

Real Estate Auction Solutions

Farm Competitive Bid Auction Program

Max Spann RE & Auction Co.



Serving the Nation

New York, NY • Clinton, NJ • Naples, FL

Phone: 888-299-1438

www.maxspann.com

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The Auction Advantage.

- Control the Timing of a Sale

Through an auction the Seller sets the date when their property will be sold. In conventional marketing a Seller is reliant on an offer being submitted, negotiated and potentially going to settlement - at best a protracted process. With auction marketing, settlement usually occurs 30 to 45 days from the actual auction date.

- Pre-establish Terms and Conditions of a Sale

Through the terms of the auction the Seller dictates the terms and conditions under which they are offering their Property. This creates a level playing field on which bidders can compete to purchase the Property and eliminates prolonged negotiations.

- Achieve the Highest Competitive Values

Through a concentrated multi-faceted marketing campaign, intense market interest will be focused on the Property. Furthermore, as the Property is being offered through an auction format, multiple bidders compete thus driving prices to the optimal values.

- Overcome Particular Market Challenges

Whether selling in a strong or a weak marketplace, auctions have the ability to create a **sense of urgency** through fear of loss. Potential bidders who are interested in a particular property know they must participate in the auction process on a particular date or they will lose that opportunity.

- Unparalleled Market Exposure

An intense media program, targeted mailings, direct solicitation, consistent follow-up and a public relations campaign are designed to promote the Property in a way with which conventional programs simply cannot compete. The auction creates a deadline, forcing buyers to act immediately. Moreover, the auction will focus the market's attention on your property- it will force buyers to consider your project before any others, thereby "**freezing**" the market place until after your property has sold at the auction.

- Portfolio Sales Approach

Sell multiple assets in one day creating a cost averaging, portfolio decision process. Aggregate sales value drives decision rather than individual sales.

- Timeliness & Efficiency

Time value of money, collect all proceeds following one event rather than over a protracted, piece-meal period. "As is" terms eliminates back and forth negotiations.



CASE STUDIES



Burlington County CADB-

- 7 Separate Farms
- 1st in a series of 4 auctions
- Over 200 attendees
- Total proceeds of \$5.85 million



Somerset County CADB

- Two separate preserved farms totaling 370 acres attracted 18 separate bidders.
Total proceeds of over \$3.7 million





Hunterdon County CADB

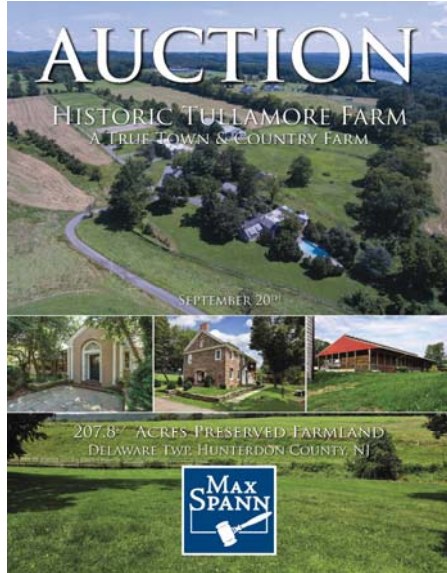
This was the third in a series of auctions held on behalf of Hunterdon County. It was presented as three separate farms and bid individually. After that round of bidding was completed the totals were added up and the farms were presented as one and the ensuing bidding ended in a single purchaser for all three.



Mercer County CADB

This was the fourth in a series of auctions conducted by our Firm on behalf of Mercer County. Four separate farms totaling 242 acres were sold separately. Three of the our farms had no residential site opportunity. Despite that limitation all parcels were actively bid resulting in strong values.





Historic Tullamore Farm, Stockton, NJ

Consisting of over 200 preserved acres, this farm dates back to the 1700's. Home to the first native born governor of New Jersey, the "King of Jazz" Paul Whiteman and the renowned philanthropist Lloyd Wescott, it carries a rich and storied history. Multiple residences, barns, stables and equestrian center it was a truly once in a lifetime event when it was brought to market. The auction drew over dozen bidders with the winning bidder being a prominent business family which is restoring the land buildings to its former glory.



"Rocking Horse Ranch"

Wickenburg, AZ

This 187 acre ranch included a main residence, guest house, horse stables, riding arena and stunning views of the surrounding Bradshaw Mountain range. Located just outside of the Town of Wickenburg, it is a winter destination. The former owner had properties around the country and utilized our services as part of their portfolio management strategy.





Bank Ordered Sale

AUCTION


2 Beautiful Rolling Farms Totalling 336+/- Acres
in Berkeley County, West Virginia
"Gateway to the Shenandoah Valley!"

Major Planned Unit Development Martinsville, West Virginia

Consisting of over 330 acres, this site was originally envisioned and approved for a massive Planned Unit Development of housing. Rendered unviable by the Great Recession, it was marketed to a diverse group including ranchers, scaled back residential developers or other users. Ultimately it was purchased by a major DC developer which plans to warehouse the land until the development returns to this ex-burb of the Washington DC market.



BY ORDER OF THE ESTATE



AUCTION

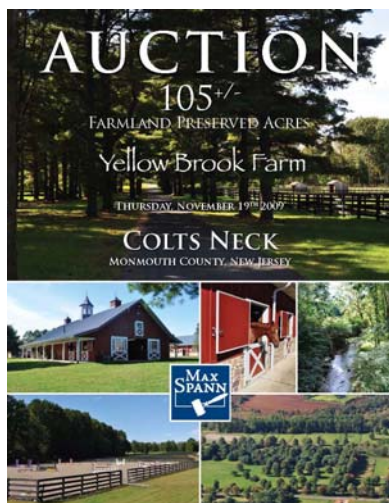
207.4 ACRES PRESERVED LAND IN THE ROLLING
HUNTERDON COUNTRYSIDE
INCLUDES THREE HOUSES!

SEPTEMBER 26TH
CLINTON TWP, NJ

207 Acres of Rolling Hills Clinton, NJ

An history laden farm nestled closely to Round Valley Reservoir, this auction drew dozens of bidders. The objective of the executor was to sell and close this before winter set in. This was accomplished and at values significantly higher than projected.





Yellow Brook Farm Colts Neck, NJ

Yellow Brook Farm is a world class equine facility located in the heart of horse country in Colts Neck, NJ. The auction results set a new price point for the region.





Max Spann R.E. & Auction Co.

Max Spann Real Estate & Auction Co. is a nationally recognized, well-established, full service marketing and consulting Firm specializing in assisting real estate owners in efficiently and expeditiously converting assets to cash. Drawing on over fifty years' experience in real estate advisory services, the "Spann Team" has converted billions of dollars of assets into cash quickly while maximizing revenue proceeds for our clients. Our expertise covers the entire spectrum of real estate asset categories including luxury homes, resort condominiums, industrial complexes, office buildings, retail centers, farms and raw land, multi-unit residential, portfolio offerings, airports and other specialty type properties. Our management team is highly regarded for its creativity, diversity of real estate disciplines and professionalism in producing custom, result oriented marketing plans. Our expertise includes marketing, land use development, finance, legal and property valuation concentrations.

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