



The AUCTION WAY COMPANY believes in the auction method as a postive approach to investment recovery. We believe that a carefully conducted auction by qualified professionals will produce top dollar for your inventory. More and more major companies are turning to the auction method as a tool for investment recovery. We believe that you will too, once you are acquainted with that method and with THE AUCTION WAY COMPANY.

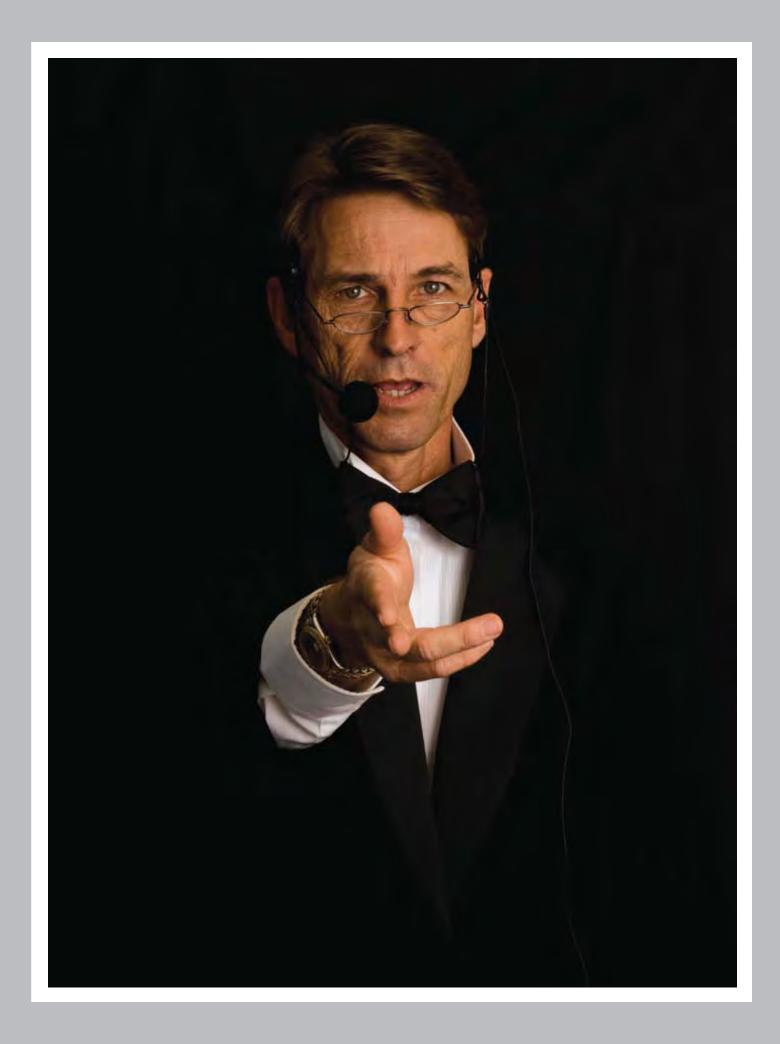
The Auction Way is a tough team to beat!

Get it SOLD The Auction Way!



The Auction Way Company

P.O. Box 1663 LaGrange, Georgia 30240 706.884.3062 www.theauctionway.com



# The Auction Way Company

### Experience

THE AUCTION WAY COMPANY of LaGrange, Georgia was established in 1979 by Gerald A. Bowie, President.

Gerald A. Bowie has been in the auction business since 1964 and is a charter member of the Georgia Auctioneers Association and is in the Georgia Auctioneers Hall of Fame. Gerald is an auctioneer and real estate broker and has conducted auctions of all types in 45 U.S. states, Canada, France, Mexico and Puerto Rico. He is recognized as one of the most versatile, successful and respected auctioneers in the business.

Gerald Mark Bowie, Vice President, has been a partner in THE AUCTION WAY COMPANY since the company's inception. Mark is also an established auctioneer and has been instrumental in conducting successful AUCTION WAY auctions throughout the country.

Penny Jo Bowie, Marketing Director, is President of Omni Advertising and Graphics, Inc., an affiliate marketing firm for THE AUCTION WAY COMPANY since 1981. Penny is a licensed real estate agent and that experience provides added-value to real estate marketing.

