



www.thewendtgroup.com | 614.626.SOLD

121 Jackson Street, Plain City, Ohio 43064

# WELCOME

It has been a long-time passion of mine to be actively involved in the marketing of land, livestock, and equipment utilized and produced by the great people in agriculture.

In pursuing this passion, my ownership of <u>www.showpig.com</u> and my involvement in over 5,500 live auctions as well as 5,000 internet auctions has been, to say the least, very educational.

Experience is a huge asset to those who have the ability to apply its lessons to future endeavors. My experiences over the past 30+ years have taught me several things. Probably the most important of these is that you must surround yourself with people in your organization that completely understand and genuinely share the vision.

The individuals here at The Wendt Group uniquely work together and exemplify my passion to provide our clients and customers a great buying and/or selling experience.

I hope you will take some time to read through the following pages and become more familiar with our services.

Regards,

win Wendt

Kevin Wendt - President CAI - Auctioneer / Broker

Kevin Wendt becomes the youngest member inducted into the Ohio Auctioneer Hall of Fame.

Wendt, of Plain City, was inducted during the 2015 conference of the Ohio Auctioneers Association, held in Dublin, Ohio. He is longtime president of The Wendt Group.

Wendt said he was humbled by the recognition. "Certainly was an honor that you never expect, and it's especially meaningful when you're elected by your peers.

Andy White, President of the Association, said Wendt drew praise for his years of work and his willingness to help other auctioneers succeed. "I grew up going to Kevin's sales, and so did alot of other Ohio auctioneers. It's astounding when you think of the huge number of auctioneers who are in this business because of him."

Republished with permission of Ohio Auctioneers Association.





# 1980s

1980 - Conducted First Auction at age 141986 - Graduated Reppert School of Auctioneering

# **1990s**

**1990** - Awarded Top Ten Senior, College of Agriculture, The Ohio State University

**1991 -1995** Auctioneer and Realtor with Ned F Gregg Realty, Sycamore OH

 $\ensuremath{\textbf{1995}}$  - Graduated from Certified Auctioneer Institute, Bloomington IN

**1995 - 1998** Auctioneer and Realtor with N. Keith Bradley Auctioneer, Bowling Green OH

**1996** – Obtained Real Estate Brokerage License

**1996** - Established The Wendt Group Auction and Real Estate Company, Inc.

**1998 – 2015** – Established strategic partnership with Schrader Real Estate & Auction Co, Inc. Columbia City IN

# 2010+



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UNIVERSITY

# 2000s

2000 - Purchased www.showpig.com

**2000** - Awarded William Oxley Thompson Early Career Achievement Award from The Ohio State University

2003 - Ohio State Fair Sale of Champions Ringman

2003 - Ohio Auctioneer Association President

**2004 - 2011** Auctioneer for Williams & Williams Real Estate Auction Company, Tulsa OK

2004 - Hosted first online only auction on <a href="http://www.showpig.com">www.showpig.com</a>

2006 - Ohio State Bid Calling Champion

2008 - Replaced Merlin Woodruff as Livestock Auctions Instructor, Reppert School of Auctioneering



**KEVIN WENDT AUCTIONEER** 

2010 – Established strategic partnership with American Hereford Association, developed BuyHereford.
 com to sell Hereford cattle genetics online
 2011 Present Obio State Fair Sale of Champions Austionser

- 2011-Present Ohio State Fair Sale of Champions Auctioneer
- 2012 Established strategic partnership with Aegerter Marketing Services, developed ShowStock.com

to sell Shorthorn and Club Calf genetics online

- 2013 American Berkshire Association Award for Distinguished Service
- **2014** Surpassed 5000 online only swine and cattle auctions
- 2014 Celebrated 30 years of service as Superintendent of Ohio State Fair O'Neil Swine Barn
- 2015 Surpassed 5500 live auctions
- 2015 Youngest Member Inducted into Ohio Auctioneer Association Hall of Fame

2015 - Youngest Member honored with Distinguished Alumni Award, College of Food,

Agriculture, and Environmental Sciences, The Ohio State University

**2015** – Launched The Wendt Group Land & Agricultural Assets Auction Company **2018-2019** – Awarded Ohio Auction of the Year, 2 years in a row Real Estate Auctions Farm Equipment Auctions Equipment Dealer Auctions Fertilizer Dealer Auctions Traditional Real Estate Listings Agricultural Asset Liquidation Livestock Auctions Internet Auctions

# **MEET THE WENDT GROUP**

### **MISSION STATEMENT**

We partner with families in the agricultural marketplace by using modern technology and old-fashioned hard work to help them acheive their goals.

