



**KINSEY**  
**AUCTIONEERS**  
& REAL ESTATE



**Less Stress. Better Results.**

[www.kinseyauction.com](http://www.kinseyauction.com) | 877.243.6691  
1490 Cabin Creek Road, Baker, Montana 59313



## WELCOME

As a child I grew up of dreaming to be an auctioneer. Trailing along side of my dad, the fun days for me were attending farm equipment auctions or livestock auctions.



In pursuing this passion, my involvement in over thousands of auctions nationwide has been very educational.

Experience and education in this business is the key to the success of the sale of your assets. Our sales team are all members of the National Auctioneers Association and attend bi-annual education programs conducted by auction professionals from around the world.

Our auction team strive to do the very best for each of our customers and in result you get outstanding service. When the difficult time comes to sell assets we want to be there to help and guide you in the right direction to achieve the most value for your assets.

We hope that you will enjoy reading about how Kinsey Auctioneers & Real Estate are able to help you in selling your assets.

Regards,

J.K. Kinsey CAI, AMM  
Kinsey Auctioneers & Real Estate  
Auctioneer/Licensed Real Estate Agent



Kinsey Auctioneers are a team of professionals that strive in making your auction successful. Our portfolio includes liquidating assets for Banks, Lawyers, Estates and Individuals for 30 years.

# MEET KINSEY AUCTIONEERS & REAL ESTATE

## Our Vision

Our vision is to help people get the most value for their assets when they are ready to sell with less stress and better results.

## Our Mission

Our mission is to become the leading agricultural equipment and real estate company by providing professional, courteous service, and state of the art marketing techniques in order to deliver superior results for the agricultural community.

## Our Focus

Kinsey Auctioneers & Real Estate enables sellers to effectively and successfully market their agricultural real estate and equipment assets. We showcase your assets on our platform and bring buyers and sellers together.

- Real Estate Auctions
- Agricultural Asset Liquidations
- Farm Equipment Auctions
- Ranch Equipment Auctions
- Equipment Dealer Auctions
- Livestock Auctions
- Timed online only Auctions
- Simulcast Live Onsite Auctions

The screenshot displays the Kinsey Auctioneers & Real Estate website. The header features a navigation bar with links: CURRENT AUCTIONS, COMPANY, BLOG, PAST AUCTIONS, CONTACT, HAVE ITEMS TO SELL?, and RESOURCES. The main banner shows a red tractor in a field with the company logo. Below the banner, the 'Current Auctions' section lists three items:

- Timed Online Only Auction:** A green tractor, scheduled for APR 21. The listing is titled '634+- Acre Twin Creeks Ranch' and includes details: 'Bid your price on this beautiful ranch', 'Location: Fallon County, Montana', 'SOLD \$715,835.00', and 'Details: 634+- Acres - Beautiful Home-Machine Shop - Barns - Grain Bins - Hay land - Grazing-Stock ponds water tanks- Trees- Clean productive ranch that is close to town.' The time is 'Bidding begins to close August 4th, 2016 6 p.m. mt' and the preview is 'Saturday July 16th, Sunday July 24th 2 p.m.'.
- Ag Marketplace Spring 2020:** Scheduled for APR 10 @ 12:00PM MDT (Start) and APR 21 @ 12:00PM MDT (End). The location is 1490 Cabin Creek Road, Baker, MT 59313, US. The listing states: 'Agricultural Marketplace Spring 2020 Auction Event. We are currently accepting equipment for this well advertised auction. Consign your equipment today 877-243-6691'.
- Live On-Site Auction:** Scheduled for JUN 13. The listing is titled 'Real Estate Auction - 2718 Gumflat Road - Miles City, MT' and includes details: '2718 Gumflat Road, Miles City, MT 59301, US (map)' and 'Live On-site Real Estate Auction'.

The website also features a sidebar with a Kinsey Auctioneers & Real Estate logo and a video player showing a person in a field.



## OUR SERVICES

At Kinsey Auctioneers & Real Estate, we provide an initial face to face onsite visit with you. Our understanding of marketing your assets is unlike many other companies.

**We will evaluate your property and understand your needs** so that we can determine the best way to sell your property- whether real estate, personal property.

**We will develop and implement a comprehensive marketing strategy** to effectively promote your property to prospective buyers.

**We will perform the necessary footwork** to gather and compile all of the due-diligence information specific to your property.

