

# Top Marketing Awards Given to Peoples Company

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Peoples Company took home the top three awards in the Real Estate Marketing Division at the Iowa Auctioneers Association’s annual conference, Iowa’s premier marketing contest held Feb. 3-5 at the Des Moines Holiday Inn.

The event draws top auction and brokerage houses from the across the state and region, many competing in a number of categories.

Peoples Company won for their innovative marketing flyers from three of their outstanding land auctions held across Iowa in 2016. The auctions were successfully completed on auction day by lead auctioneer Jared Chambers, including the John M. Thielen Trust, an 882-acre land auction in March; the Henter 572-acre land auction in April; and the Schroeder 40-acre land auction in May. Multiple entries from several top real estate companies across the Midwest competed in the category.

“Our company takes pride in the way we market each and every one of our auctions,” said Chambers. “Many times, we are selling a family’s legacy and we want to make sure that they know that we care about the outcome of their auction. From start to finish, we prepare a personal approach with a unique design to each and every auction. Our clients know that professionalism and high standard of quality goes into each piece of marketing that goes out for their auction.”

Peoples Company also landed the top award in the Agricultural & Commercial/Industrial Equipment category for their recent farm machinery retirement auction for Dennis and Kathy Jordan in November.

“The Jordan farm machinery auction was a special for us,” said Chambers, who was the lead auctioneer for each of the two auctions conducted for the Jordans. “Our team was able to work with the Jordan family in the marketing and successful sale of their family farm, held just weeks before the machinery and equipment auction. Working with people like the Jordan family is what makes our job as auctioneers and land brokers memorable, rewarding and fun.”

In addition to the awards list above, Peoples Company also received the top award for Business Promotional Materials.

Want to learn more about how the professionals at Peoples Company can market your family legacy? Contact us to meet and have a cup of coffee and discuss your legacy.