

20

25

ANNUAL REPORT

MCCURDY REAL ESTATE & AUCTION

ELEVATING EVERY MOMENT





Braden McCurdy

Chief Executive Officer,
Broker & Auctioneer

2025 was a year defined by progress, not just in what we accomplished, but in how we chose to evolve.

When we set out to elevate the McCurdy experience, we knew it would require more than surface-level changes. It demanded advancements in technology, refinement of our processes, and an unwavering commitment to innovation. From launching our redesigned website to renovating our auction studio to introducing pre-bidding capabilities, every enhancement was made with you in mind.

We were privileged to conduct 583 auctions across residential, premier, land, and commercial properties, as well as business liquidations and benefit auctions. Each transaction represented someone's story, and our team approached every auction with the care and expertise it deserved. The results speak for themselves: \$157 million in sales volume, 10,184 registered bidders, and countless successful outcomes for the families and businesses who trusted us.

But beyond the numbers, what I'm most proud of is the experience we've created. Real estate transactions are more than contracts and closing dates; they're transitions, investments, and sometimes the achievements of lifelong dreams. Our role is to make those moments as seamless and successful as possible.

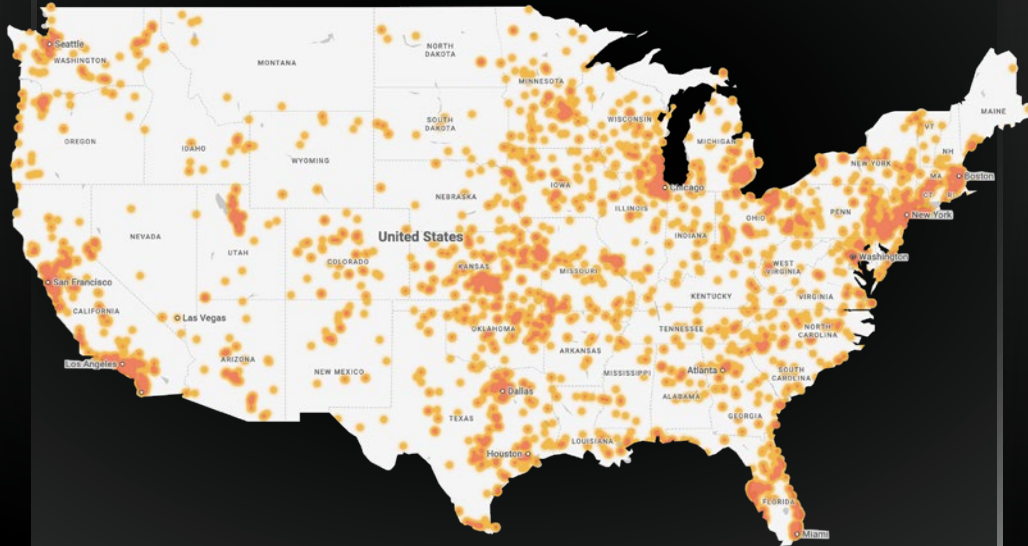
As you turn these pages, you'll see the innovation, dedication, and results that defined our year. Thank you for allowing us to serve you, and for inspiring us to continually raise the bar.

Here's to 2026.

A handwritten signature in black ink, appearing to read 'Braden McCurdy', written in a cursive style.

154,753*

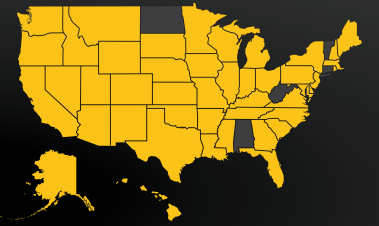
USERS AND GROWING...