Once the auction method of marketing is established the best method of sale for your property, we will create an auction event that **creates excitement, urgency and transparency** that generate the maximum buyer interest for your assets.

**We will finalize the transactions** with the appropriate title work, surveys, closing arrangements, and other specific requirements.





## OUR COMPREHENSIVE MARKETING PROGRAM

Kinsey Auctioneers & Real Estate will develop a marketing program highlighting your property. Your vital plan will involve a concentrated, 45-day campaign that will attract the greatest possible number of buyers within a program that uses your resources wisely, reaching the best buyers possible within the designated budget. We reach targeted buyers not only in the local area, but also throughout the region and even throughout the United States and beyond.



**Kinsey Auctioneers & Real Estate, LLC**  
June 30, 2019 · 🌐

The 10,220 acre Pease Ranch in Richland County, Montana is a diversified farm/ranch operation with irrigation pivots, feed lot, scale, cattle working facilities, shop, barns, grain storage, stock water dams, reservoirs, water wells, pipelines, shelter belts.  
Selling at a live multi parcel auction Wednesday August 14, 2019 2 p.m. at the Richland County Fairgrounds Event Center- Sidney, Montana.  
[www.AgLandBid.com](http://www.AgLandBid.com)

**38,186**  
People Reached

**11,834**  
Engagements

[Boost Post](#)



**Kinsey Auctioneers & Real Estate, LLC**  
September 13, 2019 · 🌐

This property SOLD at Auction this week. We can help you sell yours. Call 877.243.6691

**SOLD**

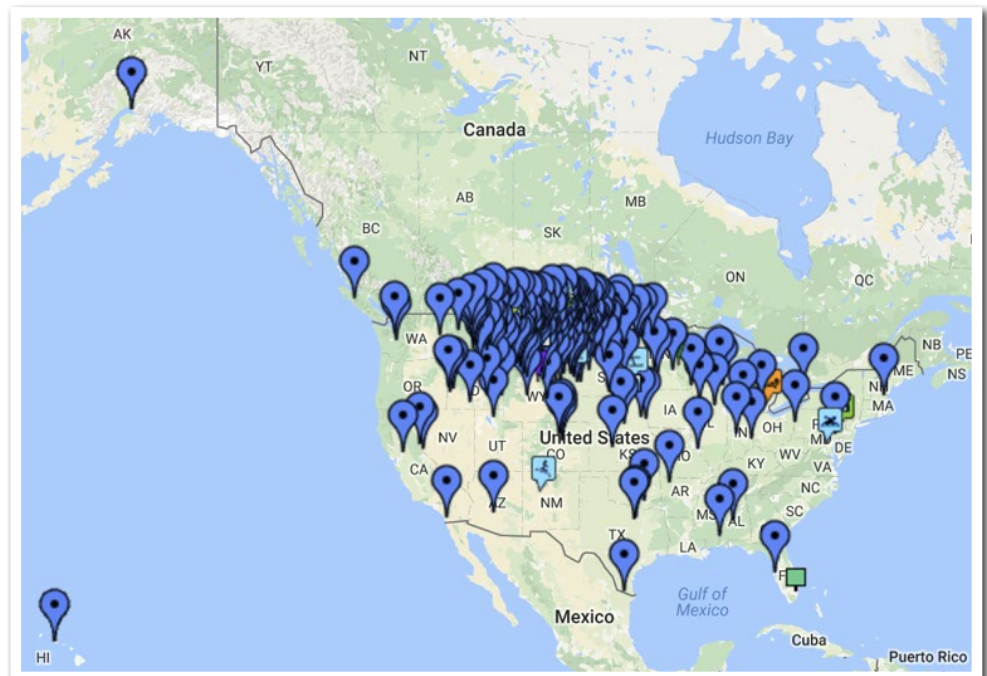
**296-- Acres/ \$600,600.00 Contract Price**

**McLean County, North Dakota**

We put modern marketing technology to work in creating our advertising materials to market your valuable property. This powerful, graphic detail allows bidders to understand and appreciate the property and bid with confidence.

We test our marketing to see what is most effective to maximize your marketing dollars. Our team utilizes state of the art testing which tracks phone calls and website addresses from each of our ads, signage, google analytics and social media sites to see where the bidder activity is most effective.

