

# NAA MARKETING COMPETITION

# 2025 Finalists

## Campaign of the Year



**David Whitaker**  
Whitaker Marketing Group



**Adam Crist**  
Peoples Company



**Matt Hurley**  
Hurley Auctions



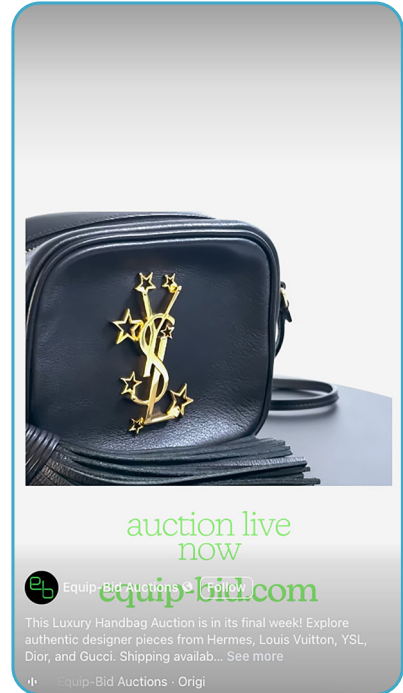
**Braden McCurdy**  
McCurdy Real Estate & Auction Co.



## Short-Form Video



**Seth Cable**  
Equip-Bid Auctions

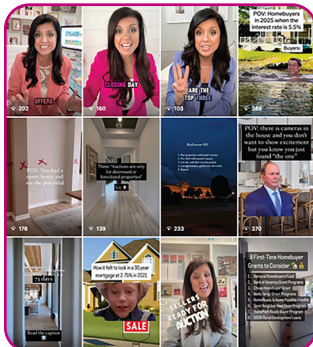


**Janet Johnson**  
Hansen Auction  
Group



**Rick Brock**  
McCurdy Real Estate & Auction Co.

## Social Media Influencer Sara Rose Bytnar



Beth Rose Real Estate & Auctions

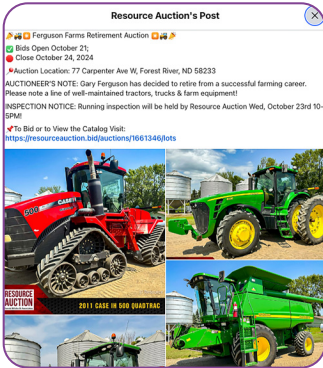
## Podcast David Whitaker



Whitaker Marketing Group

# Paid Social Media Advertisements

## Commercial Assets



**Dennis Biliske**  
Resource Auction



**Nicolas Smock**  
Don Smock Auction Co., Inc.

## Personal Assets

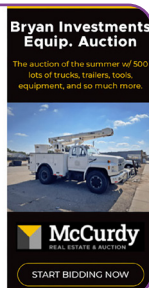
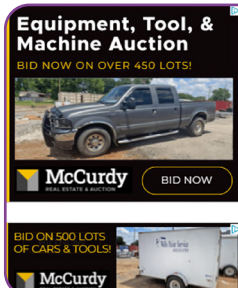


