

1982

A **LEGACY** OF AUCTION

2022

MCCURDY REAL ESTATE & AUCTION
ANNUAL REPORT





A LEGACY ISN'T BUILT OVERNIGHT. IT IS ESTABLISHED **YEAR AFTER YEAR.**



LEGACY

Our values are built on understanding,
knowing that you must speak to be
understood and listen to understand.

THE FOUNDATION OF OUR LEGACY **STARTS WITH OUR VALUES.**

In combination, our values create the
Italian word ***capire***, meaning to understand:
Collaborative, **A**daptable, **P**ioneers,
Integrity, **R**eliable, **E**mpathetic.

COLLABORATION

COL·LAB·O·RA·TION - Creating a successful and inclusive environment by valuing all team members' talents thus empowering them to share.



BRADEN MCCURDY

Thank you for another incredible year! 2022 was a record-breaking year for us, in more ways than one, and we couldn't have done it without you. We launched our new name, a fresh brand update, and enhanced bidding technology.

As we continue to update our processes and lead our industry and company, we want to thank our talented team, who work hard to achieve our goals and provide exceptional service to all. This year, we set out to put our culture

into words as a reminder of who we are and strive to be. After a company brainstorm and vote, our values of capire were born!

Before we move into the new year, we want to reflect on our 2022 highlights while emphasizing who we are through our values.

Braden McCurdy
Chief Executive Officer,
Broker & Auctioneer

MEET OUR NEW COLLABORATORS:

We welcomed 8 new colleagues to our team this year, with at least one in every department! We are excited about these talented new additions and the opportunity to update our internal structure and processes.



NATE DEGRAFFENREID



ANDREW JONES



KARA CLEVENER



DEBI LEVIEUX



NYEMBO MORISHO



ALLI SACKET



VALERIE MOST



DENISE HANSEN

ADAPTABLE

A·DAPT·A·BLE - Ever-evolving our practice of client relations, marketing, and representation for the betterment of the company and its employees.

After 40 years, we are proud to say we are continually growing, improving, and succeeding year after year. And this past year, we once again had record-breaking numbers, each representing a client we were able to help.

