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RD SCHRADER,
CEO

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and Results in
Agricultural Real Estate**

**Schrader Real Estate
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Schrader Real Estate and Auction Company

Precision, Relationships, and Results in Agricultural Real Estate



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CEO

Schrader Real Estate and Auction Company has spent the last 80 years redefining agricultural land transactions with an innovative blend of classic and modern approaches. Known for its M3 system, a unique auction process that offers large properties in an assortment of tracts, Schrader has made it possible for everyone, from local farmers to large-scale investors, to participate in the bidding process. Sellers get peace of mind, knowing they've secured the highest total value, balancing both family interests and fair access for all potential buyers.

Fueled by relationship-building at every turn, Schrader's team combines "old-school" values with new digital tools, such as live and online bidding platforms, to simultaneously deliver an experience that feels personal and cutting-edge. This commitment to balancing tradition with innovation makes Schrader a trusted partner for landowners and buyers across the U.S.

"The biggest thing is our intentionality," says Luke Schrader, Sales Manager of Schrader. "We care about precision more than volume, and we're blessed with a great team."

Empowering Buyers and Sellers Alike

Starting as a traditional estate auction and livestock sales organization in 1944, Schrader has never shied away from

addressing specific issues in the agricultural business industry and always found innovative ways to solve them. A few decades after its founding, the partners at Schrader recognized that the agricultural real estate market was experiencing a surplus of available land without an equal number of parties interested in or able to purchase it. This led to the creation of the Schrader multi-tract method of auction, where large plots of land were divided into smaller tracts to be auctioned separately. This novel approach to selling farmland provided an opportunity for both small-scale family buyers and institutional firms to bid on any number of tracts in any combination they desire, including the entire property.

Fast-forward 80 years, and the M3 method continues to be the flagship offering at Schrader. Today, a 1,000-acre farm can come with a price tag of up to \$15 million, quickly blocking individual farmers or small business groups from even attempting to bid. M3 provides the flexibility that allows buyers of all sizes to put together acreage that is within their budgets. At the same time, sellers enjoy comfort and clarity, knowing they maximized the value of their land. On top of being known for large-scale land



auctions, Schrader Iso continues to expand its equipment auctions for its clients through live, virtual, and online auctions, or a combination of these options.

Modern Technology for Seamless Transactions

For it to have maintained such a successful business model for over half a century, Schrader has undoubtedly needed to adapt and shift to varying trends and developments in the agricultural industry, and beyond. One area that is constantly evolving is technology. While many people may picture spirited, in-person events when they think of a traditional auction setting—which is often true—some aspects have moved online. Schrader has put in an impressive effort to revamp its digital operations by updating the user experience on its website and massively improving its online bidding platform to reach a wider audience.

But it also recognizes the value of blending this new-age knowledge with the “old-school” practices that made the company what it is today. The team has specifically prioritized hiring the next generation of talent and pairing those younger professionals with its seasoned agents to train and pass down the skills required to efficiently run its operations. In addition to those hard skills, these younger professionals gain an invaluable perspective on relationship-building and the traditional tactics that have built the foundation of trust between Schrader and its clients.

“When you combine the old-school and new-school strategies, there's a lot to win,” says Luke Schrader, sales manager. “It’s created a highly effective business model for us over recent years.”

Prioritizing Relationships for Successful Client Outcomes

This blend of perspectives and strengths drives Schrader to deliver stellar results. When working with a client, team members from all departments come together to create marketing collateral, draft contracts, and support with logistics, providing whatever the client needs throughout the complex transaction process. The team includes in-house professionals from farming and non-farming backgrounds, all of whom share a common value; forging genuine relationships with their sellers.

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The key differentiator for Schrader’s approach to land transactions is that its teams are directly deployed to build relationships and learn more about the communities in which they are selling. With offices in six different states and auctions conducted in 40 states over the years, proper time and resources are allocated to thoroughly understanding the market, the communities, and the interests of each seller and prospective bidder. This leads to positive outcomes for all involved parties.

Schrader’s objective is to leave clients confident in their decision on how their land is sold. Intentional, customized solutions built on genuine relationships are the cornerstone of its service offerings. In some ways, the team is akin to a heart surgeon focusing solely on delicate and precise surgeries. They focus on quality over quantity and pour the entirety of their resources and dedication into each new client engagement. By



taking on fewer deals, attention is paid to each transaction, which has helped Schrader scale and grow as an auction marketing giant more than anything else.

Delivering Community-Focused Success

During initial discussions in one particular sale in Wisconsin, Schrader’s team felt confident the seller's priorities aligned with what could be successfully delivered. The seller’s deep ties to the community meant one priority was to give local farmers and tenants the opportunity to buy pieces of the farmland. Immediately, Schrader’s team began working to secure the perfect venue to host the auction to provide a comfortable space for buyers to make these important moves. After planning the logistical aspects of auction day, the team began strategizing how to implement the multi-tract method, segmenting tracts by acreage and dividing smaller tracts even further to make them accessible to local farmers.

On auction day, 25 team members were deployed to run all aspects of the event, including greeting guests, performing data entry and offering contract assistance to buyers. By the day of the formal auction, Schrader’s team had developed close ties with buyers, and understood their situations and goals. Composed of a diversity of personalities and strengths, team members were paired with specific buyers to guide them through the bidding process. Buyers were pleasantly surprised by the support of Schrader’s bid assistants, who aimed to empower buyers to parse and combine tracts of lands in whatever way benefitted them most. The flexibility of purchase options, the one-to-one buying assistance, and the deep understanding of the canvassed market led to 19 different buyers purchasing 103 tracts. It was an overwhelming success that impacted the seller and small- and large-scale buyers. The Schrader team put in over 2,000 hours of work on the ground.

Expanding Horizons while Continuing the Legacy

Schrader has continued its momentum and has the tools it needs to keep expanding. Moving forward, the team has prioritized improving their online bidding platform, eager to stay at the forefront of technology so clients can understand and feel good about the bidding process. Schrader is also working to expand its footprint to navigate the farmland market in more communities.

Looking beyond what it is known for, agricultural auction services, Schrader is also finding considerable success doing private transactions in the commercial sector.

Leveraging 80 years of expertise in real estate, equipment, agriculture and technology, Schrader Real Estate and Auction Company continues to bridge traditional auction practices with cutting-edge digital solutions. As it expands its reach and services, it values the impact of fostering quality relationships and adapting to the needs of its clients and prospective bidders, showcasing that a legacy built on integrity and innovation is the key to sustaining success for years to come. **AG**