



THE WENDT GROUP

Land & Agricultural Assets



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 www.showpig.com 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,



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."

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KEVIN WENDT AUCTIONEER



1980s

- 1980** - Conducted First Auction at age 14
- 1986** - 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
- 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

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 www.showpig.com
- 2006** - Ohio State Bid Calling Champion
- 2008** - Replaced Merlin Woodruff as Livestock Auctions Instructor, Reppert School of Auctioneering

2010+



- 2010** - Established strategic partnership with American Hereford Association, developed BuyHereford.com to sell Hereford cattle genetics online
- 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



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

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

OUR VISION

Our vision is to grow The Wendt Group brand by building trust and developing practices which better serve those individuals utilizing our organization.

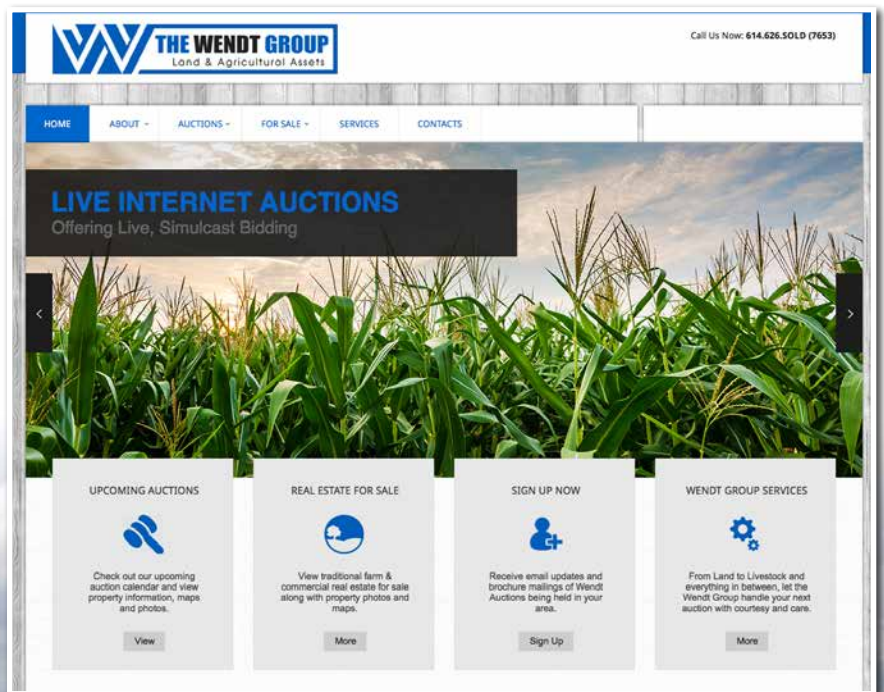
OUR MISSION

Our mission is to provide courteous, professional, and timely services utilizing modern technology and old-fashioned hard work in order to deliver results that enhance and positively impact the agricultural community.

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
- Internet Auctions



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.

STRATEGIC PARTNERSHIP

The Wendt Group partners with Blue River Digital for their complete auction marketing services. Serving the auction industry for over 15 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.

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.

blueriver
digital



9 FIRST PLACE MARKETING AWARDS IN 2015 - 2016
Awarded by the National Auctioneer's Association & Ohio Auctioneer's Association



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 www.thewendtgroup.com and other sites
- Leading-edge technology including drone footage, equipment videos, and aerial photography