#1

AUCTION COMPANY IN
TOTAL VOLUME AND
TRANSACTIONS IN
SOUTH CENTRAL KANSAS

TOTAL ACRES SOLD IN 2022

7,243.5

180% INCREASE OVER 2021

TOTAL AUCTIONS IN 2022

516

457 REAL ESTATE AUCTIONS
25 PERSONAL PROPERTY AUCTIONS
34 BENEFIT AUCTIONS

+57 TRADITIONAL TRANSACTIONS

ABSOLUTE AUCTIONS VERSUS
RESERVE AUCTIONS IN 2022

58%

ABSOLUTE

42%

RESERVE



234 PROPERTIES SOLD AT LIVE-STREAM
EVENTS TOTALING OVER \$20 MILLION
WITH PRICES 126% OF COUNTY VALUE

REGISTERED BIDDERS FROM 48 STATES

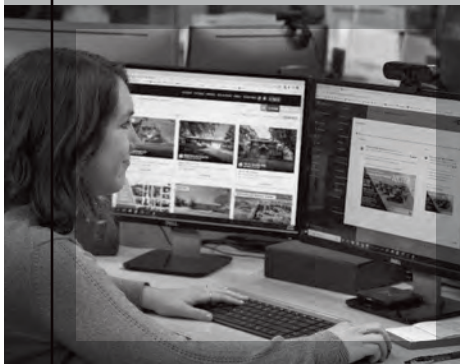
10,557

54% BEING FIRST-TIME BIDDERS IN 2022

PIONEERS

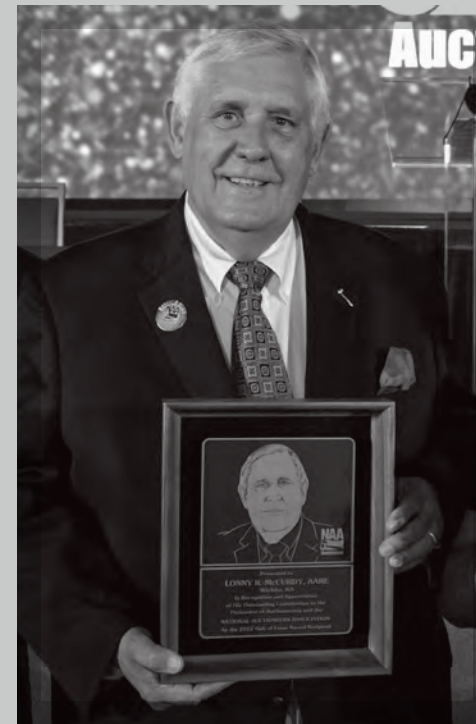
PI-O-NEER-ING - Instinctively raising the bar and setting the expectations for the real estate industry.

Our goal the last 40 years has been to create the best experience for our buyers and sellers. This means we are constantly rethinking “something we’ve always done” or changing our methods entirely. We are always striving for excellence.



HALL OF FAME

Lonny's first auction was at the age of 14, and he has been auctioneering ever since! His recent induction into the National Auctioneer's Association Hall of Fame emphasized his honesty, high ethical standards, great standing in the community, and undying service to the auction profession. He has truly created a legacy of auction.



ENHANCED BIDDING TECHNOLOGY

We are constantly striving to improve bidding experiences and were excited to deliver a process that is faster and more seamless than ever with our enhanced bidding technology. Our tech team built the system in its entirety with modernized designs, seamless interactions, and improved functionality.



IN·TEG·RI·TY - Understanding and practicing high moral and ethical principles.

INTEGRITY

As trusted advisors, we must demonstrate integrity and maintain our expertise. To maintain best practices, continue education, and push the industry forward, we are members of local and national real estate and auction boards.



RSCK MASTERS CIRCLE

5 of our Auctioneers qualified for the REALTORS® of South Central Kansas Master's Circle, surpassing \$5 million in annual sales volume. Pictured left to right: Braden McCurdy, Megan McCurdy Niedens, Lonny McCurdy, Rick Brock and Isaac Klingman.



OTHER AWARDS

Our other achievements this year include recognition from the Wichita Business Journal as Top Auction Firm and a Deal of the Year. In addition, we won Gold for Small Business Marketing from the local American Marketing Association chapter.



MARKETING AWARDS

We are always proud of our marketing, and this year we were honored to receive 20+ recognitions from the National Auctioneers Association Marketing Competition judged by *USA Today* including Campaign of the Year Runner-Up for our Timberwood Premier Auction. This campaign also won the gold award for Integrated Marketing Campaign by the American Marketing Association.



RE·LI·A·BLE - Setting standards and following through with them provides reliability for our clients and a consistent environment for employees.

RELIABLE

While our methods may have changed over the last 40 years, every auction still ends in "sold!" We have compiled a few of our most successful and special auctions from 2022 on the following pages.



5978 E. FORBES COURT BEL AIRE KS

TOTAL SOLD PRICE
\$778,030
10.7% HIGHER THAN COUNTY APPRAISAL

RESIDENTIAL
ABSOLUTE ONLINE ONLY
WEB VIEWS 11,759
BIDDERS 27



8112 E. DEER RUN STREET BEL AIRE KS

TOTAL SOLD PRICE
\$1,501,500
54.6% HIGHER THAN COUNTY APPRAISAL

RESIDENTIAL
ABSOLUTE LIVE ONLY MULTI-TRACT
WEB VIEWS 5,638
BIDDERS 19



6905 E. HARRY STREET WICHITA KS

TOTAL SOLD PRICE	COMMERCIAL
\$1,545,500	
<small>SOLD FOR \$26.70 PER SQUARE FOOT</small>	ABSOLUTE ONLINE ONLY
	WEB VIEWS 5,661
	BIDDERS 29



