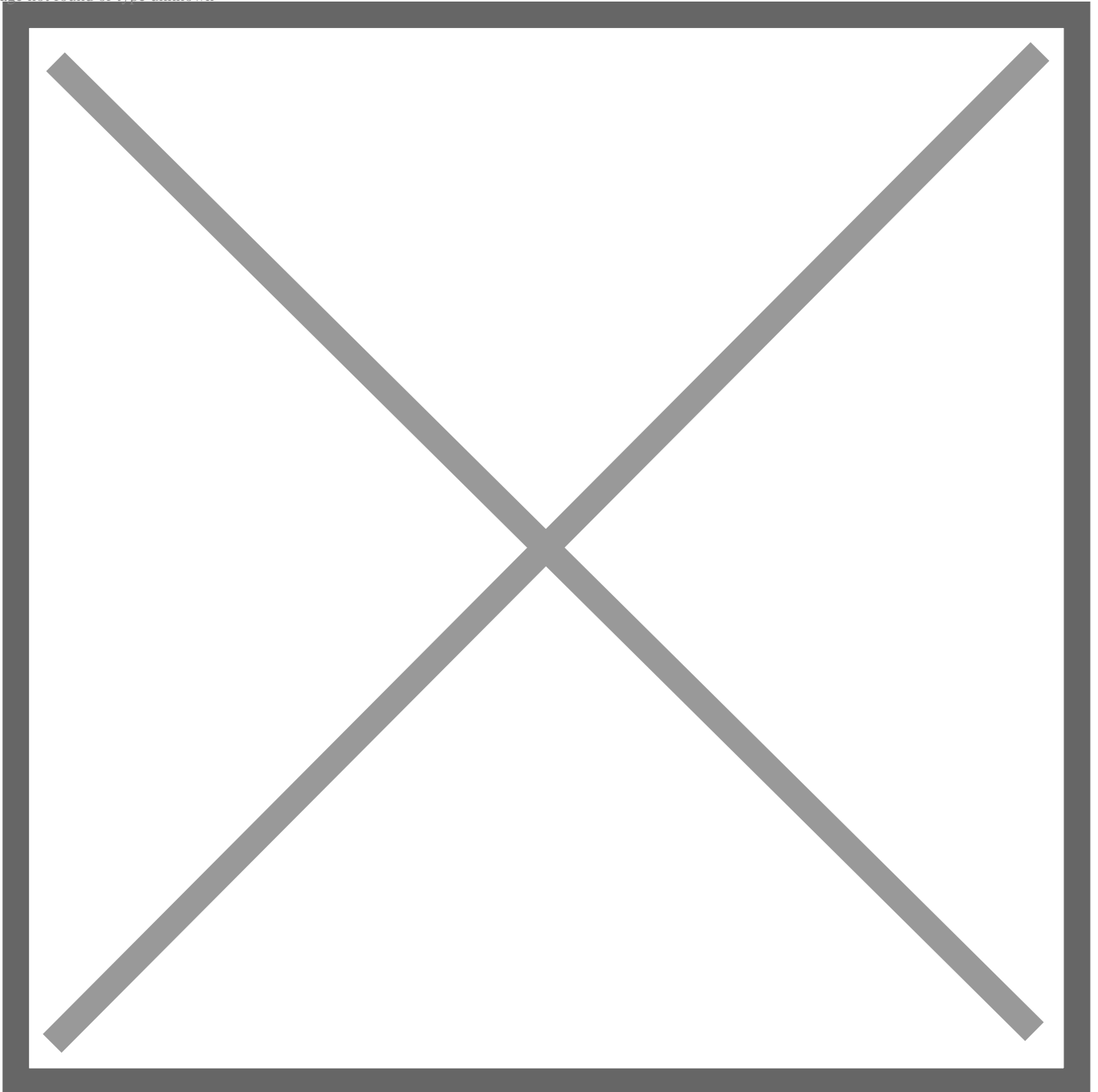


# Impact of Coronavirus on Peoples Company Land Auctions

Published on Mar 16, 2020 by Steve Bruere

Image not found or type unknown



Over the past several days, Peoples Company has been evaluating how the spread of coronavirus (COVID-19) impacts our staff, clients and customers, and how we can be part of the solution to slow community spread of COVID-19.

Fortunately, there are no known confirmed cases among Peoples Company staff, clients or customers. However, we're still taking proactive steps to minimize health risks for those we interact and do business with.

Today, in an effort to encourage social distancing and to accommodate those seeking to stay close to home, we're announcing that all our scheduled live auctions will also be available on our industry-leading Peoples Company [online and mobile bidding app](#), and via telephonic bidding.

Over the years, Peoples Company has invested in building state-of-the-art technology to make sure our clients and customers have the data and information they need on-the-go and on-demand. We admit we didn't envision it being needed during a global pandemic, but we're pleased that our mobile bidding technology will allow us to continue to provide you access to our auction marketplace. For our friends not comfortable with bidding on their smartphone or tablet, we'll still take bids by telephone, too.

For those who plan to participate in auctions remotely – either by mobile app or by telephone – we ask that you register with the auction's listing agent at least 24 hours ahead of the scheduled auction. The contact information for the listing agent is always listed on the property's description. If you're having trouble finding the listing agent's information, just give us a call at 1-855-800-Land.

Our live auctions attract both bidders and curious spectators. At this time, we're respectfully asking only serious bidders attend auctions in-person. For those who like watching the spectacle of a live auction, we invite you to watch select live auctions on our [Facebook](#) and [Twitter](#) pages.

Additionally, if you're experiencing any flu-like symptoms, please participate in the auction remotely. To protect you, Peoples Company staff experiencing symptoms will not be allowed to be present at an auction or in the workplace. Ahead of all auctions, we'll take extra steps to ensure the room has been properly sanitized.

Even in this time of uncertainty, the fundamentals of the economy remain strong and land values are holding up quite well. With interest rates at historic lows, and a renewed interest from consumers in knowing how their food is sourced, where it is grown and its safety, we believe demand on agricultural land will remain strong.

The health, safety and well-being of our staff and clients are of the utmost importance to us. We appreciate you understanding the steps we're taking to mitigate potential exposure to COVID-19.

Sincerely,

Molly Zaver

Vice President, Peoples Company