



2021

ANNUAL REPORT

MCCURDY
REAL ESTATE
& AUCTION



Braden McCurdy

Chief Executive Officer,
Broker & Auctioneer

FORWARD MOMENTUM

Thank you to our community for an incredible year. While 2021 brought different routines into our daily lives with the continuation of the pandemic, it also created an unusual standard in the real estate market. From marketing to technology, the industry has been pushed forward into a new era. Record low inventory and strong demand from buyers meant finding a buyer was not the challenge. The McCurdy online platform and extensive buyer community provided our sellers the maximum competition and selling prices for their properties. Now, online auctions are our primary auction method, and we have proven its success for all property types with bidding from anywhere in the world.

In 2021 we sold 38% more real estate than the previous year and expanded our team again. With 30 plus professionals we have advanced our capabilities and remain eager to serve our clients with the best real estate service in the region. This year's annual report will highlight some of these statistics and reflect on the changes and accomplishments from this year.

As 2021 comes to a close we are energized about next year. 2022 will start strong with a company name change, new logo and rebranding campaign. In addition, we will be celebrating our 40th anniversary plus some innovative technology releases slated. Thank you again from everyone on the McCurdy team.



**THE FORWARD
MOTION OF
MCCURDY**

ACCELERATING



**THROUGH A
DEMANDING
MARKET ►**

PICKING UP

SPEED

Despite low inventory rates and a market moving at light speed, we have continued moving forward and achieved a record-breaking year. The following stats show we are picking up speed no matter the curveballs.

554

AUCTIONS IN

2021

REAL ESTATE AUCTIONS

506

PERSONAL PROPERTY AUCTIONS

33

BENEFIT AUCTIONS

15

NUMBER OF \$1 MILLION+ DEALS

11

NUMBER OF STATES
WITH REGISTERED BIDDERS

42

NUMBER OF
LIVESTREAM AUCTIONS

280

NUMBER OF ACRES
SOLD AT AUCTION

2,590

NUMBER OF
REGISTERED BIDDERS

10,016

NUMBER OF
BIDS PLACED

172,735

#1

AUCTION COMPANY
IN TOTAL AUCTION
SALES IN SOUTH
CENTRAL KANSAS

THE NUMBER OF
REGISTERED BIDDERS
INCREASED

11%

9,047

2020

10,016

2021

THE NUMBER OF
AUCTIONS INCREASED

19%

466

2020

554

2021



OVER \$18 MILLION
SOLD IN ONLINE
MULTI-PROPERTY
AUCTIONS IN 2021

1,114

NEW FOLLOWERS
ACROSS ALL SOCIAL
MEDIA PLATFORMS

24%

AUDIENCE
GROWTH

591,109

TOTAL ENGAGEMENT



13.2%
INCREASE
OVER 2020

A MAGNITUDE OF SOLDS

From multi-million dollar deals to investment properties, our commitment to service stays consistent and still ends in "sold!" Here are a few of our most unique and successful auctions throughout the year.



1931 N. TIMBERWOOD WICHITA

TOTAL SOLD PRICE
\$2,711,500

SOLD FOR 92% OF LISTING PRICE
AFTER 570 DAYS ON THE MARKET

WEB VIEWS	24,664
BIDDERS	35
INQUIRIES	430

Absolute -Wichita living is refined within this 9,100 Sq. Ft. estate nestled back on 1.54 acres sold at online only auction in March.