# **OUR FOCUS**

The Wendt Group enables sellers to effectively and successfully market their agricultural assets, whether real estate, equipment, or livestock. We provide an environment for buyers and sellers in the agricultural marketplace to come together.

- Real Estate Auctions
- Traditional Real Estate Listings
- Agricultural Asset Liquidations
- Farm Equipment Auctions
- Equipment Dealer Auctions
- Fertilizer Dealer Auctions
- Livestock Auctions
- Horse Auctions
- Internet Auctions



# INTEGRITY

We believe the golden rule applies to every facet of our lives, and ethics, character, and honesty are non-negotiables.



# **EXCELLENCE IN THE DETAILS**

We are prideful and diligent in our work, no matter how big or small the task.



# **OWNER-MENTALITY**

This isn't just a job to us, we act like we own the place and we bring it every.single.day.



# SOLUTION-ORIENTED

We think win-win and collaborate with each other and our customers to create long term solutions to every day problems.



# **FAMILY FIRST**

We balance love for our work and love for our friends and families, and we believe in the power of a family to change the world.

The Wendt Group is passionate about providing our clients and customers a great buying and/or selling experience.

# **OUR SERVICES**

At The Wendt Group, we pride ourselves with boots-on-the-ground service. We understand that successfully marketing your property requires a group effort; it is so much more than placing signs on the property and hoping for the best.

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, auction, or listing.

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 it is established that the auction method is the most effective way to market your property, **we will create an auction event** that generates excitement, urgency, confidence, and competition among prospective buyers.

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



# **OUR COMPREHENSIVE MARKETING PROGRAM**

#### The Wendt Group will develop a marketing plan just for your property.

Your dynamic 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.

We put modern 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.

#### **Specific Plans with Proven Success**

- Advertising budget and schedule tailored to your property
- Unique and comprehensive marketing
- Exposure to a large number of buyers in a short period of time
- Professionally-designed newspaper ads and comprehensive direct-mail program
- Internet listing on <u>www.thewendtgroup.com</u> and other sites
- · Leading-edge technology including drone footage and equipment videos



### STRATEGIC PARTNERSHIP

The Wendt Group partners with Blue River Digital for their complete auction marketing services. Serving the auction industry for over 20 years, Blue River Digital creates timely, award-winning auction materials that consistently grab the attention of potential buyers and advertises your property with professionalism and style.



bueriver Weston Sigler, owner of Blue River Digital, has personally been a part of managing some of the nation's largest land and equipment auctions and will put his expertise to work for you.

# **OUR COMPREHENSIVE MARKETING PROGRAM**

## DIRECT MAIL, NEWSPAPERS, AND PUBLICATIONS

Eye-catching, custom-designed brochures and advertisements will be created to market your property. In addition to direct-mailings in your local area, we utilize The Wendt Group 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.

## INTERNET ADVERTISING



The WENDT GROUP Published by Nick Prentice [7]- April 12 at 10:44 AM · O Northern Ohio Land Auction - 294z Acres in 4 Tracts This versatile land would lend itself to many uses. Its excellent location, diversity, and appealing qualities offer numerous opportunities. It includes wooded land with mixed hardwoods and extensive road frontage as well as level, tillable acreage. Investigate optential building sites for a rural country estate. Bid on individual

tracts, combinations of tracts, or the entire property in the way that





Your auction will have a custom page on thewendtgroup.com during the marketing campaign. Your page is regularly updated as needed. All advertising will promote the website and drive traffic to your custom auction page. Third-party websites such as auctionzip.com and landandfarm.com will also be utilized to maximize the buyer base, especially outside the state. Other online and social media advertising would include Facebook, Youtube, and Google.

## FACEBOOK & INSTAGRAM



We post your auction information for over 2,500 potential buyers who follow The Wendt Group Facebook Page. We also boost our best performing posts with an additional \$250 - \$300 in advertising to reach an additional 5,000 to 10,000 people regionally. Instagram can also help build auction awareness. Instagram can promote the auction in a friendly, authentic way. Instagram is used mostly by millennials ages 18-30.