470 ACRES BUTLER COUNTY KS

TOTAL SOLD PRICE	FARM & RANCH
\$2,365,000	
<small>SOLD FOR \$5,032 PER ACRE</small>	ABSOLUTE LIVE ONLY MULTI-TRACT
	WEB VIEWS 22,169
	BIDDERS 35



763 ACRES KINGMAN COUNTY KS

TOTAL SOLD PRICE	FARM & RANCH
\$2,111,725	
<small>SOLD FOR \$2,767 PER ACRE</small>	ONLINE ONLY
	WEB VIEWS 9,540
	BIDDERS 16



FARM MACHINERY & EQUIPMENT SUBLETTE KS

TOTAL SOLD PRICE	PERSONAL PROPERTY
\$1,400,000	
<small>RECORD BREAKING MACHINERY AUCTION*</small>	LIVE AUCTION WITH ONLINE BIDDING
	WEB VIEWS 17,404
	BIDDERS 268

*ACCORDING TO MACHINERY PETE.COM

EM·PA·THET·IC - Going beyond understanding
another person's perspective.

EMPATHETIC



Operating in Wichita for 40 years, we are passionate about giving back to our community. From non-profits and charities to members of our industry through benefit auctions, donations, volunteer days, and board involvement. We believe the natural and necessary response to empathy for one's community is action.

COMMUNITY INVOLVEMENT

Megan McCurdy Niedens

National Auctioneers Foundation Trustee
Wichita Area Chamber Board of Directors

Eric Tauer

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

Braden McCurdy

President of the Kansas Auctioneers Association
Director of Kansas Association of REALTORS®
W. Frank Barton School of Business
Alumni Association and Dean's Advisory Board



BENEFIT AUCTIONS

We served our community in 2022 by conducting 34 benefit auctions for local organizations and non-profits. It is our privilege to help these organizations achieve their goals and raise funding through our passion, auction, and see this funding better our community.

CHRISTMAS GIVING

We are passionate about home-ownership, so this holiday season we volunteered at Family Promise, a local non-profit. Our team helped wrap and pass out gifts for more than 25 families experiencing housing insecurities.



Family is the foundation and the root of McCurdy. Values for our team are a way to define, practice, and present our culture. This company has successfully grown and strengthened because of its values. McCurdy, from the beginning, has strived to have understanding, certainly for its clients, but also for its employees.



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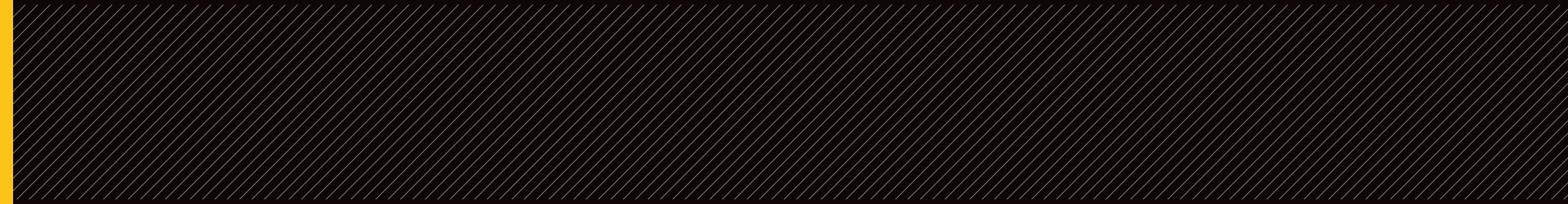


CAPIRE

CA•PI•RE - To understand.



WE ARE CONTINUING TO STRENGTHEN OUR LEGACY, **DAY AFTER DAY.**





McCurdy
REAL ESTATE & AUCTION

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