**Seth Cable**  
Equip-Bid Auctions



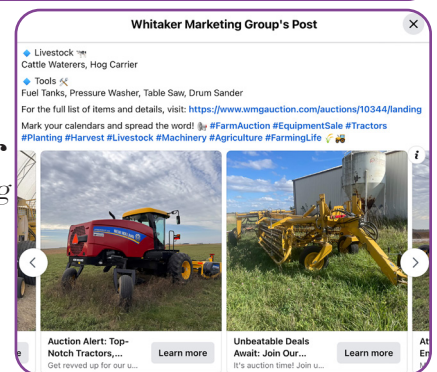
**Kaleb Hurley**  
Hurley Auctions

**Lonny McCurdy**  
McCurdy Real Estate  
& Auction Co.

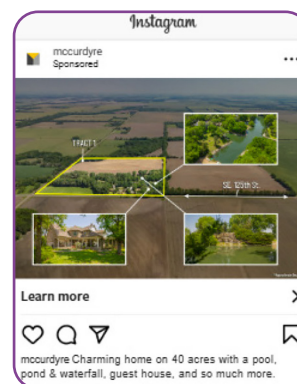


## Real Estate

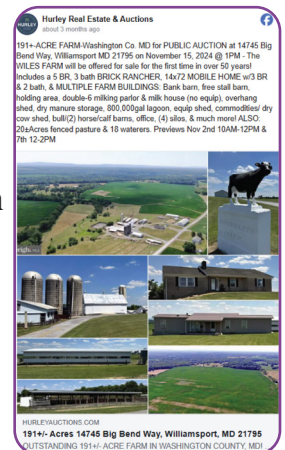
**David Whitaker**  
Whitaker Marketing  
Group