AUCTION

127± Acres • 2 Tracts

• **HIGHLY PRODUCTIVE CROPLAND**
• **WELL DRAINED - CROP RIGHTS FOR 2016**

THURSDAY, MARCH 10 • 6PM
Held at the Sabina Elementary School

PROPERTY INSPECTION:
Thursday, February 18 • 3-5PM

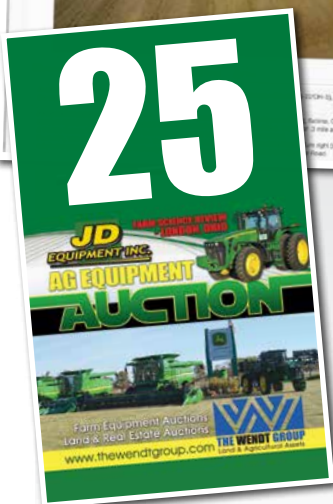
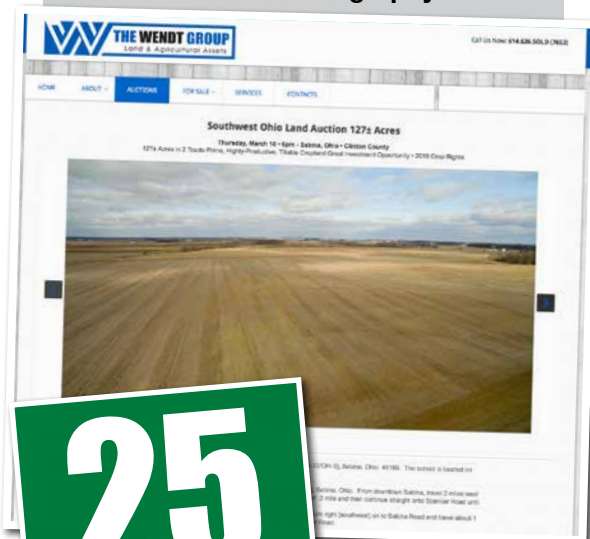


Dale Evans
260-894-0458
www.thewendtgroup.com

Signage



Photography & Video



Internet & Email Blasts

Custom Bid Cards

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

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.

Email Blasts

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.

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.



Auction Brochure





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:

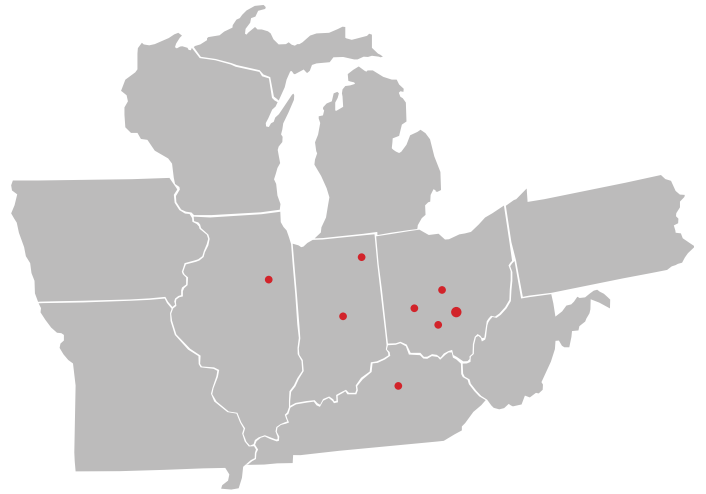
- Buyers know the seller is committed to sell
- Buyers know they are purchasing property at a fair market price
- The buyer has full control over what he wants to bid for the property
- Auctions reduce the potential negotiating time for the buyer



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

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 to market large, multi-tract farms.



MURRAY WISE
ASSOCIATES LLC



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 Auctions

Whether 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

Dealer 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.



Livestock Auctions

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.



INDUSTRY LEADING INNOVATION



Dealer Talk

from



THE MOST TRUSTED NAME
IN FARM EQUIPMENT

December 8, 2015

Follow Machinery Pete:



PETE SAYS: “My eyes were opened to something very interesting Saturday while I was out in central Ohio covering JD Equipment, Inc’s annual year-end inventory reduction auction in London, Ohio. My friends Kevin and Nick at The Wendt Group were the auction firm handling this sale. I got there and noticed there were 21 items on this absolute auction that were tagged, right where everyone could see on each machine, right up front. These 21 pieces of equipment had reserve prices on them, and the price was plainly clearly stated. When the auction truck rolled up to each item, auctioneer Kevin Wendt simply explained how the good folks at JD Equipment, Inc. needed this much money on the item and they are specially priced today to move, so hop in folks if you’re interested.

Farmers at the sale were really talking about this new wrinkle.