**All-time users within McCurdy database*

10,184

REGISTERED BIDDERS



IN 44

STATES IN 2025

2,645

FIRST-TIME REGISTERED BIDDERS IN 2025

TOTAL AUCTIONS IN 2025

645

REAL ESTATE AUCTIONS: 554

PERSONAL PROPERTY AUCTIONS: 29

BENEFIT AUCTIONS: 62

5,024,989

WEBSITE VIEWS IN 2025



MCCURDY

Residential

In 2025, we facilitated 329 residential real estate transitions, each representing a deeply personal chapter in someone's story. Our role extends beyond transaction management; we guide families through moments of change with clarity and care. Whether helping buyers discover their first home or supporting sellers through life's inevitable transitions, our enhanced digital experience and refined process created pathways that felt both seamless and significant. The residential market is built on trust; we're honored that these sellers chose McCurdy to help them take their next step.



105%

OF COUNTY VALUE



19

HOMES SOLD ON
5+ ACRES



HOMES SOLD IN

53

CITIES IN KANSAS



Our realtor brought McCurdy on board after my brother died unexpectedly, leaving a large house, outbuildings, and 5 acres to my older brother and I, who live 700 and 900 miles away. McCurdy went above and beyond what was expected to help us find contractors for the roof, lagoon, trees, and rehomed a feral cat colony. Everyone was so professional and so kind and understanding of our challenging situation. **We could not have made it through this ordeal without this incredible team.** Thank you from the bottom of my heart.

- RECENT SELLER, JENNIFER



3 Bed, 2.5 Bath

Acres: 20±

Page Views: 29,040

Registered Bidders: 34



2 Bed, 2 Bath

Acres: 2.29±

Page Views: 27,529

Registered Bidders: 38



5 Bed, 4 Bath

Square Feet: 5,079

Page Views: 28,649

Registered Bidders: 31



4 Bed, 2.5+ Bath

Square Feet: 2,646

Page Views: 19,629

Registered Bidders: 23



MCCURDY

Premier

The finest properties aren't sold; they're presented. In 2025, we facilitated 15 premier auctions by understanding what luxury buyers truly seek: not just square footage, but a sanctuary. Each estate, from waterfront havens to design-forward showpieces, received a bespoke marketing approach that elevated its story beyond features and into emotion. Our cultivated network of serious buyers ensured these properties connected with individuals who would truly appreciate their character.



15

PREMIER AUCTIONS



270

REGISTERED
BIDDERS



BIDDERS FROM

20

DIFFERENT STATES



CAMPAIGN OF THE YEAR

Our marketing campaign for The Thin Place Estate was honored with the Campaign of the Year award at the 2025 NAA Marketing Awards. The campaign combined cinematic visuals, strategic advertising, and more to generate over 29,000 website visits and a \$2 million sale.

No Minimum, No Reserve

1002 S. Maize Rd., Wichita

SOLD | \$1,133,000

5 Bed, 4.5+ Bath

Square Feet: **6,069**

Page Views: **32,422**

Registered Bidders: **34**

No Minimum, No Reserve

2852 NE 160th Ave., Cheney

SOLD | \$940,500

5 Bed, 3.5 Bath

Square Feet: **3,696**

Page Views: **24,687**

Registered Bidders: **22**

No Minimum, No Reserve

1554 1100 Rd., Fredonia

SOLD | \$935,000

4 Bed, 2 Bath

Acres: **71.32±**

Page Views: **65,028**

Registered Bidders: **26**

315 Piper Dr., Benton

SOLD | \$819,500

**Stearman Field
Hangar Home**

Square Feet: **6,080**

Page Views: **19,477**

Registered Bidders: **38**



MCCURDY

Farm & Ranch

Land isn't just real estate, it's potential. In 2025, we sold 2,035 acres across Kansas, connecting buyers with opportunities ranging from recreational retreats to agricultural investments to development-ready parcels. Our deep understanding of land values and market trends guided sellers through strategic decisions, while our nationwide buyer network brought serious investors to the table. Whether you're selling 5 acres or 500, land deserves specialized expertise that understands both the property and the vision behind it.