Proven Ability for a Range of Clients

THE AUCTION WAY COMPANY has assembled a staff of skilled specialists in every phase of auction management to form a full-service auction company with an established reputation for success. Clients include Federal Bankruptcy Courts, Small Business Administration, attorneys, brokers, corporations, trusts, banks, and private individuals.

**Full Service Versatility** 

THE AUCTION WAY COMPANY is versatile and experienced in conducting auctions, from conception to completion.





NAA Award Winning Auction Brochure



National ADDY Award and NAA Award Winning Company Brochure

# Custom Advertising and Marketing

### **Custom Designed Sales**

The success of any auction depends on a well-planned and effective advertising program. Advertising for every AUCTION WAY auction is custom designed to reach the right buyers and to convince them that they can profit from attending the auction.

## A Professional Partnership

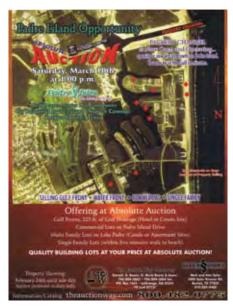
Omni Advertising and Graphics, Inc. is AUCTION WAY'S affiliate agency. The close working relationship of the two companies allow exacting quality control, assures proper timing and media selection, and guarantees cost-effective promotion and publicity programs for every auction.

# Effective Advertising and Placement

After an in-depth study of the properties being offered, the company's skilled staff develops a targeted marketing program—from initial photography and ad layouts to full-color brochures, catalogs, and newspaper and trade magazines, from signs to web designs, to internet marketing. Video and audio presentations are developed. Special mail and email lists are researched. Radio and television are used when appropriate.

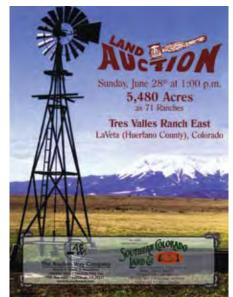
### **National Award Winner Quality**

Omni Advertising and Graphics, Inc. is an established, experienced advertising agency. The company is headed by the creative and talented Penny J. Bowie. Since 1981, Omni has specialized in promoting successful auction sales nationwide. Omni is always advancing its operations, as is AUCTION WAY, to serve a broader range of clients and businesses. Omni has won many national awards for the quality and creativity of its presentations.



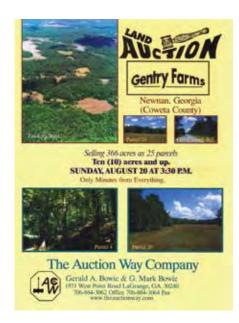


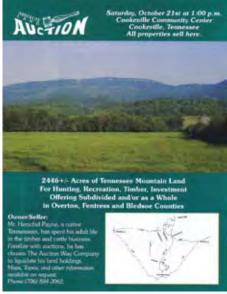


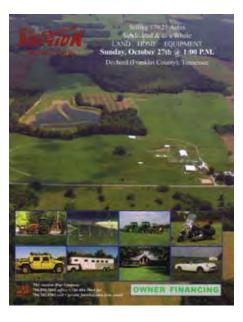












# **How We Conduct An Auction**

Selective Marketing, Specific Advertising AUCTION WAY will concentrate on bringing buyers to your auction... buyers with the desire to purchase your specific auction properties.

New and Innovative Technology

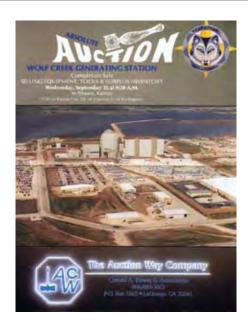
AUCTION WAY is always in the forefront of technological advances... good examples are our real-time online auctions and Bid Now features.

**Shortened Sales Period** 

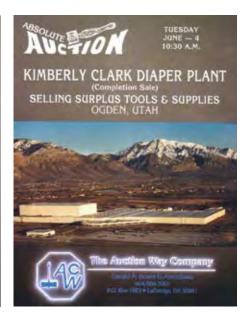
AUCTION WAY conducts auctions over a brief period - selling when you need to sell.

**All Necessary Amenities** 

AUCTION WAY coordinates all necessary auction amenities—security, auction facilities, public address systems, video and audio systems, entertainment and food services.