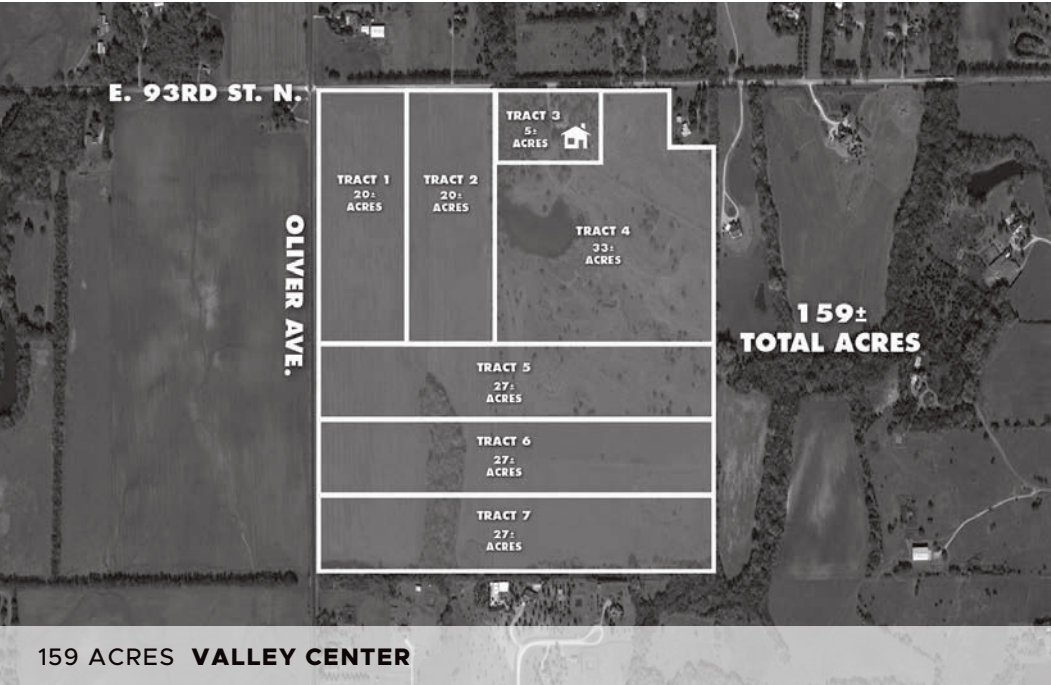
9333 SW HAVERHILL RD. (STONE HILL BARN) AUGUSTA

TOTAL SOLD PRICE
\$1,540,000

78% HIGHER THAN COUNTY APPRAISAL

WEB VIEWS	27,613
BIDDERS	60
INQUIRIES	458

An award winning venue and beautiful 40 acre estate with a 2,732 Sq. Ft. home, 7,000 Sq. Ft. barn, and multiple out buildings sold in October.



TOTAL SOLD PRICE

\$1,448,700

SOLD FOR **\$9,111** PER ACRE

WEB VIEWS	15,976
BIDDERS	89
INQUIRIES	270

Absolute - Seven tracts sold in Valley Center, including a tract with a home on 5 acres, sold absolute at live auction in February.



TOTAL SOLD PRICE

\$1,045,000

18% HIGHER THAN COUNTY APPRAISAL

WEB VIEWS	9,191
BIDDERS	17
INQUIRIES	26

Absolute - This 12,800 Sq. Ft. commercial building on 14 acres in Garden City sold at online only auction in September.



TOTAL SOLD PRICE

\$516,010

52% HIGHER THAN COUNTY APPRAISAL

WEB VIEWS	24,633
BIDDERS	42
INQUIRIES	254

A log cabin home 20 minutes from Wichita located on 5.04 acres with a pool, pool house, and several out buildings sold at online only auction in November.



TOTAL SOLD PRICE

\$385,000

18% HIGHER THAN RESERVE

WEB VIEWS	19,665
BIDDERS	61
INQUIRIES	161

This 4+ bedroom Colorado style chalet sits on a secluded 3.11 acre lot on the Arkansas River and sold at online only auction in November.

OUR DRIVING

FORCE

Behind every sold sign are our incredible employees. With several new additions, our team is larger and more talented than ever. We will continue to propel the company, and industry, forward through board and community involvement.



ALL 6 MCCURDY
AUCTIONEERS
QUALIFIED FOR
THE REALTORS®
OF SOUTH
CENTRAL KANSAS
**MASTER'S
CIRCLE**

REQUIRES \$5,000,000
ANNUAL SALES VOLUME

NEW EMPLOYEES

This year we welcomed six new employees in four different areas: pre-auction, general counsel, marketing, and IT. We are excited about this internal growth and strengthening our departments with new talent.



LEFT TO RIGHT: MOLLY MONIER, KELSEY MOORE, KENDALL ROBERTS, KYLEE HAWES, CORTNEY EMERSON AND ABBY MACK



Braden McCurdy was named president-elect of RSCK and the Kansas Auctioneers Association.