*Below the map illustrates where our past buyers bid from and how our powerful marketing campaigns works*



# OUR COMPREHENSIVE MARKETING PROGRAM

## Direct Mail, Newspapers, and Publications

Professional, eye catching, professionally designed brochures and advertisements will be created to market your property. In addition to direct-mailings in your local area, we utilize Kinsey Auctioneers & Real Estate mailing list to get your auction brochure into the hands of interested buyers. We will strategically advertise your property in local, regional, national, and agricultural newspapers and publications.

## Online Marketing

We focus large amounts of attention on this highly advanced method of marketing. We create look alike audiences from proven buyers of our direct mail list and input them into social media platforms to create literally millions of potential buyers for your assets. We also create a page on our website that will focus directly on your assets the create an atmosphere to attract the most amount of buyer potential for your assets. Third-party websites such and landandfarm.com and others will be

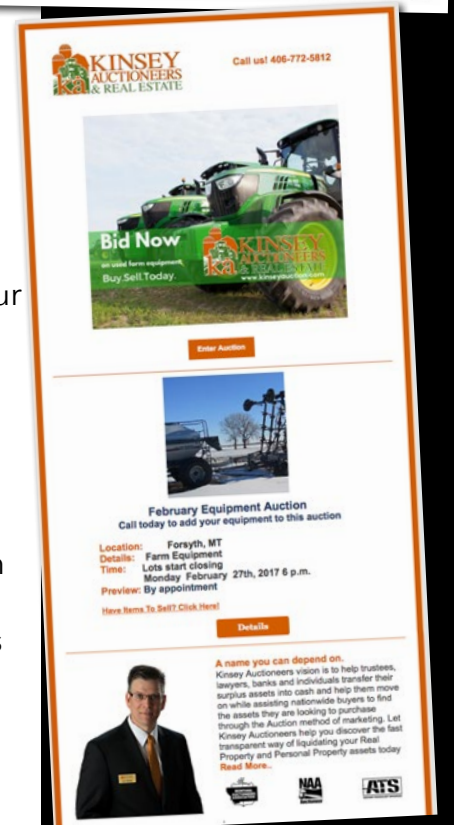
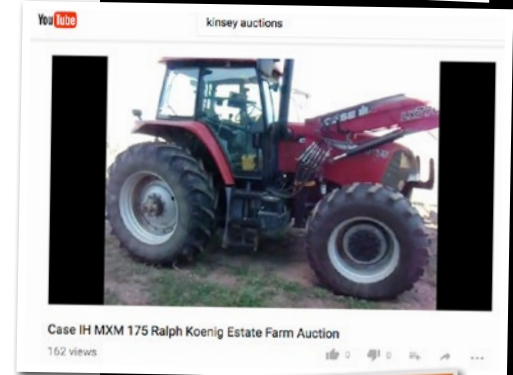
used to maximize the buyer base. Other online and social media used are youtube, facebook, Twitter. Kinsey Auctioneers & Real Estate also hold the Auction Marketing Management Designation (AMM) given by the National Auctioneers Association.

## Newsletter

Potential buyers have requested to receive email updates when a new auction is posted to our website. Each subscriber receives a detailed email with auction information and select photos which link back to your designated web page on kinseyauction.com

## Signage

Eye catching large and small signage with pertinent information will be placed at your sale location to attract buyers that drive by your property to increase buyer participation at your auction. For multi-tract real estate auctions,each individual tract will have signs with acreage and contact information.





## LESS STRESS. BETTER RESULTS.



### **Less Stress on auction day**

Kinsey Auctioneers & Real Estate absorb a high percentage of the stress when marketing your assets. This is done by entrusting us to handle your marketing and the endless phone calls, emails and in person updates we will give you from the beginning to the end on each step of the auction process from statistics on the number of buyers registered to bid to the number of views on each auction.

### **Better Results on auction day**

We achieve better results by utilizing advanced marketing techniques by drawing more buying power to your assets. Utilizing our powerful online auction platform allowing buyers to access the auction for a 10 day period 24 hours a day. We understand the busy schedule of today's consumer and do not expect buyers to arrive at a specific location at a specific time and expect them to be available all day to bid on your assets on one given day.

### **Why An Auction?**

*Kinsey Auctioneers & Real Estate true auction advantages*

#### **For Sellers:**

- Seller set a specific date, time and location for the sale of their property
- Sellers control all of the sales conditions and terms
- Seller avoid high carrying and holding costs
- Auctions create maximum exposure for the property with a concentrated effort, so the exposure and efforts are more intense and visible
- Auctions create a sense of urgency and bring interested parties to a point of decision.
- Auctions create and increase buyer competition
- Buyers come prepared to buy. For real estate transactions, lookers are eliminated because bidders must be pre-qualified and capable of a 10-20% non-refundable, down payment

#### **For Buyers:**

- Buyers know the seller is committed to sell
- Buyers know they are purchasing property at a fair market price
- The buyer has full control over what they want to bid for the property
- Auctions reduce the potential negotiating time for the buyer
- Convenient 24 hours a day auction registration and bidding.