**Isaac Klingman**  
McCurdy Real Estate  
& Auction Co.



**Daniel Robison**  
Hurley Auctions



**Max Spann**  
Max Spann Real Estate  
& Auction Co.





## Social Media Campaigns

**Seth Cable**  
"Unleash Your Bids"



**Matt Hurley**  
"Myths & Misconceptions"



**David Whitaker**  
"Farmland Targeting"

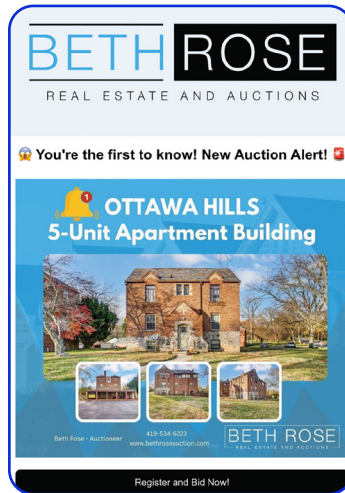


**Rick Brock**  
"Elite Property, Elite Method"

## Email Campaigns

### Real Estate

**Sara Rose Bytnar**  
Beth Rose Real Estate & Auctions



**Kaleb Hurley**  
Hurley Auctions



**Kevin Howell**  
Weigand Auction



**Isaac Klingman**  
McCurdy Real Estate & Auction Co.

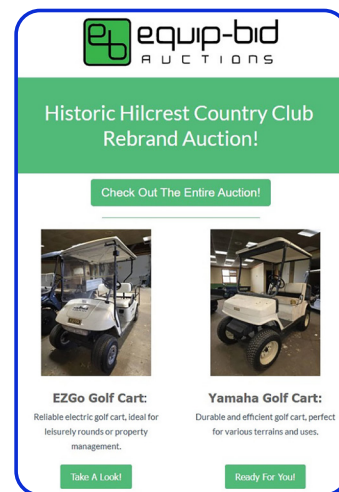


## Personal Assets



**Daniel Robison**  
*Hurley Auctions*

## Commercial Assets



**Seth Cable**  
*Equip-Bid Auctions*

## Video Benefits



**George Franco**  
*Red Cloud Auctions*



**Lynne Zink**  
*Lynne Zink Productions, LLC.*

## Commercial Assets



**Janet Johnson**  
*Hansen Auction Group*

**AUCTION MASTERS  
IS HERE  
TO HELP**

**Sarah Ness**  
*Auction Masters*



## Personal Assets



**James Weigl**  
*Blue Box Auction Gallery*



**Jeff Bush**  
*Wiregrass Auction Group*



**Andrew Wilson**  
*William Wilson Auction & Realty, Inc.*



**Janet Johnson**  
*Hansen Auction Group*

## Real Estate



**Janet Johnson**  
*Hansen Auction Group*



**Jeff Bush**  
*Wiregrass Auction Group*



**Kevin Howell**  
*Weigand Auction*



**Mark Manley**  
*Wiregrass Auction Group*

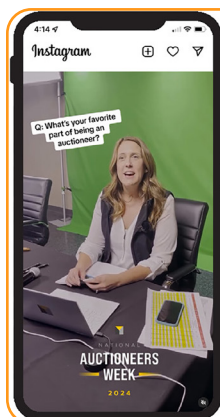


# Company / Self Promotion

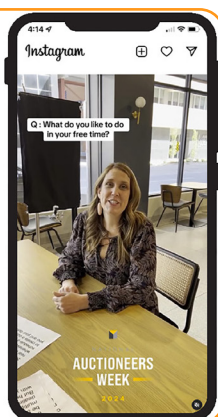
## Social Media



**Janet Johnson**  
Hansen Auction Group



As a third generation auctioneer, Megan has a passion for the auction process but her favorite part is helping people  
#auctioneer  
#nationalauctioneersweek