Of the 21 tagged, transparent/reserve price items on the auction, nine wound up selling. Would they have liked 15, 18, or 21 of the items to sell? Of course, but then again, nine sold. They are gone for above stated reserve price. And again, understand there was tremendous farmer buzz at the auction on Saturday about these tagged, transparent/reserve prices.



Trust is a powerful thing and it felt like observing a cool new way for the good folks at JD Equipment, Inc. and The Wendt Auction Group to parlay the trust and confidence they’ve built up with their loyal local customers over many years and create a special, unique new “buying opportunity” for these local customers. No games, just “here’s what we gotta have out of it, special offer today, hop in if you’re interested.”

I just found this to be so intriguing as we are where we are in the current used farm equipment market with the issues we have. Here’s something new to try. I think it has legs going forward done right.

Republished with permission of 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

American Berkshire Association

Chief Executive Officer
Amy Smith
2637 Yeager Rd
West Lafayette, IN 47906
765-497-3618

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

Dr. Gary Junk, DVM

1653 Lewis Road NE
Washington C.H.,
OH 43160
740-335-6161

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

Prime Time Agrimarketing

Network, Inc.
Craig Reiter, President
P.O. Box 305
Perrysburg, OH 43552
567-331-3560

Schaffner Law Offices, Co., LPA

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

JD Equipment

Ted Miller
1660 US-42
London, OH 43140
614-879-6620

The Merchant's National Bank

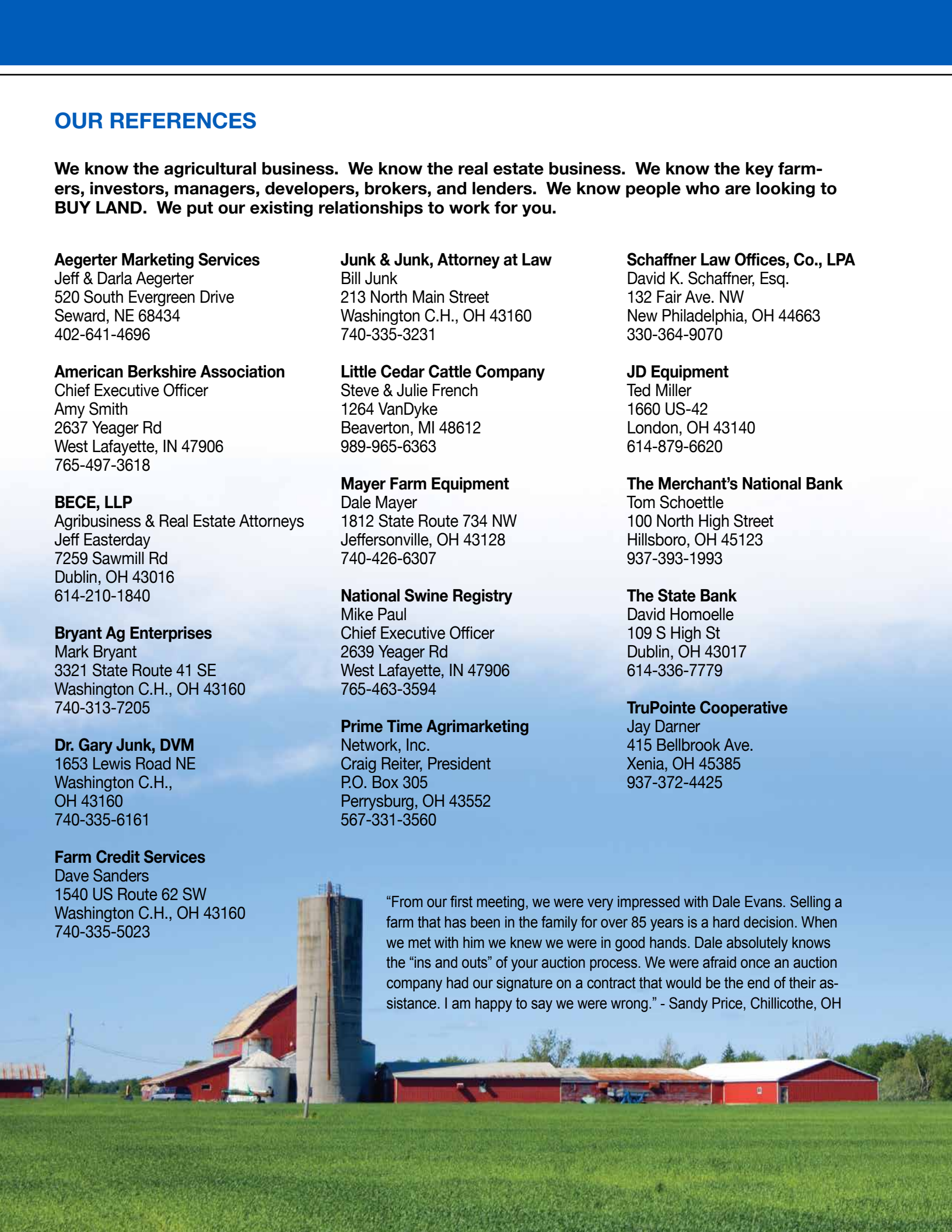
Tom Schoettle
100 North High Street
Hillsboro, OH 45123
937-393-1993

