

ADVANTAGES OF AUCTIONS

- Competitive process, with no ceiling price;
- Intense marketing and promotion will highlight your farm for 4-6 weeks ahead of sale date;
- Seller sets all the terms of the sale, including desired sale timeline;
- Simple, cash sale with no contingencies;
- Buyer only controls the price they are willing to pay;
- Auctions are arms-length, fair, and transparent to all parties. This is of particular importance to executors and other fiduciaries, who prefer an open sale process to minimize personal risk.

PREPARATION FOR MARKET

To prepare your farmland for the market, we employ a comprehensive strategy to ensure maximum visibility and attractiveness:

- **Comprehensive Information and Accessibility:** We compile relevant and wide-ranging property information, including aerials, location maps, past production history, and detailed building improvement data, and select auction sites that are conducive, easily accessible, and wirelessly connected.
- **Targeted Marketing Materials:** Our staff will create property brochures for distribution and develop direct mailing lists to effectively reach potential prospects.
- **Advanced Imaging and Advertising:** We utilize UAV/Drone technology for high-resolution aerial photography tours, and we develop robust marketing and promotional plans that engage buyers.

COMMUNICATION

We prioritize consistent and transparent communication throughout the process, keeping you well-informed about the progress of your sale, our promotional strategies, and the latest local market conditions.

AUCTION DAY

On the day of the public auction to sell your farmland, our company ensures a seamless and supportive experience:

- **Staff Support and Sale Execution:** Depending on the auction type – Traditional, Hybrid, or Fully Virtual – our dedicated staff will skillfully manage the sale, answer buyer questions so they are well informed, and ensure the chosen auction delivery method is professionally delivered.
- **Preparation and Documentation:** Real Estate Sales Agreements will be prepared and reviewed prior to the auction, with finalized agreements ready for use immediately after the auction concludes.
- **Online and Phone Bidding Options:** We handle all online auction components in-house, provide auction materials to online bidders 72 hours before the event, and offer phone bidding assistance for those who may be unable to attend in-person or connect online.

CLOSING

We often assist, and generally manage, the closing process for our sales. In each case, we work with qualified professionals to confirm all pre-closing activities are completed (e.g., earnest money deliveries, surveys, abstract/title updates and objections, tax prorations, USDA/County Office communications). In addition, we ensure that title transfer documents are accurately prepared, reviewed, and executed. At your direction regarding all these matters, we will collaborate with your attorney, or another local attorney, as needed.