**Megan McCurdy Niedens**  
McCurdy Real Estate & Auction Co.



**Seth Cable**  
Equip-Bid Auctions



**Kaleb Hurley**  
Hurley Auctions



**Nicolas Smock**  
Don Smock Auction Co., Inc.

## Video



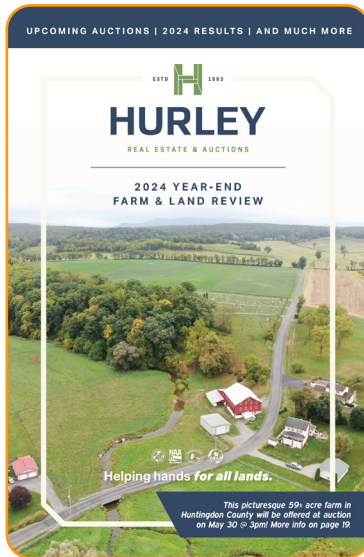
## Print



**Brooke Gillespie**  
Steffes Group LLC.

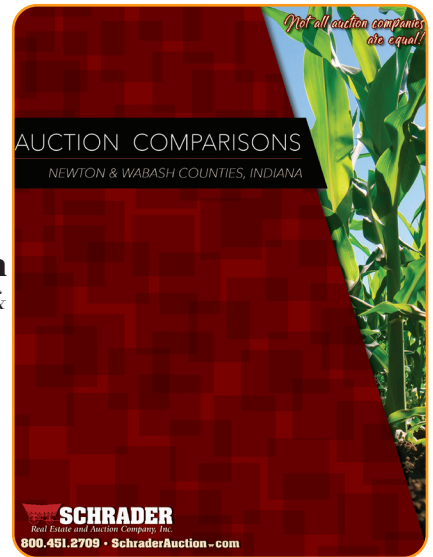


**David Whitaker**  
Whitaker Marketing Group



**Matt Hurley**  
Hurley Auctions

**Matthew Wiseman**  
Schrader Real Estate & Auction Company



**Matt Hurley**  
Hurley Auctions



**Christie King**  
C King Benefit Auctions, LLC

## Video



# Brochures

## Commercial Assets

**LIVE ON-SITE AUCTION**  
WITH SIMULCAST ONLINE BIDDING!

**11113 County Rd 24,  
Langdon, ND 58249**

**UPCOMING AUCTIONS**

**KRAM PIONEER FARM AUCTION LIVE ON-SITE NOVEMBER 22**

**STORAGE PROS INVENTORY**  
REDUCTION AUCTION  
BIDS OPEN NOVEMBER 20; CLOSING DECEMBER 6 2024

**SELL WITH US**  
ON OUR DECEMBER TIMED ONLINE AUCTION

**GRAND FORKS AREA EQUIPMENT & TRUCK AUCTION OPENS DECEMBER 9**  
BIDS OPEN DECEMBER 6; CLOSING DECEMBER 12, 2024

**CONTACT YOUR LOCAL REP TO SELL WITH US TODAY!**

**701-757-4015**  
[www.resourceauction.com](http://www.resourceauction.com)

**RESOURCE AUCTION**

**Dennis Biliske**  
Resource Auction

**Brooke Gillespie**  
Steffes Group LLC.

**TELLUS EQUIPMENT** 9880 US Hwy 181 | Taft, TX 78390

**AUCTION**  
TIMED ONLINE

OPENING: TUESDAY, SEPTEMBER 3  
CLOSING: TUESDAY, SEPTEMBER 10 | 11 AM CST

**TELLUS EQUIPMENT, (830) 299-5736**  
Contact Steffes Group Representatives Ben Hochgraber at (805) 305-2818  
or Chris Gellner at (701) 212-3456

**PREVIEW:**  
Aug 28 - Sept 10, 8 AM - 5 PM  
or by appointment.

**LOADOUT:**  
Sept 10 - 24, 8 AM - 4 PM  
or by appointment.

Landing dock available on site.

**2022 & 2023 John Deere 90X 640**

**STEFFES AUCTIONEERS** **TELLUS** **SteffesGroup.com**

**SELECT EQUIPMENT  
LIVE AUCTION**  
TUES., APRIL 23 | 10AM | PORTLAND, MI

**SUPERIOR ASPHALT, INC.**  
SERVICE BEYOND THE SURFACE

**AUCTION CONTACT**  
JAMESON VAN DAM  
616-520-3854

**MIEDEMA AUCTIONEERING INC.**  
LIVE & ONLINE AUCTIONS  
616-520-0567 [MIEDMAAUCTIONEERING.COM](http://MIEDMAAUCTIONEERING.COM)

**EQUIPMENT LOCATION:**  
8105 E EMERY ROAD  
PORTLAND, MI 48875

**Kurt Mingerink**  
Miedema Asset  
Management Group

**SELL**

**YOUR EQUIPMENT WITH US!**

Call NOW to have  
your equipment  
placed in  
national advertising

**Saturday, March 2nd at 10 am**  
Robertson County Fairgrounds | 4635 Hwy 41 N, Springfield, TN 37172

Bring your consignments Feb 28, 29, & Mar 1 from 8 am - 5 pm daily!  
Farm, Construction, & Landscape Machinery  
Powersports | RVs | Boats | Trucks | Tools | And MORE!

**Traylor Auctions & Land**

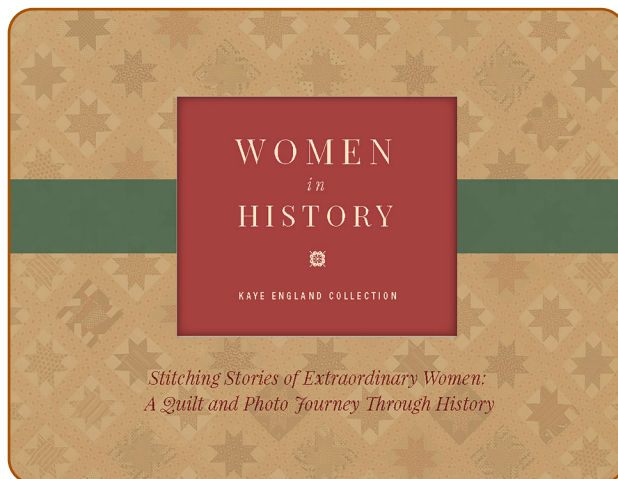
Our staff is ready to help you!  
Phillip @ 931-320-4150  
David @ 615-584-4327  
Denise @ 931-320-4151  
Sarah @ 931-249-2640

931-320-4150 931-320-4151  
[www.ptauctionteam.com](http://www.ptauctionteam.com) Visit us on the web at [www.ptauctionteam.com](http://www.ptauctionteam.com)

