

Auction Marketing Design Plan

Vander Werff and Associates' goal is to market your farm for the best price while conducting ourselves in a professional manner. Our goal is for this professionalism to reflect well on you, our client, while we work with advertisers, potential buyers, your personal representatives, attorneys, and others.

Farm auction marketing will include the following:

- Full colored sale brochures (similar to those attached).
 - These brochures will include pictures of the farmland, plat maps, aerial maps, and soil maps.
- The sale brochures will be direct mailed to every rural landowner and tenant within an approximate 10 mile radius of the farm. We will also do a mailing to our databases of nationwide farmland investors and purchasers. Our databases of these investors and purchasers has been compiled from purchasers that we have done business with over the past 20 to 25 years, as well as interested investors that have contacted our firm anticipating the purchase of farmland in the near future.
- Vander Werff and Associates, Inc.'s website will also have your auction information posted with national exposure immediately upon finalization of the auction contract. (vanderwerffandassociates.com)
- Advertising will be done in the local publications, auction websites, as well as possibly area radio stations.
- Custom signage will be placed on the farm. This signage will state day, date, time of auction, and otherwise identify the property to be sold.

After sale brochures have been mailed and first ads placed, Vander Werff and Associates, Inc. will actively contact neighboring individuals, investors, and others that we feel would be most interested in this farmland. Our firm will work with potential buyers in terms of arranging financing, assisting with 1031 exchanges, selling of other farms, and other accommodations to assist them with the potential purchase of this farm.

On the day of the auction our firm will provide coffee, rolls, and pop to all potential buyers. A custom promotion board prepared especially for your auction will include farm photographs, aerial photos, soil maps, and other pertinent data. Vander Werff and Associates, Inc. will conduct the auction and work hand-in-hand with your attorney for the closing of the transaction in a timely fashion.

In order to accurately promote this auction we will forward to you or your representative a draft of the sale brochure before printing the final sale brochure.

The successfulness of your auction is of up most importance to Vander Werff and Associates, Inc. and we appreciate the confidence you have placed in our firm to carry out your auction.

Sale Arranged and Conducted by:

***Vander Werff
and
Associates, Inc.***