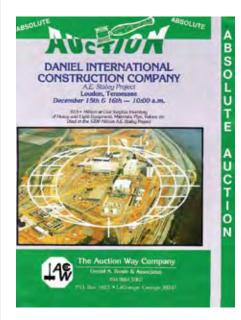


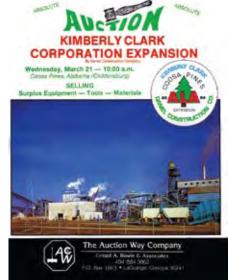


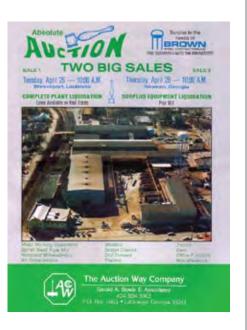












# **Example of Auction Day**

### Registration

Auction attendees register either in advance or at arrival. The buyer's registration information is entered immediately into AUCTION WAY data files.

#### Live Auction Online

Buyers can actively participate in two locations: at the live auction location or by the Internet. Many AUCTION WAY auctions are live on www.theauctionway.com, where preregistered buyers can bid online.

# Efficient Process - From Bid to Closing

As the auction progresses, a bid acknowledgement is prepared for every parcel, signed by the buyer, and then delivered immediately to the title company representative for contract completion. Title company representatives and closing attorneys are on-site to promptly complete the contracts.

#### **Immediate Sales Statements**

A preliminary auction report is available immediately after the auction. A final report is furnished after all closings are complete.

#### **Efficient Collection**

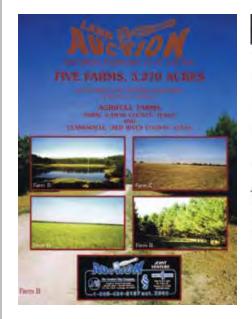
All monies collected will be deposited in a designated escrow account and paid out according to the contract terms.

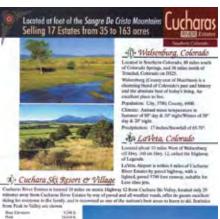
### **Security**

Professional security personnel may be on-site to protect properties, monies, and attendees.

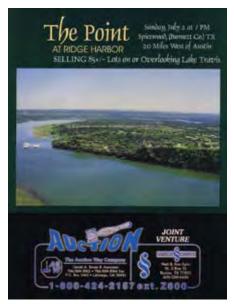
Auctions conducted only online will not include some of these functions.

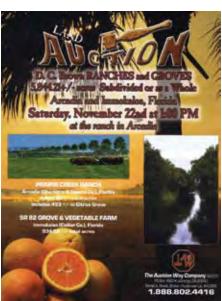


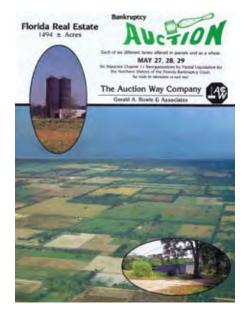


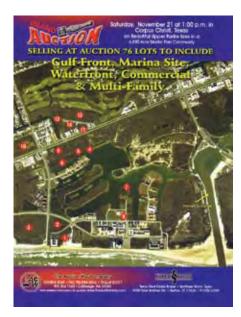
















# What Our Clients Say

Mike Levi Owner Paleface Ranch Alto, New Mexico Just a note to let you know that all of the dozens of auctions that you conducted for me, of cattle and land, in good times and bad, everything was professionally handled and met or exceeded expectations.

**A.** Daniel Wolff, III *President*Riverside Group, Inc.
Jacksonville, Florida

I wish to express my appreciation for the professional and expeditious manner which you and your firm exhibited in preparing for and executing the auction sale....

The job was certainly well done; your people were extremely professional; and the spirit was nothing short of the finest cooperation imaginable.

B.L. Brown Senior Vice-President First Alabama Bank Birmingham, Alabama I would like to express my appreciation to you and the entire staff of THE AUCTION WAY COMPANY for a very professional sale of Blackwater Farms property.

Calvin L. Canter President Contractors' Rental Supply Skyland, North Carolina I want to express my appreciation for the thorough and professional manner in which your firm conducted our auction in Chesapeake, Virginia... I do not think we could have made a better choice in auctioneering firms.

