

Driving the Real Estate Auction Revolution

FORTNA
AUCTIONEERS
& MARKETING GROUP

If you have a property to sell...

The Auction method may be your best option, especially with Fortna Auctioneers & Marketing Group as your sales partner choice!

Does your property fit one of our special Fortna niches?

■ **RESIDENTIAL**

Including homes, single or multi-family, townhouses, condos, waterfront.

■ **COMMERCIAL/INDUSTRIAL**

Commercial and industrial buildings, office buildings, shopping centers, restaurants, hotels, motels, historic inns, and bed & breakfast properties.

■ **LAND AND LAND DEVELOPMENT**

Development and sub-dividable land, acreage, agricultural land, timberland.

■ **GOVERNMENT PROPERTY**

■ **FARMS**

Ranches, Equestrian Estates.

■ **INVESTMENT PROPERTY**

Apartment complexes, multi-family Properties.

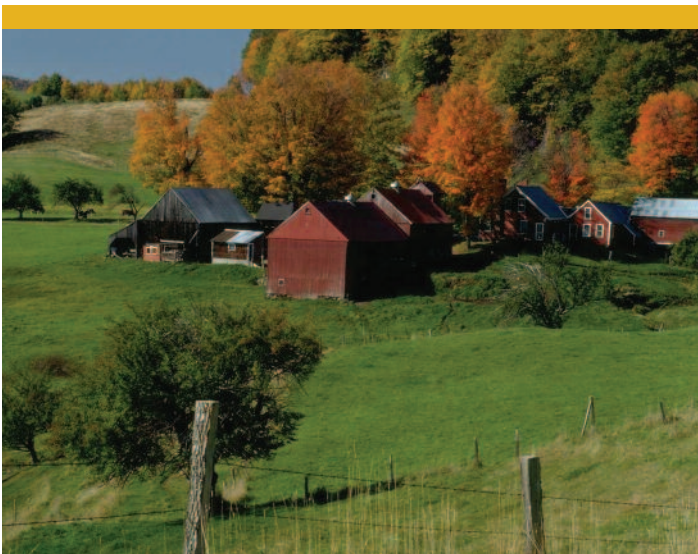
■ **REO's**

■ **BUSINESS LIQUIDATIONS**

■ **SPECIAL PURPOSE PROPERTIES**

Storage centers and facilities, lumber yards, cell towers and leases, mobile home communities, health care.

Let us show you how any of these situations and more are truly most effective with the auction method of sales.



How Fortna Operates To Serve You Most Effectively

The Mission of Fortna Auctioneers & Marketing Group is to provide full support of our clients in their pursuit of capturing the highest market value in the auctioning of your real estate or other assets.

We do this through a combination of aggressive marketing strategy and tactics, state of the art technology, and the experience developed ability to match your needs with the right buyers for commercial, residential or industrial auctions. Our buyers range from local to international. Fortna contacts literally span the globe.

We recognize that every seller is different. Our 35 + years of award winning experience are applied to every client's advantage. This expertise allows Fortna Auctioneers & Marketing Group to address any required situation and work it to your advantage.

Our knowhow also makes the auction process seamlessly easy. We offer complete tactical flexibility for live and/or on-line auctions or both tactics used simultaneously. If needed, we open the bidding for you on a global level.

At the core of the relationship is our pledge of complete customer satisfaction!



“ Our system includes *Global Internet Reach*, which delivers qualified buyers literally from all over the world.

—Michael Fortna

Our unique ability to blend strategic marketing tactics with technology is a key to the continuing success of Fortna Auctioneers & Marketing Group

- Fortna Auctioneers & Marketing Group has a team of real estate professionals focused on marketing your properties, developing relationships to get properties sold. Our company is an industry leader because we maintain a manageable amount of inventory and portfolios. You as a seller expect personalized service, and we deliver it always.
- Fortna Auctioneers & Marketing Group maintains a competitive edge by providing high levels of international and local exposure, including a dynamic marketing strategy, innovative buying options including pre-bidding and on-line live bidding. Clients consistently appreciate our unique set of qualifications that give us the competitive edge. We are confident you will too.
- Our offices are located along the East Coast with special concentration throughout the Eastern part of the United States.