The State Bank

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

TruPointe Cooperative

Jay Darner
415 Bellbrook Ave.
Xenia, OH 45385
937-372-4425



"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



Miami Trace FFA



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

THE WENDT GROUP EXECUTIVE TEAM



Kevin Wendt, CAI
President / Auctioneer / Broker
419.566.1599 | kevin@thewendtgroup.com

Kevin Wendt, CEO of The Wendt Group, Inc., is a nationally known auctioneer with more than 30 years experience. A graduate of The Ohio State University, Wendt has extensive experience in genetics, sales, marketing, business management, real estate, advertising, and public relations. Wendt graduated from the Reppert School of Auctioneering and is licensed and bonded and actively working in 23 states.

Wendt, a hall of fame auctioneer and chamption bid caller, is known throughout the nation as a premier purebred live-stock auctioneer, conducting more than 125 nationwide auctions each year. He is also a Broker/Auctioneer specializing in Agricultural Real Estate and Equipment Auctions, where he has conducted more than 5500 auctions since 1986.



Dale Evans
General Manager / Auctioneer
260.894.0458 | dale@thewendtgroup.com

Dale brings to The Wendt Group, Inc. extensive experience in marketing and management. Not only has he been involved in the auction business since 2001 specializing in farm land and equipment, he has also previously had decades of experience in both the commercial sector and corporate America as a marketing/printing manager. As general manager of The Wendt Group Inc., Dale ensures that each auction has detailed, quality marketing materials and internet exposure. Just as importantly, he strives to make certain that every client and customer is provided with courteous, timely, and professional assistance utilizing modern technology and old-fashioned, customer-service mentality. Dale's mission is to tailor each step of the selling process from the initial contact, throughout the auction, and finalizing the endeavor with communication, accountability, hard work, and class! Dale takes very seriously The Wendt Group's commitment to assisting you in marketing your real property and/or equipment. He looks forward to partnering with you in this journey.



Nick Cummings, CAI
Auctioneer / Auction Advisor
740.572.0756 | nick@thewendtgroup.com

Nick joins The Wendt Group, Inc. with 20 years of experience in the auction industry, focusing in agricultural real estate and farm equipment. Nick's enthusiasm and client-centered relationships continue to drive his passion for the auction industry and the clients whom he serves. He has worked with a variety of sellers, ranging from local farmers, fertilizer and farm co-ops, to dealers and corporate businesses liquidating agricultural assets. Nick has been a part of many award-winning advertising and promotional teams. He and the team at The Wendt Group, Inc. look forward to promoting your auction in new and innovative ways. Nick has been instrumental in conducting some of the largest equipment auctions in Ohio and has managed several high-profile national auctions such as Anderson Circle Farms in Lexington, Kentucky.



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Plain City, OH 43064
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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www.thewendtgroup.com

