



LAWSON & CO.
Auctioneers and Real Estate Professionals

P.O. Box 327
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www.lawsonandco.com

**For upcoming auctions,
please visit
www.lawsonandco.com**



BROKER LISTING COOPERATIVE™



Frequently Asked Questions

- Q. Is an auction a good marketing method for commercial/industrial properties?
- A. Commercial & industrial real estate may be sold at public auction. This is an effective method of marketing, depending on the motivation of the seller & the features & location of the property. Contact Lawson & Co. for a complete analysis of your commercial or industrial property.
- Q. When is the best time of year to sell real estate at public auction?
- A. Depending primarily on the property & the motivation of the seller, most properties can be sold any time throughout the year. For agricultural properties, the ideal marketing seasons are early spring & fall.
- Q. What are the typical seller expenses for a real estate auction?
- A. The typical seller expenses include the auctioneer's commission, the advertising & marketing costs, the title commitment fees, & a portion of the closing & transfer costs. Please contact Lawson & Co. for more details, as the expenses vary for each specific property & auction.

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the LAWSON REPORT auction newsletter

The Lawson & Co. Tradition Moves Into 2019 & Beyond

LAWSON & CO., established in 1964, specializes in both Real Estate and Personal Property Auctions. Whatever your auction need, LAWSON & CO. can be of service to you. LAWSON & CO. has the knowledge to customize a program to fit your specific needs and goals and the expertise and professionalism to implement these programs. From marketing a vehicle, collectables, primitives, toys, commercial/farm equipment, furniture, antiques, firearms, coins, stamps, art, a house, farmland, or commercial real estate, we can assist you in liquidating your assets. In the event your real estate is not suitable for an auction, LAWSON & CO. also markets real estate via the conventional method. Our professional and experienced sales staff will market your real estate using sales methods such as the Broker Listing Cooperative, signage, and print and web advertising.



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Real Estate Sales in 2018

Real estate sales, both at auction and conventionally, soared in 2018 for LAWSON & CO. Year-end totals for 2018 exceeded \$4.49 million at auction and \$11.69 million conventionally. LAWSON & CO. has traditionally been active in marketing all types of real estate, and 2018 was no different. LAWSON & CO. was involved in the sales of commercial land, commercial and industrial buildings, agricultural properties, single-family and multi-family residential properties, special use properties, and residential development land. LAWSON & CO. assisted in the marketing of properties throughout the central Indiana area, helping both buyers and sellers meet their specific needs.



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2018 Real Estate Auction Summary

| NAME | DATE | LOCATION | FEATURES | RESULTS |
|------------------|-------|------------------------------------|-----------------------------------|--------------|
| Laney | 01/11 | Lizton, Hendricks County | 3 bed, 2 bath house, outbldgs | \$95,000 |
| Daniels Estate | 01/18 | Marion Township, Putnam County | 2 bed, 1 bath house, 1.74 ac | \$38,000 |
| Ames | 02/01 | Floyd Township, Putnam County | 33.75 acres, mostly tillable | \$4,889/acre |
| Bryant Trust | 03/15 | Marion Township, Putnam County | 48.01 acres, 38.09 acres tillable | \$6,186/acre |
| Myers | 04/24 | Marion Township, Hendricks County | 24.06 acres, 17.06 acres tillable | \$6,318/acre |
| Samuel Jacob Co. | 04/25 | Danville, Hendricks County | 3 bed, 1 bath house, det garage | \$72,270 |
| Rulfs Estate | 05/02 | Monroe Township, Putnam County | A-frame house, bldgs, 5 acres | \$85,000 |
| Beaty Estate | 05/16 | Liberty Township, Hendricks County | House, garage, bldgs, 5 acres | \$160,000 |
| Morgan Estate | 05/30 | Danville, Hendricks County | 3 bed, 2 bath house | \$89,000 |
| Bolt | 07/18 | Lebanon, Boone County | 3 bed, 1.5 bath house, 1.48 ac | \$141,000 |
| Faulkner Estate | 07/19 | Plainfield, Hendricks County | 2 bed, 1 bath house, garage | \$92,000 |
| Faulkner Estate | 07/19 | Plainfield, Hendricks County | 3 bed, 1 bath house, garage | \$56,430 |
| Coyle | 07/26 | Lebanon, Boone County | 3 bed, 1.5 bath house, 1.81 ac | \$177,000 |
| Parks Estate | 08/02 | Greenfield, Hancock County | 3 bed, 2 bath house, garage | \$73,500 |
| Servies Trust | 10/04 | Waveland, Montgomery County | 3 bed, 2 bath house, garage | \$67,500 |
| Bush | 10/25 | Russell Township, Putnam County | 125 acres, 55 acres till, woods | \$3,136/acre |
| Miller Trust | 11/01 | Richland Township, Greene County | 40 acres, mostly tillable | \$4,375/acre |
| Jones | 11/07 | Waveland, Montgomery County | Former Waveland Elem School | \$50,000 |
| Riggs Trust | 11/08 | Center Township, Hendricks County | 138 acres, mostly tillable | \$7,000/acre |
| Shaw Estate | 11/13 | Washington Township, Clay County | 92.55 ac, 28.7 ac till, house | \$ 252,000 |
| Frye Trust | 11/14 | Center Township, Hendricks County | 14.5 acres, house, pole barn | \$297,000 |
| Jensen | 11/15 | Danville, Hendricks County | Office, upper level apartment | \$61,000 |
| Schafer | 11/15 | Marion & Floyd Twps, Putnam Co | 131.99 ac, 78.6 ac till, woods | \$4,091/acre |
| 2018 TOTALS | | 23 REAL ESTATE AUCTIONS | | \$4,493,700 |



Frye property sold for \$297,000



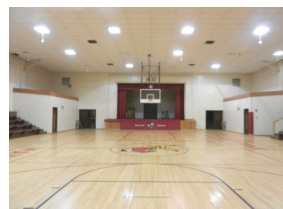
Laney property sold for \$95,000

"The major fortunes in America have been made in land."

John D. Rockefeller



Bryant property sold for \$6,186/acre



Jones property sold for \$50,000

In 2018, LAWSON & CO. auctioned over \$1,047,000 of personal property and conventionally sold over \$11,699,000 of real estate

Advantages of the Real Estate Auction Method

- Seller determines at what price the property sells
- Property sells in a timely manner, with the buyer making a commitment at the auction
- No negotiating, as the terms of the sale are predetermined
- Limited liability for the seller, as properties sell in "as is" condition
- Price property brings is usually higher than anticipated due to competitive bidding

Lawson & Co. Services Offered

- State-of-the-art 12,000 square foot auction gallery
- Private consultation and inspection of real estate and personal property
- Licensed real estate appraisal staff and expert personal property appraisal staff
- Real estate marketing sales staff
- Federal firearms license
- Professional advertising including local, regional, and national advertising
- Multiple mailing lists and specialty promotion
- Internet advertising on multiple sites including websites and social media
- Drone photography and video promotion
- Live internet bidding available
- Storage facilities including security and fireproof vault
- Auction set-up and coordination (on-site or LAWSON & CO. gallery)
- Staff of 4 licensed auctioneers and auction crew of 20+ associates
- Computerized auction registration, mobile clerking, and cashiering system
- Itemized auction settlement (same day option available)
- Site clean-up, trash removal, packing, moving, and cleaning services
- Food and concessions services



Riggs property sold for \$7,000/acre



Bolt property sold for \$141,000



Schafer property sold for \$4,091/acre



Coyle property sold for \$177,000