Rick Brock, Chief Administrative Officer and Auctioneer, was recognized for his 35th year with McCurdy in 2021.



Megan McCurdy Niedens was named to the board of directors of the Wichita Area Chamber of Commerce.



Kendra Cox celebrated her 10th anniversary at McCurdy. Kendra is invaluable in her role as Pre-Auction Manager.



► COMMUNITY INVOLVEMENT

Megan McCurdy Niedens

- National Auctioneers Foundation Trustee
- Wichita Area Chamber Board of Directors

Braden McCurdy

- President Elect of RSCK and Kansas Auctioneers Association
- National Auctioneers Association Promotion Committee

Kelsey Moore

- Wichita Family Crisis Center Hope Gala Committee

- W. Frank Barton School of Business Dean's Advisory Board

Eric Tauer

- Derby Recreation Commission Board
- Mentor for Big Brothers Big Sisters of Sedgwick Co.

- W. Frank Barton School of Business Alumni Advisory Board

- Kansas Association of Realtors Board Member

CHANGING ROLES

The fall marked another period of growth as Ty Patton moved out of his general counsel role. While he is still one of our auctioneers, his general counsel role was filled by Kelsey Moore, whose background in estate planning and probate has been a fantastic fit for our team.



TY PATTON



KELSEY MOORE

A TEAM THAT

MOVES

We felt moved this year to give back to our employees and community as we would not have maintained our momentum this year without them. Here are a few of our favorite and proudest moments from 2021.



HOLIDAY GIVING



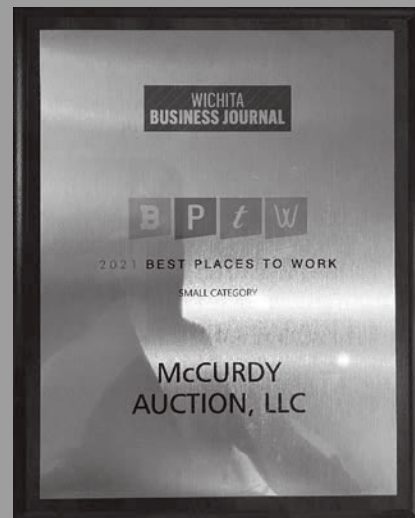
Our commitment is to homes for everyone. Being in the real estate business for almost 40 years, our community has helped us grow, and we want to continue to give back. So this past holiday season, we partnered with local non-profits such as HumanKind Ministries and Family Promise.

AS PART OF OUR
CHRISTMAS GIVING
WE DONATED **180**
CHILDREN'S COATS
AND VOLUNTEERED A
TOTAL OF **56 HOURS**

\$1,750
WAS RAISED FOR
ST. JUDE IN 2021 BY
AUCTIONING OFF AN
ITEM AT THE START OF
ALL MULTI-PROPERTY
AUCTIONS

WE SERVED OUR
COMMUNITY IN 2021
BY CONDUCTING

15 **BENEFIT**
AUCTIONS



It was a privilege to be honored by the Wichita Business Journal as a Best Places to Work 2021 Finalist.

We realize that the success of our company is the combined result of the individual accomplishments of our employees, and we are grateful to be able to recognize their talent through this award.



CLIENT APPRECIATION

Clients are the heart of McCurdy, and our staff and auctioneers were excited to show our appreciation through our fall client event. So, thank you again to our clients! You are the reason we love what we do.



GAVEL GOAL

This year we celebrated reaching our 2020 Gavel Goal by renting a suite for a game at Riverside Stadium. We love any opportunity to get together as a team and celebrate a job well done.

NEW

POTENTIAL

This past year has been one of the most challenging yet rewarding years in McCurdy's history. We are closing the year with record sales volume and many accomplishments that are thanks to the hard work, innovation, and persistence of our amazing team. We are now larger and more capable than we've ever been, and 2022 promises to be an exciting new year with our new name, new brand identity, and 40th-anniversary celebration.



McCurdy
REAL ESTATE & AUCTION

12041 E. 13TH ST. NORTH • WICHITA, KS 67206

