



HANSEN & YOUNG, AN ASSET-MANAGEMENT COMPANY

Hansen & Young Auctioneers

Hansen & Young / MarkNet Alliance Partnership Garners 2010 Results

Membership with the MarkNet Alliance Marketing Network exposes your auction to 350,000 unique web visitors every 30 days.

35,000 bidders are currently registered in our proprietary online bidding system, giving your auction access to proven buyers. In 2010, MarkNet sold over \$525,000,00.00 worth of total sales.



Hansen & Young provides complete asset management to achieve top results in the marketing and selling of auction items. We oversee preparations that earn top dollar, from minor repair of items to the complete detailing of each asset. Hansen & Young supervises the pick-up and transportation of items to the auction site, where assets are stored during the redemption period before the marketing is prepared for the optimum return to sellers.

Commercial / Industrial Assets: Hansen & Young will complete a full inventory, or do whatever is needed to secure assets and provide a complete account of the present machines, equipment and other assets

Real Estate Assets: Hansen & Young will prepare your property to achieve the highest market results. From the changing of locks, to yard preparation as well as interior and exterior cleaning, we will work to present your assets to the market in their best potential.

Every asset is secured while a unique marketing strategy is devised to realize top worth. Each asset is targeted towards specific buyers, providing a focus that returns the highest investment from your marketing dollars.

Hansen & Young offers both live and online only Auctions. Either or both of these auction methods will be employed to achieve the full value of your assets.

Monthly Online Only Auto Auctions

Hansen & Young sells heavy equipment, trucks, industrial machinery & vehicles monthly through online auctions. These online auctions also include motorcycles, campers, boats, snowmobiles, ATVs and other items. Frequent sellers include lenders, US Bankruptcy Court, estates, dealers, and other private sellers. Our online auctions appear on over 118 different websites and reach nearly 40,000 targeted names in an unrivaled email database. Let Hansen & Young take care of your asset liquidation.



Hansen & Young Auctioneers, Inc.
1264 5th Avenue
Prairie Farm, WI 54762
Main Office: 715-837-1016

A Member of the MarkNet Auction Marketing Alliance



www.hansenandyoung.com ~ 715-837-1015



PUBLIC AUTOMOTIVE ONLINE ONLY AUCTION

*Hansen & Young
Auctioneers*

Hansen & Young / MarkNet Alliance Partnership Garners 2010 Results

Our membership with the MarkNet Alliance Marketing Network posts your auction onto over 100 websites including globalauctionguide.com, auctionzip.com, auctioneers.org, naarealestateauctions.com and many others. Such postings expand your auction's exposure to over 3,750,000 unique visitors in a 30 day period.

MarkNet Alliance members hold licensing in 40 states and in 2010 alone conducted over 4200 auctions nationwide.

Services: Hansen & Young Auctioneers, Inc. has been conducting automotive auctions for the past 10 years, working with dealers, bankers, and private parties. Hansen & Young is the only auction company in the state of Wisconsin that offers a consistent monthly auction that is open to the dealer and private party bidders.

Comprehensive pictures of the exterior, interior and engine are taken of every vehicle that comes to our sale site for auction. We strive to wash all the vehicles before our two available test drive days so that they are looking in tip-top condition. We also offer full detailing and shampooing to any vehicle with an added expense.

Email Blast: Hansen & Young's commitment to keep pace with the quickly changing times motivates our decision to employ online auctions. Online auctions provide a whole new audience, so Hansen & Young has acquired an email database reaching interested parties, including dealers throughout Wisconsin as well as the Minneapolis and St. Paul areas. Currently, emails have been sent to over 42,000 names in our email database to be utilized for target marketing each asset, **and that number increases daily!** Emails blasts are sent a minimum of three times for each auction, first to advertise for consignments and then to notify of auction dates and times. If you would like to be a part of this email list, send an email to info@hansenandyoung.com.

Online Advantage: Within the past year, Hansen & Young Auctioneers, Inc. has excelled with new online bidding software linked with the MarkNet Alliance auction marketing network. Such software provides Hansen & Young with diverse auction data that is updated by the minute - from how many viewers have visited our website for each auction on a daily, weekly and monthly basis to how efficiently each auction's unique tasks are completed. As a member of MarkNet Alliance, we pool our resources with member auctioneers throughout the country, thus providing a level of marketing exposure unrivaled by our competitors. This competitive edge translates into results, producing highly successful auctions. We reach out to you to join us in the online auction industry in selling your assets online.