“The main reason for the growth, success and expansion of our company is the hunger to continue to learn and achieve excellence in the real estate auction profession! At Fortna Auctioneers & Marketing Group we pride ourselves in our knowledge of the marketplace, technology advances, and applying specific target marketing strategies that we have developed over time to each asset that we are responsible for selling. Whether it involves the sale of an individual property or a portfolio, our clients trust the difference that Fortna Auctioneers & Marketing Group represents.”

—Michael R. Fortna, President



Auction types vary. Results don't. They are always positive.

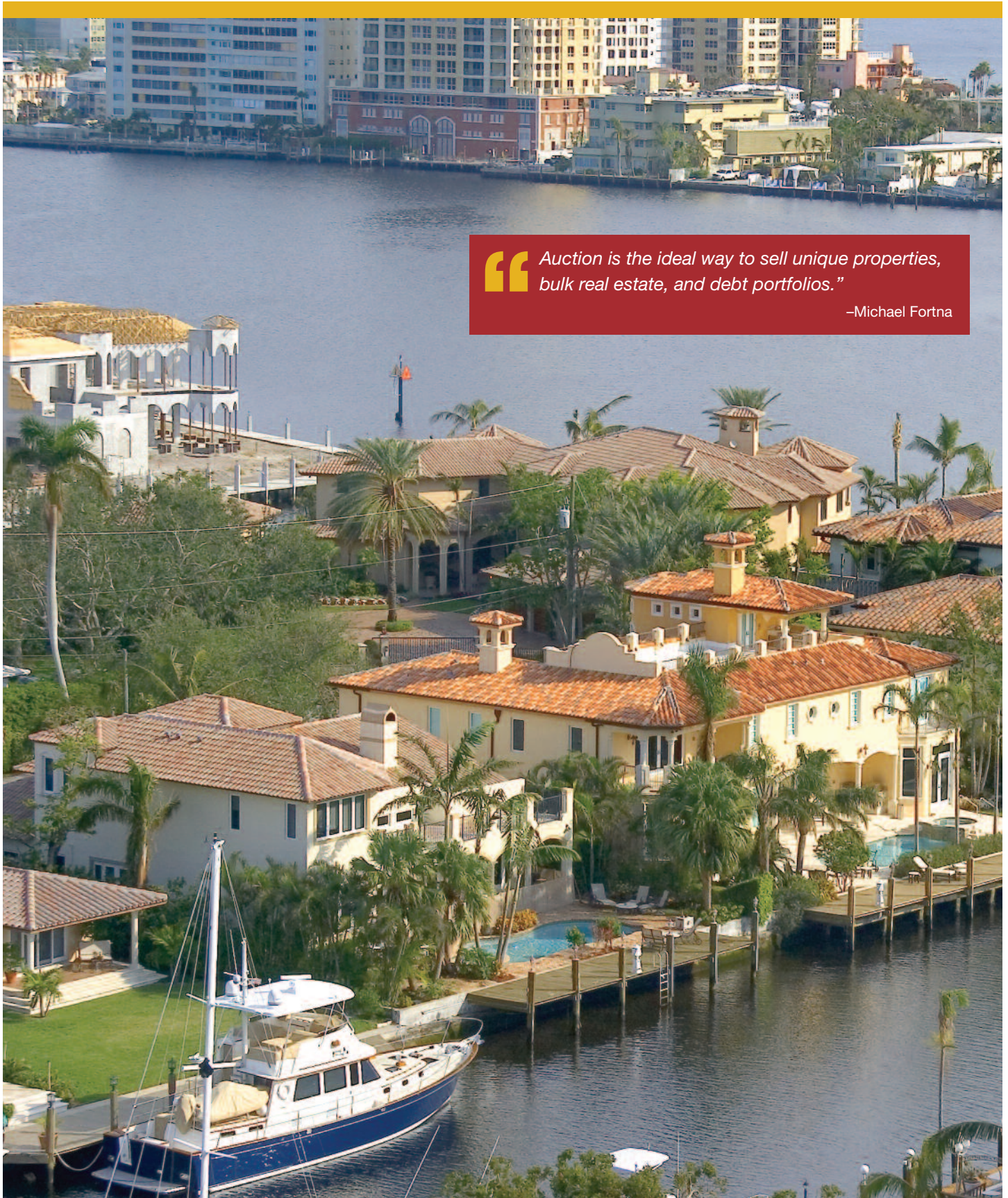
Our broad experience allows you to choose the type of auction method that best suits your situation.