2,035

ACRES SOLD



11

DIFFERENT
COUNTIES



BIDDERS FROM

19

DIFFERENT STATES

UNDERSTANDING THE LAND DECISION

Deciding to sell land is rarely straightforward, whether you've inherited family property that spans generations or you're evaluating an investment. Land ownership carries both emotional significance and practical considerations. Our role isn't to convince you to sell, it's to help you understand your options, from market timing and tax implications to co-ownership complexities, so you can move forward with confidence.

192.2± Acres on SE. 125th St., Valley Center
SOLD | \$1,404,480

\$7,307 Per Acre

Acres: **192.2±**

Page Views: **19,063**

Registered Bidders: **10**

94.9± & 74± Acres, Mount Hope
SOLD | \$1,311,475

\$7,765 Per Acre

Acres: **168.9±**

Page Views: **18,390**

Registered Bidders: **25**

80± Acres, Towanda
SOLD | \$937,750

\$11,721 Per Acre

Acres: **80±**

Page Views: **25,137**

Registered Bidders: **74**

80± Acres Offered in Two Parcels, Benton
SOLD | \$913,000

\$11,412 Per Acre

Acres: **80±**

Page Views: **18,342**

Registered Bidders: **32**



MCCURDY

Commercial

Commercial real estate moves differently, and so do we. In 2025, we facilitated 316,744 square feet of commercial transactions, from retail spaces and office buildings to industrial facilities and investment properties. Our strategic approach combines market analysis with creative marketing to position each property for maximum exposure. With Bidders from 17 different cities across Kansas actively searching for commercial opportunities, we've built the network and expertise to turn complex sales into successful outcomes. When your business or investment property is on the line, experience matters.



316,744

COMMERCIAL
SQ. FT. SOLD



38

COMMERCIAL
AUCTIONS



PROPERTIES SOLD IN

17

CITIES IN KANSAS

WHY AUCTION FOR COMMERCIAL PROPERTIES?

Commercial auctions create competitive environments that often exceed traditional listing results. With defined timelines, transparent processes, and pre-qualified buyers, auctions eliminate negotiations and contingencies. For sellers looking to liquidate assets, relocate businesses, or settle estates, auction provides certainty and efficiency that traditional methods can't match.



Formerly the Anchor

Square Feet: **21,565±**

Page Views: **29,847**

Registered Bidders: **82**



Limited Industrial

Square Feet: **11,186±**

Page Views: **18,431**

Registered Bidders: **14**



Formerly High Plains
Farm Credit

Square Feet: **13,070±**

Page Views: **13,498**

Registered Bidders: **12**



Formerly Big Brothers,
Big Sisters

Square Feet: **33,000±**

Page Views: **16,036**

Registered Bidders: **13**



MULTI PROPERTY

LIVE STREAM AUCTION EVENTS

1,205

REGISTERED BIDDERS FOR
2025 MP AUCTIONS

261

PROPERTIES SOLD AT 2025
MP AUCTIONS

\$23,586,470

TOTAL AMOUNT SOLD AT 2025 MP AUCTIONS

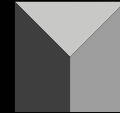


We transformed our Multi-Property Live Stream Auction Event experiences in 2025. Our renovated studio features an enhanced auction command center and professional setup that delivers a premium viewing experience. We even moved our **start time to 5 PM** to better fit your schedule with our increase in the number of properties per event. But the biggest upgrade? **Pre-bidding is now available** before the live stream begins, giving you the power to secure your position early and bid on your own timeline!



MCCURDY

Personal Property



MCCURDY

Benefit

Steampunk Village

Lots Sold: **357**

Page Views: **32,714**

Registered Bidders: **240**



Design Source Interiors

Lots Sold: **1,333**
Across 3 Auctions

Page Views: **71,421**

Registered Bidders: **774**



Here are just a few charities and organizations we had the privilege of partnering with this year...