James L. Holloway

Executive Vice President

Metrobank

Birmingham, Alabama

All of you are to be complimented for your excellent professional handling... Many hours and days of planning and work led up to this sale.

B.K. Burkhalter
Owner's Representative
Caterpillar Tractor Company
Facilities Engineering
Corporate Properties Division
Morton, Illinois

We at Caterpillar would like to take this opportunity to compliment THE AUCTION WAY COMPANY for the aggressive and excellent way the auction of our surplus material and equipment was conducted. Credit for the success of the sale must be attributed to the following: hard work and long hours setting up the auction inventory, top-notch advertising brochures and catalogs, knowledgeable and aggressive auctioneers and ringmen along with a computerized accounting program, second to none, giving instant printout of all buyers' transactions. I would certainly recommend THE AUCTION WAY COMPANY to anyone faced with disposal of surplus material and equipment.

# \*Typical Auction Timeline Example

11 Weeks From Conception To Closing			
Week 1	<ul> <li>✓ Enter Into Auction Agreement And Contract With Seller</li> <li>✓ Receive An Inventory Of **Properties From Seller</li> <li>✓ Locate And Identify Each Property</li> <li>✓ Assign Properties To Auction Manager</li> <li>✓ Quote For Survey, Title Opinion</li> </ul>		
Week 2	<ul> <li>✓ Auction Manager Secures Properties</li> <li>✓ Plan Targeted Marketing Program</li> <li>✓ Take Photos, Gather Information For Marketing</li> <li>✓ Order Survey And Title Opinion</li> </ul>		
Week 3	<ul> <li>✓ Take Photos, Gather Information For Marketing</li> <li>✓ Schedule Inspection Days</li> <li>✓ Property Information Completed And Given To Web Master</li> <li>✓ Begin Marketing And Advertising Production</li> <li>✓ Order Signs</li> </ul>		
Week 4	<ul> <li>✓ Title Company Prepares Title Opinion</li> <li>✓ Place Advertising</li> <li>✓ Produce Catalog</li> <li>✓ Properties Are Loaded On Website For Viewing</li> <li>✓ Erect Signage</li> </ul>		
Week 5	<ul> <li>✓ Advertising Begins To Run</li> <li>✓ Literature Mailed To Prospective Buyers</li> <li>✓ Catalog Available</li> <li>✓ Open House: Properties Are Open For Inspection</li> </ul>		
Week 6	<ul> <li>✓ Contractual Documents Prepared By Title Company</li> <li>✓ Open House: Properties Are Open For Inspection</li> <li>✓ Survey Completed</li> </ul>		
Week 7	<ul> <li>✓ On-Site Setup For Auction</li> <li>✓ Registration Begins</li> <li>✓ Auction Is Conducted</li> <li>✓ Preliminary Auction Report To Seller</li> </ul>		
Weeks 8-11	<ul> <li>✓ Work With Seller And Title Company To Facilitate Closings</li> <li>✓ Personal Property Titles And Bill Of Sales Transferred To Buyers</li> <li>✓ Complete Real Estate Closings</li> <li>✓ Final Report To Seller</li> <li>✓ Auction Is Complete</li> </ul>		

\*Timelines For Some Auctions May Be Shorter Or Longer Than This Example \*\*Properties: Real Estate, Equipment, Tangible Properties

### The Auction Way Company

believes in the auction method as a positive,
practical approach to investment recovery.

An auction is the most effective and proven marketing process
for selling all types of properties
where the sellers want to limit their holding period, risk and cost.

The auction method of marketing accelerates the selling process,
in both a buyer's and seller's market.

We believe that professionally managed auctions should be a strategic element of an asset disposition strategy for today's asset managers.

Successful auctions start with a professional auction team.

The AUCTION WAY COMPANY is that team.

The Auction Way Company is a member of the National Auctioneers Association and the Georgia Auctioneers Association. Gerald Bowie is a charter member and past president of the Georgia Auctioneers Association and is in the Georgia Auctioneers Hall of Fame.







# The Auction Way Company

P.O. Box 1663 LaGrange, Georgia 30240 706.884.3062 theauctionway.com