**Phillip Traylor**  
Phillip Traylor  
Auctions & Land



**Josh Loewensteiner**  
Guyette & Deeter



**James Weigl**  
Blue Box Auction Gallery

## Personal Assets



## Real Estate



**Braden McCurdy**  
McCurdy Real Estate & Auction Co.

**Jordan Miedema**  
Miedema Asset  
Management Group

30217 Stratford Court  
Niles, Michigan 49120

*Luxury Real Estate Auction*

ONLINE AUCTION  
WEDS., NOVEMBER 20  
Pre-auction offers may be submitted prior to  
November 9, 2021

**Property Details**

- 11,300 SF Estate on 8.2 Acres in Gated Community
- 5 Bedrooms & 9 Baths
- Main Floor Primary Suite
- Upstairs Ensuite Bedrooms, Sitting Area & Half Bath
- Open Family Room with Wet Bar & Dining Area
- Expansive Backyard with Brick Patios
- 4- Stall Finished Garage with Lower Level Access
- 4-Season Sunroom with Gas Grill
- Finished Lower Level with Massive Storage Room, Bedrooms & Bathrooms
- Private Winery Dining Area with Tuscan Hand Painted Finishes
- Separate Guest Home with Attached Garage
- Long Circular Driveway with Fountain
- Horses & Outbuilding Allowed with HOA Approval
- Luxury Finishes & Amenities

FOR DETAILED PROPERTY INFORMATION, PICTURES & TO BID VISIT [LBREAUCION.COM](http://LBREAUCION.COM)

AUCTION CONTACT: Victor Ruijter 616-283-8558



**Daniel Robison**  
Hurley Auctions

HallandHall.com  
800.829.8747

Suffolk, VA Prime Development Potential

**363+ ACRES**  
Offered in 8 tracts and combinations

**Cotton Rose FARM**

AUCTION | WED, MAY 15TH - 10AM ET  
Held Live with Online Bidding Available

**Scott Shuman**  
Hall & Hall Auctions

**HIGH-END PERSONAL CAR COLLECTION**  
COURT ORDERED SALE

DETAILED INFO & BIDDING: [ORBITBID.COM](http://ORBITBID.COM)

**AUCTIONEER'S NOTE:**

- COURT ORDERED SALE
- HAND COLLECTION BY AUTOMOTIVE MASTERPIECES
- METICULOUSLY CARED FOR PRIVATE COLLECTION
- CLIMATE CONTROLLED INDOOR STORAGE
- PRISTINE, RARE, YOUNG TO OWN
- FULL WALK-AROUND VIDEOS AND THOUSANDS OF PICTURES AVAILABLE FOR VIEWING ON OUR WEBSITE
- OPPORTUNITIES LIKE THIS ARE RARE; DON'T LET THIS COLLECTION PASS YOU BY

ONLINE AUCTION: TUESDAY, DECEMBER 17  
6718 9 MILE RD., MEGOSTA, MI 49332

AUCTION CONTACT: KURT MINGERINK  
616-693-4369 | [KURT@1800LASTBID.COM](mailto:KURT@1800LASTBID.COM)

**Kurt Mingerink**  
Miedema Asset Management Group

59TH ANNUAL  
WISCONSIN CONTRACTORS 4-DAY  
**AUCTION**

OCTOBER 24 - 25 & 28 - 29, 2024

Bid Live or Online at [HansenAuctionGroup.com](http://HansenAuctionGroup.com)

(715) 607-4369

**NITKE** **HANSEN AUCTION GROUP**

[HansenAuctionGroup.com](http://HansenAuctionGroup.com)

Ask About Zero Commission

**Kyle Geurkink**  
Hansen Auction Group

## Personal Assets



## Postcards

### Commercial Assets



**Brandon Ritchason**  
Ritchason Auctioneers



**Dennis Biliske**  
Resource Auction



**Seth Cable**  
Equip-Bid Auctions



**Brooke Gillespie**  
Steffes Group LLC.



**Kevin Howell**  
Weigand Auction



**Sara Rose Bytnar**  
Beth Rose Real Estate & Auctions

## Real Estate



## Personal Assets

# CONSIGNMENTS WANTED!

*Virtual and Timed Online*

## EQUIPMENT AUCTION

For Listing Equipment & Photos FREE in the Brochure,  
Call or Email your consignments to us by **FRIDAY, July 5<sup>th</sup>!**