Hansen & Young Auctioneers, Inc.
1264 5th Avenue
Prairie Farm, WI 54762
Main Office: 715-837-1016

A Member of the MarkNet
Auction Marketing Alliance



www.hansenandyoung.com ~ 715-837-1015



ONLINE FARM AUCTIONS

*Hansen & Young
Auctioneers*

Hansen & Young / MarkNet Alliance Partnership Garners 2010 Results

Our membership with the MarkNet Alliance Marketing Network posts your auction onto over 100 websites including globalauctionguide.com, auctionzip.com, auctioneers.org, naarealestateauctions.com and many others. Such postings expand your auction's exposure to over 3,750,000 unique visitors in a 30 day period.

MarkNet Alliance members hold licensing in 40 states and in 2010 alone conducted over 4200 auctions nationwide.

The Online System of Bidding Brings Powerful Results to Your Farm Auction:

Hansen and Young brings new tools to the auction industry. Farm auctions have traditionally been "live" auctions held on the farm location. Hansen and Young implements the online bidding method to the farm auction industry with tremendous success. The online method of bidding introduces many advantages to the farm auction.

- Weather no longer affects the success of your farm auction.
- Large crowds no longer rummage through your farm site.
- Your farm auction is now open to bidders around the world, expanding the pool of potential bidders beyond those capable of driving to your farm site on a specified date.
- Online bidding allows bidders to participate at the best moments according to their hectic schedules. A bidder whose calendar may not have allowed him or her to attend a farm auction on a specific day or time can now bid in his or her home based upon his or her schedule. Hansen and Young's online bidding tools achieve results beyond the traditional "live" farm auction by allowing a challenging and promising audience to participate in your farm auction – those bidders often with the most money and the least amount of time.
- Hansen and Young conducts open houses on real estate and equipment to provide inspections for interested online bidders.
- Hansen and Young's bid extension feature allows bidders eight to ten minutes to make a decision, while live auctions most often allow potential bidders only between ten to thirty seconds to decide.
- Online bidding results net **10 to 30 percent more** than traditional, "live" auctions.

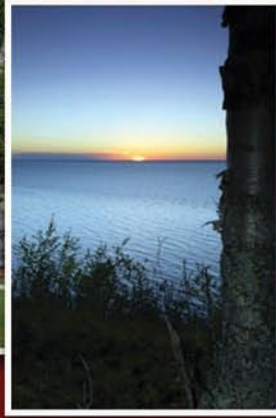


Hansen & Young Auctioneers, Inc.
1264 5th Avenue
Prairie Farm, WI 54762
Main Office: 715-837-1016

A Member of the MarkNet
Auction Marketing Alliance



www.hansenandyoung.com ~ 715-837-1015



ADVANTAGES OF SELLING REAL ESTATE AT AUCTION

Hansen & Young Auctioneers

Hansen & Young / MarkNet Alliance Partnership Garners 2010 Results

Our membership with the MarkNet Alliance Marketing Network posts your auction onto over 100 websites including globalauctionguide.com, auctionzip.com, auctioneers.org, naarealestateauctions.com and many others. Such postings expand your auction's exposure to over 3,750,000 unique visitors in a 30 day period.

Sell Property Quicker than Traditional Methods: Auctions bring strong market value in 30 days when considering the time value of money. Buyers come together to compete for the property when the seller dictates the schedule through the auction method of marketing.

Minimizes Holding Costs: Auctions minimize the holding costs 15-20% for non-performing assets. Taxes, insurance and maintenance expenses total thousands of dollars every year. There are also opportunity costs and value losses on a declining market that also add to the holding cost. The auction method allows the seller to take control, giving a course of action that no longer places them at the mercy of a buyer's timetable.

Optimistic Buyers: Auctions bring optimistic buyers who are ready to bid, in contrast to traditional sales. Traditionally, buyers have been trained to negotiate down on price; and to justify their lower offer, they tend to "pick apart" the property. At auction however, buyers do not negotiate downward on price. Instead, they work value upward through the bidding process, thus eliminating the tendency to pick apart the property. When the property is sold "As Is," buyers begin to look at how they can make a property work for them.

Extensive & Intense Marketing to Justify Value: As a member of MarkNet Alliance, a nationwide network of auction companies that specialize in the sale of high end personal property and real estate, we empower our sellers by providing an unrivaled level of access and feedback. We provide each seller access to powerful auction software that allows the seller to track real-time updates and activity on each property scheduled for auction. We develop individualized, marketing budgets for each unique property that garner unsurpassed exposure that realizes the best value. All members of MarkNet Alliance share their skills for every property brought to auction within their network, bringing an unparalleled level of resources and exposure to maximize the potential value of each property.



Hansen & Young Auctioneers, Inc.
1264 5th Avenue
Prairie Farm, WI 54762
Main Office: 715-837-1016

A Member of the MarkNet Auction Marketing Alliance



www.hansenandyoung.com ~ 715-837-1015