## **EMAIL BLASTS & TEXT ALERTS**

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 thewendtgroup.com. Text alerts are sent out to our proprietary list of buyers to notify them of upcoming auctions and give them access to auction information instantly from their mobile device.

## SIGNAGE

Large, highly-visible, attractive signs will be placed on the property announcing the sale date and time, auction site, and general information. For multi-tract real estate auctions, each individual tract will have signs with acreage and contact information.

Champion Hill has conducted 44 cattle sales and has been in the cattle industry for 50 years. Our experience with The Wendt Group is the first with selling equipment. We definitely will recommend this group to anyone planning a sale. - Paul Hill





Thieroff Double T Farms Equipment Auction Tuesday, March 12th at 10:33am - Bush Mill Road, Clarksburg, Ohio John Deere 8220 tractor, MFWD, 18.4 R 46 duals, 380/85 R 34 tires, 4 hyd remotes, 3 pt, 1000 PTO, Greenstar Ready, power shift, front vts, rear vts, 2700 https://www.shift.front.vts, rear vts, 2700 https://wwwwwwwwwwww.shift.front.vts, rear vts, 2700 https://www.shift.front.vts, rear vts, 2700 https://wwwwwww



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### **OUR DEDICATION TO DETAILS**

The Wendt Group staff dedicates themselves to handling all of the details specific to selling your property—whether real estate or personal property.

- · Gather and compile soil maps, photos, aerials, and a detailed list of equipment/personal property inventory
- Work with government offices, attorneys, lien holders, title companies, and surveyors
- · Visit local landowners, investors, community banks, agricultural lenders, and other financial institutions
- Provide brochures and information to local and regional professionals to promote interest in your property
- Prepare Property Information Packets for Real Estate Auctions that contain due-diligence information to distribute to prospective bidders who call with questions about the property. The folders will contain copies of documents and property details, such as preliminary title reports, purchase contracts, property reports, surveys, aerial maps, mineral rights, taxes, soil types, and necessary disclosures
- Compose purchase contract and auction addendum

#### **OUR AUCTION DAY SUCCESS**

The Wendt Group creates a stimulating, well-run auction event that enables buyers to be comfortable and confident. Our staff has experience and integrity and is able to motivate strong bidding.

#### **REAL ESTATE AUCTIONS**

- State-of-the-art auction software
- A knowledgeable auction team who understands the multi-tract system
- · A comfortable auction-site with light refreshments

# AGRICULTURAL ASSET AUCTIONS

- Custom, computerized, mobile office-trailer with security system
  and multiple service windows to alleviate long lines
- An organized, friendly office staff who are trained and equipped for efficient registration and settlement
- · Available online bidding for specific auctions

# WHY AN AUCTION?

The Wendt Group provides the following advantages in marketing your property through the auction process:

#### For Sellers:

- · Sellers set a specific date, time, and location for the sale of their property
- · Sellers control all of the sale conditions and terms
- · Sellers 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 he wants to bid for the property
- Auctions reduce the potential negotiating time for the buyer







# **OUR REAL ESTATE SERVICES**

#### The priority of The Wendt Group is servicing the diverse agricultural industry.

We are your full service real estate professionals for Ohio, Indiana and the Midwest, offering both auction and traditional brokerage services. Our full-time staff of licensed auction and real estate professionals are ready to put their knowledge to work for you.

The professionals of The Wendt Group have spent the majority of their lives involved in agriculture, both as owner-operators and as auctioneers. **We understand** the agricultural business as well as the real estate business. **We know** the professionals in these industries and engage our existing relationships to generate the highest possible return for your assets.

## **STRATEGIC PARTNERSHIP - OFFERING MORE OPTIONS FOR OUR CLIENTS**

The dynamics of The Wendt Group allow us the flexibility to accommodate the unique demands of marketing all types of farm property, whether large or small. To meet the needs of major land owners, we have developed a strategic partnership with Murray Wise Associates. We call it Wendt-Wise.

Wendt-Wise is a full-service partnership offering financial advisory, real estate auctions, farm equipment auctions, and brokerage solutions to farm, food, and agribusiness clients.