**THURSDAY, AUGUST 6<sup>th</sup> 1<sup>st</sup> • 10 AM EST**

**NO CONSIGNMENTS  
ACCEPTED AFTER  
FRIDAY, JULY 5<sup>th</sup>!**

We are currently taking consignments for large equipment that  
will be sold on the **Virtual Auction Platform**. Miscellaneous and  
Small Equipment will be sold on a **Timed Auction Platform**.

Call or Text the Auctions and Equipment Professionals at Schrader Real Estate and Auction Company  
Eric Ott, 260-413-0787 | Mark Schroeder, 260-564-0570 | Robert Mishley, 260-336-9750  
eric@schraderauction.com | markschroeder@schraderauction.com | robert@schraderauction.com

**For Auction Updates Visit Website 800-451-2709 • SchraderAuction.com**




**Kevin Jordan**  
*Schrader Real Estate & Auction Company*

## ONLINE AUCTION: MONDAY, JUNE 24 AT 1PM





**Highlights include:**

- 1989 John Deere A
- 1999 John Deere B
- 1940 John Deere B
- 1940 John Deere A
- 1949 John Deere MT (2)
- 1949 John Deere B
- 1950 John Deere AR
- 1950 John Deere MT
- 1951 John Deere MT
- 1952 John Deere MT
- 1958 John Deere 70
- 1955 John Deere 50
- 1956 John Deere 420
- 1957 John Deere 520
- 1960 John Deere 680 (2)

Full catalog on our website

**1797 Hagadorn Rd,  
MASON, MI**





Preview: Monday, June 17 (12-2pm)

Load Out: Tuesday, June 25 (10am-1pm)

**William Sheridan**  
*Sheridan Realty & Auction Company*




# Virtual ONLINE / VIRTUAL BID BY PHONE / ABSENTEE BID

# EQUIPMENT AUCTION

## THURSDAY, OCTOBER 3<sup>RD</sup> • 10am EST

**RING 2**  
**THURSDAY**  
**OCTOBER 3<sup>RD</sup> @ 1PM**  
**SMALL EQUIPMENT**  
**TRAILERS & CARS**  
Schradervan@aol.com

**RING 1**

- Tractors • Combines • Heads • Head Carts
- Grain Carts • Tillage • Planting
- Sprayers & Fertilizer Equipment
- Construction • Semis • Trailers • Vehicles • Forage
- Cattle & Livestock Equipment • Farm Misc










For Full Listing & Photos go to: **Schradervan.com • 800-451-2709**



**Jess Nighswonger**  
Schrader Real Estate & Auction Company

# CORY SNETHEN EQUIPMENT AUCTION

TIMED ONLINE

Cory has decided to sell his excellent line of Ag & Construction equipment in order to focus on his oil and quarry business. His well-maintained, field ready equipment will be a great addition to any farm operation. Contact Cory to schedule a preview!

📍 63991 706 ROAD, **DAWSON, NEBRASKA**

**OPENING: TUESDAY, NOVEMBER 26**

**CLOSING: TUESDAY, DECEMBER 3 | 1PM** EST 2024



2007  
**JOHN DEERE**  
9760 STS



2018 JCB 220XLC



2015 DEERE 850K



2011 CAT D6T



2017 JOHN DEERE R403S



2008 JOHN DEERE 8330



1999 JOHN DEERE 8200

SEE COMPLETE TERMS & CONDITIONS ONLINE

**CORY, (402) 245-7486**

or Steffes Group Representative Duane Norton, (515) 450-7778



**SteffesGroup.com | (319) 385-2000**

Steffes Group, Inc. 2245 E Bluegrass Rd. Mt. Pleasant, IA 52641



All items sold as is. Steffes Group does not make any quality or condition guarantee. The items are sold as is. The items are sold as is. The items are sold as is.

