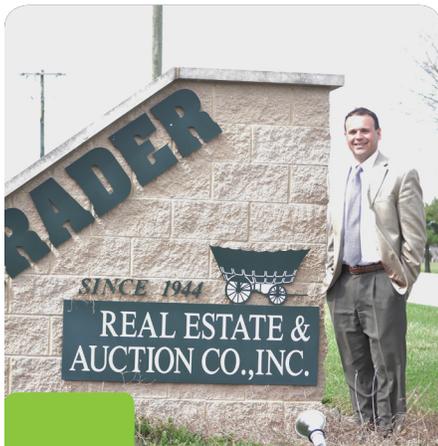


BUSINESS CASE STUDY

Schrader Real Estate & Auction Co.

When you walk in the front door at Schrader Real Estate & Auction Company it's the smiling faces that capture you first. From the Schrader office to the auction truck on the road, the Schrader team values every relationship they build. Although Schrader is a four-time USA Today/National Auctioneers Association "Auction of the Year" award recipient, they believe all the awards in the world can't make up for a record of integrity.



**SCHRADER REAL ESTATE & AUCTION
AT A GLANCE**

Year Established:

1944

Leadership:

R.D. Schrader (President)

Gene Klingaman (Vice President)

Denzil Schrader established Schrader Real Estate & Auction Company in Columbia City in 1944. The company grew by selling farms, farm equipment, and livestock in Indiana and Michigan. From their humble roots, today the family owned business has grown into a nationally recognized company and conducts between 200 and 250 auctions annually in 40 states across the country, and has an outstanding annual sales volume of over \$200 million.

AN EXPERIENCED STAFF

Schrader specializes in selling farmland and farm equipment, commercial and residential properties. The company is headquartered in Columbia City just north on State Road 9, and has other company offices throughout Indiana, Michigan, Ohio, Texas and Florida. Schrader has a dedicated team of 20 on staff employees and 30 independent contractors, and has over 400 years of combined experience. "Whitley County is a central location in the heart of the corn belt, and we've built credibility here with clients," said president, R.D. Schrader. "It's also a great place to live and raise a family. I have four kids ages 10-16 and I have a great appreciation for our school system."

NATIONALLY RECOGNIZED

Schrader is a four-time USA Today/National Auctioneers Association "Auction of the Year" award recipient, and has a skilled marketing team, second to none. Schrader's marketing

team was named a two-time grand champion for the "International Marketing Award of Excellence," and has received over 50 advertising awards over the past few years. Schrader implements the unique and successful "Maximum Marketing Method" known as M3, which sets them apart from competitors. Clients receive the highest value for their land through this marketing method by giving bidders the opportunity to bid on individual land tracts, combinations or the whole property as it broadens the pool of bidders.

Most recently, longtime Schrader president, Rex Schrader was inducted into the National Auctioneers Hall of Fame, the auction industry's most honorable recognition. Rex was honored with the award at the National Auctioneer Association's annual conference in Louisville. After receiving the award Rex said, "I'm really overcome with gratitude, not just for the great honor of being recognized by my peers, but for the large number of family, friends and associates who traveled many miles to share the moment with my family and me. I am especially indebted to my wife, Lori, and my partners, R.D. Schrader and Gene Klingaman, as well as our wonderful employees and associates."

Schrader strives to get to know each seller as an individual, and they value each relationship they build. They believe all of the awards in the world can't make up for a record of integrity.