Our breadth of expertise and decades of experience in agriculture allow our dedicated team to identify and provide the right solution for your unique situation. We work with landowners, farmers, agribusiness shareholders, lenders and other creditors.



- Strategic options & valuation analysis
- Turnround management
- Asset divestitures
- Mergers and acquisitions
- Private placement of debt & equity
- Restructuring and recapitalization
- Retirement consultation



- Multi-parcel land auctions
- Private real estate brokerage
- Confidential private offerings
- Sale-Leaseback
- 1031 exchange properties



#### Farm-Related Equipment Auctions

AUCTIONS

- $\cdot$  Full-line dispersals
- · Retirement liquidation
- · Surplus equipment auctions
- $\cdot$  Inventory reduction auctions
- $\cdot$  Virtual auctions
- $\cdot$  On-line auctions

Our team of experts will be your partners, your representatives, and your advocates.



#### OUR AGRICULTURAL ASSET AUCTIONS

The Wendt Group brings buyers and sellers together through equipment and livestock auctions with the same effort we bring sellers and bidders together to sell real estate.

Farm Equipment AuctionsWhether you own a single piece or wish to have a full closeout of your agricultural equipment, The Wendt Group can assist you in the best way to sell. Throughout Ohio, Indiana and the Midwest, we can deliver a world-class auction event.

> Custom, computerized mobile-office trailer with multiple service windows and security system

#### **Inventory Reduction**

Combined with an aggressive marketing approach, our professional auctioneers and assistants will create an atmosphere that creates demand and competition for your agricultural equipment.

## **Online Bidding**

Your auction equipment catalog will be uploaded to bidspotter.com where bidders can access the auction from the confort of their home or office. Online bidding runs simultaneous to the live auction event on location.

Showpig.com

#### Livestock Auctions

WENDT

TUESDAY, FEBRUARY 26 • 10AMEST

Sunrise COOPERATIVE

Few can deliver a livestock auction like The Wendt Group! Kevin Wendt is a nationally known auctioneer with more than 30 years of experience. Wendt has

extensive experience in genetics, sales, marketing, business management, advertising, and public relations.







NTIQUE TRACTOR

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2425 N St. Rte. 721

FRIDAY, NOVEMBER 30TH

Ierlin & Katie Bake

10:30AM

# **INDUSTRY LEADING INNOVATION**





"I am a huge fan of The Wendt Group. It has been fun to watch Kevin, Nick, Dale and their great crew build out their business so quickly. They work hard. They treat both buyer and seller fairly and honestly. They are innovative in their approach and they know and understand the power of digital promotion as well as any auction firm I know.

One other thing about The Wendt Group...they are really good people you will enjoy working with, either as a seller or buyer. I've met tons of folks in the machinery/auction biz over past 27 years. Kevin Wendt is one of the best listeners I have met. The Wendt Group will listen to your needs and serve you well."

Greg - Machinery Pete



### **OUR REFERENCES**

We know the agricultural business. We know the real estate business. We know the key farmers, investors, managers, developers, brokers, and lenders. We know people who are looking to BUY LAND. We put our existing relationships to work for you.

#### **Aegerter Marketing Services**

Jeff & Darla Aegerter 520 South Evergreen Drive Seward, NE 68434 402-641-4696

#### BECE, LLP

Agribusiness & Real Estate Attorneys Jeff Easterday 7259 Sawmill Rd Dublin, OH 43016 614-210-1840

#### **Bryant Ag Enterprises**

Mark Bryant 3321 State Route 41 SE Washington C.H., OH 43160 740-313-7205

#### Farm Credit Services Dave Sanders 1540 US Route 62 SW Washington C.H., OH 43160 740-335-5023 Junk & Junk, Attorney at Law Bill Junk 213 North Main Street Washington C.H., OH 43160 740-335-3231

Little Cedar Cattle Company Steve & Julie French 1264 VanDyke Beaverton, MI 48612 989-965-6363

#### Mayer Farm Equipment Dale Mayer 1812 State Route 734 NW Jeffersonville, OH 43128 740-426-6307

National Swine Registry Mike Paul Chief Executive Officer 2639 Yeager Rd West Lafayette, IN 47906 765-463-3594

