / heat .....keyless entry .....60/40 electric seats .....1956 Packard taillights .....continental kit .....detailed interior (truck / engine) .....engine is a 350 corvette w/dress-up items .....performance manifold & 600 CFM Edelbrock carb .....chromed 14" Moroso air cleaner, alternator & assorted items .....dual exhaust .....drivetrain lowered chassis via chopped coils & real lowering blocks .....Nova rear-end .....350 Turbo tranny .....Gray velour interior w/pleated door panels .....1949 Merc dash w/custom gauges .....floor shifter .....Sony stereo, great sounding .....body was chopped, doors cornered & rounded .....headlights are French'ed .....hood is shaved .....hood corners are rounded .....skirts are flush-fit .....lake pipes molded to rockers .....seat belts

If interested please contact Glenn.

Price - \$ 59,900

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### 1951 Mercury Custom

Mercury Custom. One of a kind 2 door custom chop-top sedan. 350 Chevy Motor, New Radio Tires, All redone chrome, Air Shocks in rear wheels that work from dash, Custom Grill, Leather Interior, P/S, P/B, Power Back window, A/C & Heat, 4-way powered seats, Tilt wheel, Radio, Custom Console, Eldorado Tail lights... the list goes on. \$55,000 OBO Please call for more details or any additional questions. Ask for Bob.

Price - \$ 55,000 OBO, Sold as is

#### Tell-A-Friend

[Click here](#) to email a friend about this vehicle.



**Call (203) 623-6687**

**Milford, Connecticut US**

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## **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, torte or other theories) will be limited to the amount you actually paid.

## APPRAISAL PROVISIONS AND STIPULATIONS

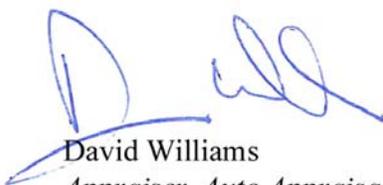
- Unless noted or acknowledged elsewhere, this report describes the condition of the vehicle as it was as of the date specified or immediately prior to the noted loss date.
- This report only represents the areas of the vehicle that could be physically viewed at the time that the inspection actually 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 FIVE THOUSAND DOLLARS**

**\$65,000.00**

Respectfully submitted,



David Williams

*Appraiser, Auto Appraisal Network, Inc.*

I.A.A.A. Member# 1001190007

## SUMMATION OF VALUE

Our opinion of the Fair Market or Replacement 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 Very Good example of a;  
**1951 Mercury M74 4-Dr Sport Sedan Custom Vehicle**

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 FIVE THOUSAND DOLLARS**

**\$65,000.00**

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*

19 Spectrum Pointe Dr. Ste. 605 Lake Forest, CA 92630 [www.AutoAppraisalNetwork.com](http://www.AutoAppraisalNetwork.com)

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## **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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