Statements made online or on cards are for informational purposes only. Additional items may apply. Titles will be as recorded.

**Brooke Gillespie**  
*Steffes Group LLC.*

**David Whitaker**  
Whitaker Marketing Group

# HURLEY FARM AUCTION

## 390± Acre Farm in Oakland, MD, offered in 2 Tracts!

442 BAKER FARM RD, OAKLAND, MD 21550

Auction to be held  
Wed, Nov 20 @ 12pm

Property showings:  
Sat, Nov 6, 10am-12pm  
Thurs, Nov 14, 10am-12pm

Tract 1: 339± acres (150± acres 110±pm)  
with an immediate farmstead with 5±  
bedrooms, 2.5 bathrooms, farm buildings  
to include: double 22' milking parlor built  
in 2017 - **staged milking just 2 months**  
ago! - well, other feed parcels with  
hayrack, and W/D machinery, m in pasture,  
210' x 120' open housing shed, 36'x50' loading  
area, 70'x18' bank barn, 30'x50' equipment  
shed w/ 28'x30' stock top, 12± acre fence  
watershed, along garage & more. Property in  
farm preservation.

Tract 2: 51± Irreducible acres with beautiful  
view, Property kept open and beautiful  
acres, 45± acres 11±pm. Approx. 1,300  
feet of shoreline on Norman Ad. Property in  
farm preservation.



Certified organic farm!

Just minutes from  
Deep Creek Lake and  
Mountain Lake!

## HURLEYAUCTIONS.COM

## 717-597-9100





**Kaleb Hurley**  
*Hurley Auctions*

## Real Estate



# Photography

## Real Estate



**David Whitaker**  
Whitaker Marketing Group

**Chad Metzger**  
Metzger Property  
Services, LLC.



**Braden McCurdy**  
McCurdy Real Estate & Auction Co.

## Auction Crowd



**Dennis Biliske**  
Resource Auction

**Daniel Robison**  
Hurley Auctions



**Chad Metzger**  
Metzger Property  
Services, LLC.

**Keanuu Eraso**  
Alaska Premier Auctions  
& Appraisals



## Buyer Excited About Purchase / Fun at Auction



**Aaron Pitts**  
Four 13 Auction  
Services

**Megan  
McCurdy  
Niedens**  
McCurdy Real  
Estate &  
Auction Co.



**Brooke Gillespie**  
Steffes Group LLC.



**Janet Johnson**  
Hansen Auction Group



# Photography

## Auctioneer in Action / Auction Team / Behind the Scenes



**Matt Hurley**  
Hurley Auctions



**Chad Metzger**  
Metzger Property  
Services, LLC.



**Dennis Biliske**  
Resource Auction

**Nicolas Smock**  
Don Smock Auction Co.,  
Inc.



## Creative Photography

## Auction Lots



**Jaci Pitts**  
Four 13 Auction Services



**Janet Johnson**  
Hansen Auction Group

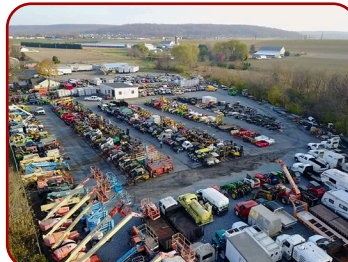


**Chad Metzger**  
Metzger Property  
Services, LLC.

**David Whitaker**  
Whitaker Marketing  
Group



**David Whitaker**  
Whitaker Marketing  
Group



**Leon Stoltzfus**  
PA Auction Center



**Janet Johnson**  
Hansen Auction Group

**Ethan Vick**  
Wiregrass Auction Group