#### Schaffner Law Offices, Co., LPA

David K. Schaffner, Esq. 132 Fair Ave. NW New Philadelphia, OH 44663 330-364-9070

#### The Merchant's National Bank

Tom Schoettle 100 North High Street Hillsboro, OH 45123 937-393-1993

#### The State Bank

David Homoelle 109 S High St Dublin, OH 43017 614-336-7779

"From our first meeting, we were very impressed with Dale Evans. Selling a farm that has been in the family for over 85 years is a hard decision. When we met with him we knew we were in good hands. Dale absolutely knows the "ins and outs" of your auction process. We were afraid once an auction company had our signature on a contract that would be the end of their assistance. I am happy to say we were wrong." - Sandy Price, Chillicothe, OH

## **OUR COMMITMENT**

Our commitment is two-fold: To work hard in meeting the marketing needs of the agricultural industry as a whole, and to conscientiously create and provide support to organizations that foster and promote the agricultural community and humanitarian needs.

# **OUR INVOLVEMENT**

Our involvement in both agricultural and community organizations is rooted in our strong commitment to giving back in order to leave a lasting impact. We are proud supporters—both through financial provision and active involvement—of many national, state, and local agricultural youth organizations.

- 4-H
- FFA
- Ohio State Fair Sale of Champions
- National Junior Angus Association
- National Junior Hereford Association
- National Junior Shorthorn Association
- National Junior Swine Association
- Team Purebred

For over 30 years, Kevin has been actively involved with numerous county-level Junior Fair Sales as well as the State Fair Sale of Champions.

We have also had the opportunity to host and perform numerous benefit auctions near to our hearts. One highlight event that Kevin had the opportunity to be involved with was the 2015 Buckeye Cruise for Cancer which generated over \$800,000 to benefit cancer research.

In addition to these long-standing organizations, we have recently helped to create the Ohio Youth Swine Committee and the Showpig.com All Star Leadership Camp.



We have also expanded our view of community to include global needs. In 2012, we created the Hopewell Project. This 501(c)(3) is dedicated to community development in Hopewell, Jamaica, through education and entrepreneurial pursuits.

Wendt Group,

On behalf of the Miami Trace FFA, I would like to thank you for partnering with the Miami Trace FFA Alumni to put on the Annual FFA Consignment Sale. The FFA Consignment Sale is a long standing tradition in the Fayette County agricultural community.

Without the generosity and support of individuals like yourself, this event would not be possible.

The Miami Tract FFA Alumni uses the funds from the consignment sale to support our FFA members through senior scholarships, travel expenses and financial support.

Thanks again for your support.

Sincerely,



Cody Clyburn, MT FFA Secretary



The Showpig.com All Star Leadership Camp provides an avenue for teens in the swine industry to learn and serve alongside industry leaders.



# **AUCTION MARKETING EXCELLENCE TWICE OHIO AUCTION OF THE YEAR WINNER!**

# **1ST PLACE Brochure Design Newspaper Ad Design Auction Video**

# **AWARDED** 2017 & 2018 OHIO **AUCTION OF** THE YEAR

PREMIER LAND & EQUIPMENT Northeast Ohio AUCTIONS

LAND AUCTION - Thursday, March 15 • 11AM

EQUIPMENT AUCTION - Tuesday, March 20 · 10AM

C+:# PREMIER LAND AUCTION Acres Attention Farmers & Investors! Farms • 17 Tracts ing from 2± Acres to 121.5± A Corn Soybean, & Wheat Acre Potential Building Sites THURSDAY, NOVEMBER 2ND • 11AM Held at the Buckeye Community Center - Shiloh, Ohio

Near Greenwich, Ohio

WENDT 614.626.SOLD



# **WORKING HARDER & SMARTER TO SERVE YOU**

We are confident that The Wendt Group will execute a professional marketing effort and will utilize the most effective resources to highlight your unique property in the market place. We take seriously the opportunity to serve our clients and work hard to deliver a superior marketing program.

Our extensive marketing program coupled with a professional, buyer-motivated auction event that makes bidders comfortable and confident will result in stronger bidding.

Call The Wendt Group to schedule a no-hassle, private consultation. We can discuss turning your agricultural assets into cash in as little as 120 days.



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