- Catholic Charities of Wichita
- Leukemia & Lymphoma Society
- Pheasants Forever
- RSCK - Realtors Relief Foundation
- Wichita Family Crisis Center
- Family Promise of Greater Wichita
- Boy Scouts of America
- Freedom Hooves Therapeutic Riding Center
- GraceMed Hopecare
- CASA of Sedgwick County
- Wichita State University Athletics
- Child Advocacy Center of Sedgwick County



29 PERSONAL PROPERTY AUCTIONS

8,117 PERSONAL PROPERTY LOTS SOLD

5,998

TOTAL REGISTERED BIDDERS FOR PERSONAL PROPERTY & BUSINESS LIQUIDATION AUCTIONS



In Our Community

Our team had a great time getting to see so many communities this parade season, from Salina to Valley Center, Andover, Rose Hill, Haysville, Mulvane, and more!



A Keeper for a Legacy Built

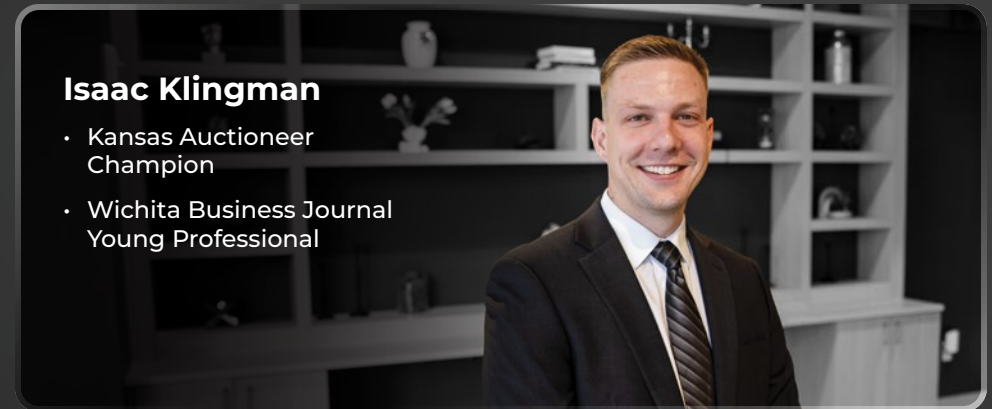
After 10 years of growth at this location, and a story that started long before we ever broke ground here, we're honored to have Wichita's easternmost Keeper of the Plains standing at our entrance. Immense gratitude to the Wichita Regional Chamber of Commerce for this incredible honor. Special thanks to Anthony Joiner, founder of Mulberry Art Gallery, and artists Dominique Joiner and Mirage Carrington for creating a Keeper that is truly custom to McCurdy's story.



Awards

These represent just a few of the recognitions we received in 2025, a year that reflected our team's dedication to excellence and innovation in our industry. While we're humbled by these awards, our greatest achievement remains the successful outcomes we deliver for our clients. Thank you for trusting us with your properties, your investments, and your futures. Serving you is our highest privilege.

WE ARE HONORED TO BE RECOGNIZED FOR THE FOLLOWING AWARDS THIS YEAR:



Over the Years Award
FROM THE WICHITA CHAMBER

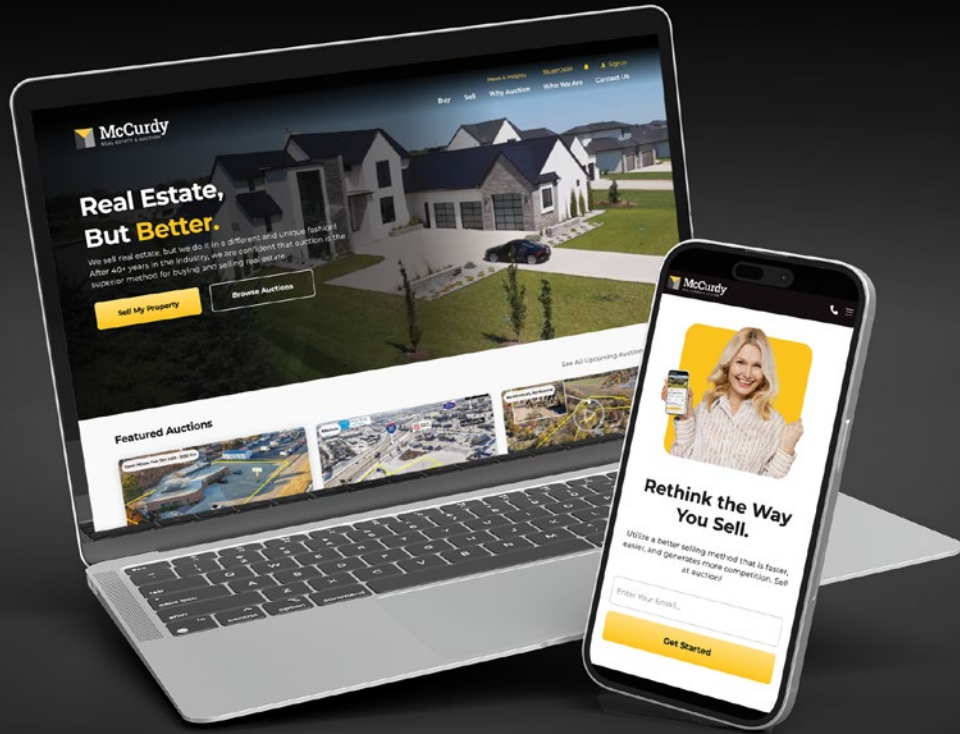
Scan the QR Code to Watch the Award Video

NAA Awards

- Campaign of the Year for Thin Place Estate
- 5 Additional NAA Marketing Awards

AN ENHANCED EXPERIENCE

McCurdy.com



February 2025 marked the launch of our enhanced website! Our marketing team reimagined every touchpoint, creating an intuitive user experience through strategic planning, modern design, and thoughtful copy. Our tech team then turned these concepts into reality, coding and deploying a platform that's both powerful and easy to navigate.

So whether you are exploring properties or learning about auction, this new website has made connecting with our team more seamless than ever.

WICHITA REAL ESTATE & AUCTION TEAM



Braden McCurdy
Chief Executive Officer,
Broker & Auctioneer



**Megan McCurdy
Niedens**
Chief Operating Officer,
Auctioneer



Lonny McCurdy
Chairman of the Board,
Auctioneer



Rick Brock
Chief Administrative
Officer, Auctioneer



Isaac Klingman
Auctioneer, REALTOR®



Andrew Jones
Auctioneer, REALTOR®



Brittney Brouillard
Auction Manager,
REALTOR®



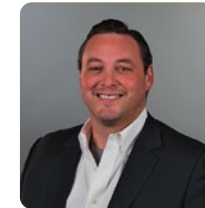
Isabel Paltan
CEO Executive Assistant,
REALTOR®



Tonya Wituk
Auction Manager,
REALTOR®



Ty Becker
Auction Manager,
REALTOR®



Ty Patton
Auctioneer, REALTOR®



**Nathaniel
DeGraffenreid**
Auction Manager,
REALTOR®

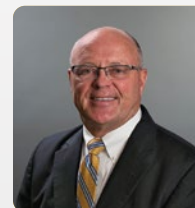


Jack Ballard
REALTOR®



**April Leason
O'Donnell**
REALTOR®

SALINA REAL ESTATE & AUCTION TEAM



Curt Marshall
Auctioneer, REALTOR®



Terry Zimmer
Auctioneer, REALTOR®



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



AUCTION COMPANY IN TOTAL
VOLUME & TRANSACTIONS IN
SOUTH CENTRAL KANSAS