## AUCTION METHODS

### Real Estate Auctions

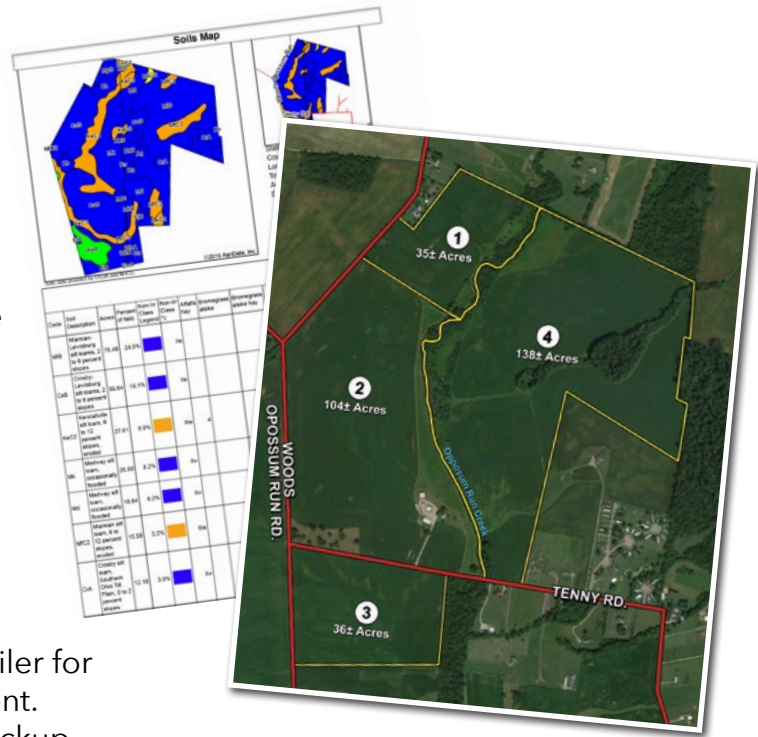
- A knowledgeable team of professionals who understands how to get the most value for your land
- Convenient auction bidding platforms
- Live auction multi parcel auctions

### Agricultural Asset Auctions

- Online bidding platforms for Timed Online Only Auctions
- Simulcast bidding for Live onsite auctions
- Computerized auction topper and office trailer for efficient registering, check out and settlement.
- Skid Steer loader available for set up and pickup

### Farm Equipment Auctions

Whether you own a single piece or wish to have a full dispersal of your agricultural equipment. Kinsey Auctioneers & Real Estate can help you achieve the maximum value for your assets.



**Historic Property**  
To Be offered in 2 Tracts  
**REAL ESTATE**  
**TIMED ONLINE ONLY AUCTION**  
Bid your price on or before August 23rd @ 6PM  
Kinsey Auctioneers & Real Estate  
Bid Online Only @ [kinseyauction.com](http://kinseyauction.com)  
**406-772-5812**

**AGRICULTURAL MARKETPLACE FALL AUCTION** **TIMED ONLINE-ONLY AUCTION**  
BID YOUR PRICE ON OR BEFORE OCTOBER 1ST - 12 NOON MDT  
Assets Located in Montana & Wyoming  
Kinsey Auctioneers & Real Estate  
877.243.6691  
Register and Bid at [www.FarmIronBid.com](http://www.FarmIronBid.com)

Kinsey Auctioneers & Real Estate, LLC  
October 23, 2019  
Thank you to all the bidders and buyers who helped make today's auction event a success at the Fallon County Surplus Equipment Auction.



Kinsey Auctioneers can sell your real estate and personal property in one easy transaction.  
Call 877.243.6691 today to visit with one of our auction professionals.



## OUR REFERENCES

We are committed to helping our customers get the most value for their assets in a timely manner. Feel free to call any of the past customers below and ask them about the Kinsey Auctioneers & Real Estate way of selling assets.

