

DON'T make it complicated. Try to avoid unconventional sales circumstances. Terminate any leases. Don't close the sale during the growing season. Avoid selling a property subject to a first refusal option.

DO open bids on the same day the bids are due. The bidders have their adrenaline flowing by the time they make the commitment to bid. Use that motivation and the competitiveness between bidders before they experience "bidder's remorse." Besides, why not open the bids right away?

DO advertise in more than the local weekly paper. If the brokers, bankers and appraisers who are in the full-time business of keeping track of the market aren't aware of the auction, chances are good many of the prospective bidders aren't either. An advertising bill of \$2,000 is only \$12.50/acre on a 160-acre farm. **DON'T** be penny wise and pound foolish.

For a "**Grade A**" sealed bid auction keep these basic thoughts in mind: Is it **APPROPRIATE**? Have I created **AWARENESS** through **ADVERTISING**? Is my time/location **AVAILABLE** to promote **ATTENDANCE**? And finally, can I keep the bidders **ADRENALINE** pumping? Answer "yes," to these questions and you'll have made the grade!
