

Peoples Company Receives Prestigious Awards for Marketing and Land Sales

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Company receives national Auction Marketing Campaign of the Year for the third year in a row and is recognized at Realtors® Land Institute APEX Awards

(CLIVE, Iowa) – Peoples Company, a leading provider of land brokerage, land management, land investment and appraisal services in 22 states, and its team members have received prestigious awards related to their work as a leading national land brokerage and land sale firm.

For the third year in a row, Peoples Company won the Auction Marketing Campaign of the Year at the National Auctioneering Association (NAA) Marketing Competition, presented in partnership with *USA TODAY*. The award was given for Peoples Company's work selling a [5,302 acre m/l farm in Clay County South Dakota](#). The Clay County property sale was led by Steve Bruere and Andrew Zellmer of Peoples Company. Marketing of the property was led by Erin Larson.

CLAY COUNTY, SOUTH DAKOTA
ABSOLUTE AUCTION

Awarded by: **NAA**
Auctioneer

Peoples Company Wins
**NAA Auction Marketing
CAMPAIGN OF THE YEAR**

5,302 Acres M/L

Thursday, November 14, 2019 at 10:00 AM
The Bridges at Beresford Golf Course and Community Center
601 S 7th Street, Beresford, South Dakota 57004

ANDREW ZELLMER: 712.898.5913
AndrewZ@PeoplesCompany.com

STEVE BRUERE: 515.222.1347
Steve@PeoplesCompany.com

PEOPLES COMPANY.COM: LISTING #14659

Three years in a row

PEOPLES COMPANY
INNOVATIVE REAL ESTATE SOLUTIONS

In addition, Peoples Company President Steve Bruere was presented with the Realtors® Land Institute's Broker of the Year 2019 APEX Award for auction land sales. Bruere and Peoples Company's Andrew Zellmer were also recognized as APEX 2019 Top Twenty National Producers, which recognizes the top 20

highest-producing agents in the country based on qualifying production volume.

“The entire Peoples Company team is honored to be recognized for our work on behalf of our clients through these prestigious awards,” said Peoples Company President Steve Bruere. “Our dedicated Peoples Company team takes great pride in developing and implementing a unique marketing and sale strategy for each property and land tract sale we broker. Time and again, our clients have seen that an aggressive and creative marketing strategy not only increases interest from potential buyers, but it also delivers a strong sale price.”

Entries to the NAA Marketing Competition come from across the country. A panel of marketing and advertising professionals who represent backgrounds in branding, promotion, media, public relations and graphic design determine winners. Judging criteria includes, but isn't limited to, considerations such as creativity, message, ad effectiveness, clarity and visual appeal.

This year's Realtors® APEX Award garnered a record number of applicants who, collectively, represented over \$2.65 billion in qualifying transaction volume.