**Johnny & Leslie Henson**

Goodyear, AZ  
623-377-1329

**Sharan Fried**

Plevna, Montana  
406-772-5766

**Twin Creek Ranch - Plevna, Montana Land Auction**

Gena Moser-Clark - Winona Moser  
Assistant Professor of Instrumentation  
Western Wyoming Community College  
307-382-1622  
gclark@westernwyoming.edu

**Dan Sieler - Fred Sieler Estate Farm Auction**

Great Falls, Montana  
406-868-0092

**Marilyn Cameron - Bert & Loretta Schell Living Estate Auction**

573.356.6339



## REFERENCE LETTERS

Dear J.K.,

*I wanted to thank you for the work you did to assist me in the auction and sale of my ranch. I appreciate the time you spent visiting with me and my family members and explaining the various options we had for the sale of my property and miscellaneous equipment. I felt that the process went well and I was happy with the outcome. Since my husband had passed away and my children all lived out of state, it was important to me to have someone with whom I felt comfortable and would be able to support me and answer my questions throughout the entire process. Thank you for being that person!*

Sincerely,  
Winona G. Moser  
(and family)

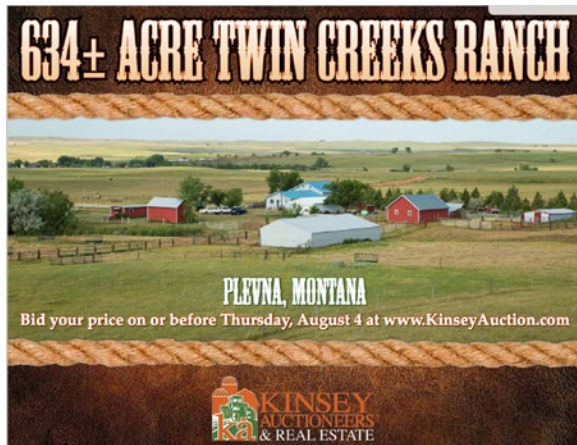
Dear J.K.:

*When Mom and Dad moved into an assisted living facility in Sept of 2014, leaving their home empty for the first time in over 50 years, we had no idea what to do with their home and its contents. Knowing you and your family and your background in real estate and auctions made you the perfect candidate for our questions. From that first meeting in Sept 2014 to the estate auction on May 23, 2015, we were impressed and thrilled with the help we received from you. The fact that you came prepared with options and answers to all of our questions, sealed the deal for us. Over the next eight months it was easy to keep in touch with emails, texts, and calls to share ideas as to what to do with the folks' treasures. The professionalism and compassion you and your staff showed before and during the auction were both comforting and very much appreciated by our family. We couldn't have asked for a better experience. Thank you for a job well done by you and your crew.*

Sincerely,  
The Jensen Family



## CASE STUDIES



### TWIN CREEKS RANCH

**Problem:** A widow was left with a 640 acre ranch and equipment. She had decided to move out of state to be closer with her grown children, grand children and had purchased another home in that state. The sale of the property in a timely manner would ease the burden of having a sizable property to manage in another state along with the carrying costs of owning the property. The widow wanted to achieve the true market value for her real property and personal property in a timely manner.

**Solutions:** Kinsey Auctioneers & Real Estate determined that a timed online only auction to facilitate a timely sale in an open and transparent forum at the sellers' terms

(\$10,000 earnest money and close within 30 days) would be the most efficient way to sell Twin Creeks Ranch. In order to maximize the final sale price to the estate the farm was offered in its entirety.

**Results:** Exceeding the seller's expectations the sale of the assets were impressive with a timely closing on the real estate. The widow was able to move on to her new life in another state.



### U.S. BANKRUPTCY COURTS

**Problem:** The U.S. Bankruptcy Courts had agricultural equipment that they received and needed to transfer the equipment into cash. Assets included, semi trucks, trailers, pickups, combines, swathers, balers, tillage equipment, campers, farm trucks, tools, welder, fuel tanks plus other assets. Items had to be moved off site to a secure location, cleaned and sold in a timely manner.

**Solution:** Kinsey Auctioneer & Real Estate provided the courts with a solution of a timed online only auction to liquidate the assets in a timely manner and achieve the true market value. Assets were transported to an offsite secure

location, cleaned, photographed, videoed , featured and sold on a online bid platform.

**Results:** The U.S. Bankruptcy Courts were quickly able to liquify their agricultural assets into cash with the solution that Kinsey Auctioneers & Real Estate provided. The timed online only auction met or exceeded the sellers projections with great success.



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