Every seller is different. Every situation is different. Fortna Auctioneers & Marketing Group works closely with you to assess which type of auction strategy is best suited for your situation. The determination follows a process that includes analysis of your property characteristics, reasons for selling, and the current market situation. Our 35+ years of experience with every type of auction helps you determine the most suitable auction platform, the one that gives you the best chance of a sale that will produce the highest financial return.

Here are the 3 major types of auctions:

- **LIVE ON-SITE AUCTION** – An auction conducted on the premises of the property being sold. A specific date and time for the auction is selected and potential bidders gather at the site or in a ballroom setting.
- **ON-LINE AUCTION** – An auction that is for on-line bidders only. There is no auction held in front of a traditional auction audience. However, there is a trend toward auctions that are held on-line and live simultaneously. Combining the two strategies is becoming more common.
- **SEALED BID AUCTION** – A type of auction process in which all bidders simultaneously submit sealed bids to the auctioneer. No individual bidder knows how much the other participants have bid. The highest bidder is usually awarded the property as a result of this process.





“ Auction is the ideal way to sell unique properties,
bulk real estate, and debt portfolios.”

—Michael Fortna

Benefits to selling at auction

■ **MARKET VALUE ACHIEVED**

A competitive market sets the right price for your property when it is sold at auction. We will produce what the “market is willing to bear.”

■ **THE SALE IS QUICK**

There are no worries that the property will linger on the market. The auction method is particularly advantageous when selling unique properties, bulk real estate, and debt portfolios. Whatever the property type, you have the 35+ years of Fortna Auctioneers & Marketing Group experience working with you to bring the sale to a quick and satisfying conclusion.

■ **THE SALE IS GUARANTEED**

Fortna Auctioneers & Marketing Group uses an accelerated marketing campaign to attract qualified buyers. All properties are sold “as is” with NO contingencies. This completely eliminates carrying costs. The customized aggressive marketing plans developed by the Fortna Team are structured specifically to attract the largest available pool of qualified buyers. Our system includes a Global Internet Reach, which delivers qualified buyers from a market that literally spans the globe.

■ **COMPETITIVE BIDDING WORKS**

The nature of the competitive bidding process in a professionally executed auction brings out the true value of the property. Everyone becomes a winner! By teaming up with Fortna Auctioneers & Marketing Group, you are assured of reaching the audience you need as a result of actions taken by means of proven marketing strategies that follow a professionally crafted plan.



Benefits to the Seller

Consider these benefits when you make your decision to sell by auction with the help of Fortna Auctioneers & Marketing Group:

- Buyers come prepared to buy.
- The seller knows the exact date when the property will sell.
- The system crystallizes all potential buyers at one location at the same time.
- The sale of your property is accelerated.
- All transfer charges are paid by the buyer. This includes transfer tax, title searches, deed preparation, etc.
- The seller sets the terms and conditions of the sale, eliminating carrying costs, including taxes and maintenance.
- Experience a 99% closing rate.
- The property sells with no contingencies.
- The Fortna Team markets your property to thousands of potential buyers.
- Competition is created among all potential buyers.
- The price a property brings can exceed a negotiated sale price.
- Numerous and unscheduled showings of the property are eliminated.
- Focused Marketing strategy ensures high awareness, interest and availability of the property.

Benefits to the Buyer

The auction method creates a classic “win-win” scenario. Participating buyers also see benefits:

- The buyer knows that the seller is committed to sell.
- The buyer determines the price through the competitive bidding process.
- Both the purchasing and closing dates are known in advance.
- Auctions reduce the time to purchase property.
- Auctions eliminate long negotiating periods.
- Buyers know they are competing fairly and on the same terms as all other potential buyers.
- Buyers receive comprehensive information on the property via due diligence packets.

Markets served by Fortna Auctioneers & Marketing Group

PUBLIC SELLERS



LOAN & DEBT PORTFOLIO MANAGERS



DEVELOPERS



FEDERAL BANKRUPTCY TRUSTEES



INVESTORS



ESTATE ATTORNEYS



BROKERS & REALTORS



PEER RECOGNITION

AN IMPRESSIVE HISTORY OF
AUCTION INDUSTRY AWARDS





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