

Local Market Knowledge - Serving Customers Nationwide

MarkNet Alliance





MarkNet Alliance is a national network of auction companies. Member companies are established, successful auction professionals with proven track records and thriving businesses.



MarkNet companies bring local market expertise to their clients with the ability to service their needs at a national level. Your MarkNet company knows your market. They are established in your region and have the reputation that is important to you.

Now, your MarkNet member can bring you a deeper knowledge base, more marketing reach and the ability to represent you in any part of the nation, no matter where your assets may be.



When you hire a MarkNet Alliance Member company for your auction you not only get the expertise of your chosen company, but the in depth knowledge and technical know how of an entire team of auction marketing professionals across the country.

MarkNet Alliance brings local market expertise to a national servicing organization.

When you hire a MarkNet Alliance Member company for your auction needs, you are getting the power of not just one company, but an entire network of auction professionals. Our companies employ the latest sales methods, ensuring that you are ahead, and not behind the market.

The promotional know-how of MarkNet Alliance members has consistently produced hundreds of millions of dollars in gross sales. No sales pitch, no lofty promises – experience, knowledge and modern methods produce the results that you need.

Your MarkNet company gives you the local expertise that you need with the reach of a national organization!



The Right Values

Not every company is suited to become part of MarkNet Alliance. So what does it take to become part of the network?

- The RIGHT Values and Principles
- Someone who conducts business with consistent values and ethics
- Someone who is an innovator and not afraid of change
- All members are screened & approved before becoming a MarkNet Alliance member

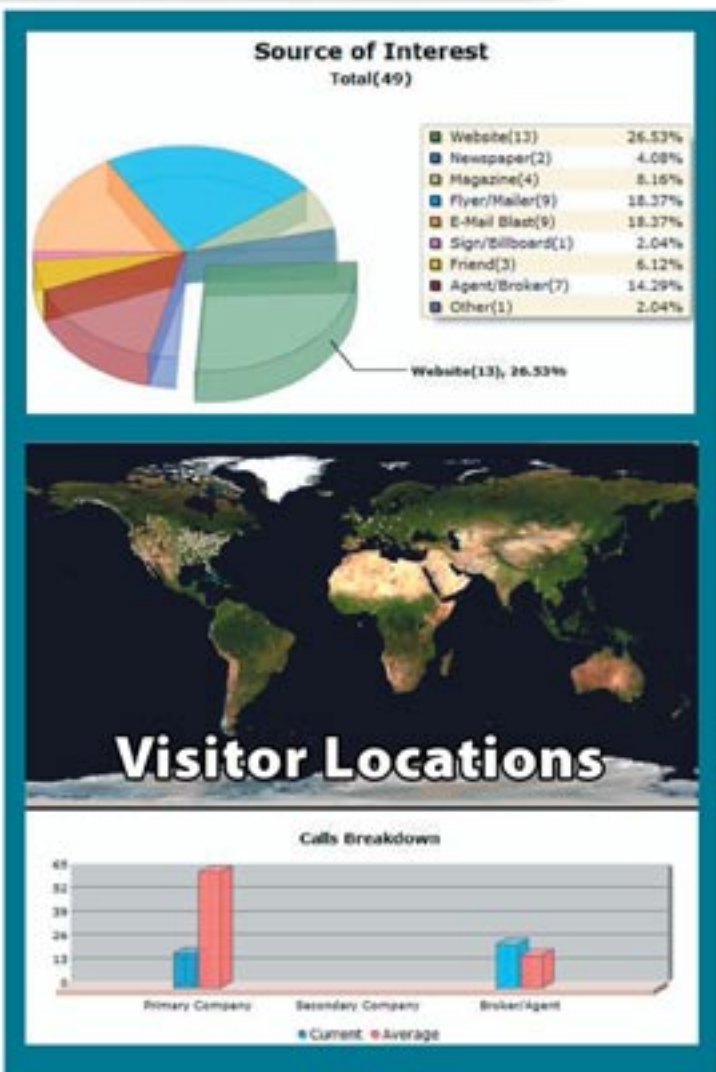
MarkNet Companies Have Won More Advertising and Marketing Awards Than Any Other Auction Group in the United States.



MarkNet provides companies with the latest technologies, methods and educational training in the industry.

MarkNet's proprietary **Streamline** auction management software system is the only product of its kind in the industry. Our revolutionary software allows our members to cooperate with other companies across the country and manage your auction in real time, right from their own desk.

It also provides our sellers with valuable information about your project. This information lets you monitor property interest and project statistics in real time. Better communication allows you to make decisions regarding your assets with information that is seconds, not weeks old.





Online marketing is paramount in today's environment. Your project not only appears on your member company's website, but on the websites of the entire network. MarkNet Alliance member company websites across the country receive traffic everyday from proven buyers for all kinds of property.

According to the National Association of Realtors, using the Internet to search for property has risen dramatically. Just 2% of buyers used it in 1995, but that has risen to 83% in 2006. It is **ESSENTIAL** to have a good Internet presence for your auction!



In 2007 the gross revenue from goods and services sold at live auction grew to \$270.7 billion.



**Product Knowledge
Is Essential**

The collective experience in MarkNet allows our offices to meet any asset disposition challenge, no matter what the asset is, or where it is located. The depth of experience in MarkNet is unsurpassed by any auction organization in the country.

Real Estate Experience

Farmland
Residential Homes
Condominiums
Apartments
Office Buildings
Development Tracts
Residential Subdivisions
Warehouses
Recreational Tracts
Museums
Themeparks
Tourist Attractions
Manufacturing Facilities
Equipment Dealerships
Marinas
Restaurants
Timber Tracts
Professional Offices
Parks
Resort Properties
Industrial Properties
Landscaping Nurseries
Shopping Centers
Citrus Groves
Salvage Yards

Personal Property Experience

Farm Equipment
Logging Equipment
Const. Equipment
Automobiles
Antique Automobiles
Machine Shops
Fabrication Shops
Automotive & Body Shops
Standing Timber
Mineral Rights
Restaurants
Mobile Homes
Nursery Stock
Land Equipment
Crop Allotments
Industrial Liquidations
Retail Inventory
Antique Collections
Rare Coins
Railroad Cars
Fundraising
Antique Tractors
Antique Toys
Medical Equipment
Grain Elevators
Cotton Gins
Livestock
Fine Art

And That is a Small Listing!



Who Are MarkNet Members?

MarkNet members are leaders of the Auction Industry, including past officers and board members of the National Auctioneers Association, Auction Marketing Institute and the National Auctioneers Association Education Institute. MarkNet members have spoken as industry experts to dozens of professional trade associations on auction marketing and methodology. They are winners of state, national and international bid calling contests and are winners of industry and civic awards too numerous to mention.



MarkNet members have won numerous marketing awards given by the National Auctioneers Association including the highest award given: "Auction of the Year."

Real estate auctions continue to be one of the fastest growing marketing sectors, generating \$58.4 billion in 2007, up 5.3% from the previous year.



***MarkNet Alliance Exists To Help
Member Companies Grow and
Succeed in a Global Marketplace.***



www.marknetalliance.com