

Peoples Company acquires a share of appraisal firm Value Midwest as both firms expand their expertise and service offerings

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Peoples Company, a leading provider of land brokerage, management, investment and appraisal services in 21 states, today announced it is acquiring a share of Value Midwest, a well-respected Marlette, Michigan-based appraisal firm. In coming to an agreement, Peoples Company increases their team of expert appraisers with deep agricultural experience, while Value Midwest harnesses Peoples Company's existing brokerage, land management and investment services.

“Mark Williams and the Value Midwest team have built a reputation of being industry leading appraisers, particularly on agricultural properties, but also on unique tracts across the Midwest and beyond,” said Peoples Company president Steve Bruere. “With experience in thirty states, joining forces with Value Midwest makes sense for our company and our clients. Peoples Company's footprint will expand, our appraisal expertise will grow, but our personalized service will remain.”

Value Midwest (VM) will continue to operate based in Marlette, Michigan, while Peoples Company will continue to be headquartered out of Clive, Iowa. Since 1992 Value Midwest has provided quality valuation services coast to coast for a variety of agricultural properties including dairy & hog farms, irrigated & dry cropland, seed corn farms, permanent plantings (grapes, apples, cherries, etc.) and certified organic cropland. In addition, VM is an industry expert in the valuation of conservation easements, pipeline easements, and has completed statewide ag studies in more than 30 states.

“We appreciate the opportunity to partner with Peoples Company. They are an industry leader in land brokerage, management, appraisal and investment services. In our business, we often find that combining two land sites into one offering makes the larger tract far more valuable than the two sites' original combined value. I can't help but see the similarities in this business agreement where both Peoples Company and Value Midwest, in sharing expertise and service, will have a greater reach and be able to better serve our clients,” said Mark Williams, President of Value Midwest.

He added, “Peoples Company and Value Midwest have an industry reputation of being ‘problem solvers’ in the customer service business. We want to share those resources with the ag community, coast to coast. Simply put, with this agreement in place, both Peoples Company and Value Midwest have expanded the depth and breadth of our industry expertise.”

For more information on the two companies, please visit their respective websites at www.PeoplesCompany.com and www.ValueMidwest.com.