



VANDER WERFF AND ASSOCIATES, INC.

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, you're personal representatives, attorneys' and others.

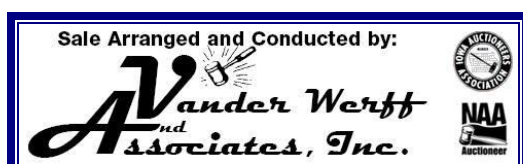
- Full colored sale brochures (similar to those attached).
- These brochures will include pictures of the farmland, plat maps, aerial maps, and soil maps.
- The sale brochures will be direct mailed to every land owner and tenant, within an approximate 10 mile radius of the farm. We will also do a mailing to our data base of nation wide farm land investor purchasers. Our data base of these investor 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. web site will also have your auction information posted with national exposure, immediately upon finalization of auction contract. (vanderwerffandassociates.com)
- We do advertising in auction area newspapers, radio stations, and business in the area as well.
- Custom signage will be placed on the farm. This signage will state day, date and 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, donuts and soda 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 and/or representative 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. Our firm is available for any questions and/or concerns from you or your family, as well as potential buyers.

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



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Professional Service Since 1972