

*Get It Sold
The
Auction Way!*





The AUCTION WAY COMPANY believes in the auction method as a positive approach to investment recovery. We believe that a carefully conducted auction by qualified professionals will produce top dollar for your inventory. More and more major companies are turning to the auction method as a tool for investment recovery. We believe that you will too, once you are acquainted with that method and with THE AUCTION WAY COMPANY.

The Auction Way is a tough team to beat!

Get it SOLD The Auction Way!



The Auction Way Company

P.O. Box 1663
LaGrange, Georgia 30240
706.884.3062
www.theauctionway.com



The Auction Way Company

Experience

THE AUCTION WAY COMPANY of LaGrange, Georgia was established in 1979 by Gerald A. Bowie, President.

Gerald A. Bowie has been in the auction business since 1964 and is a charter member of the Georgia Auctioneers Association and is in the Georgia Auctioneers Hall of Fame. Gerald is an auctioneer and real estate broker and has conducted auctions of all types in 45 U.S. states, Canada, France, Mexico and Puerto Rico. He is recognized as one of the most versatile, successful and respected auctioneers in the business.

Gerald Mark Bowie, Vice President, has been a partner in THE AUCTION WAY COMPANY since the company's inception. Mark is also an established auctioneer and has been instrumental in conducting successful AUCTION WAY auctions throughout the country.

Penny Jo Bowie, Marketing Director, is President of Omni Advertising and Graphics, Inc., an affiliate marketing firm for THE AUCTION WAY COMPANY since 1981. Penny is a licensed real estate agent and that experience provides added-value to real estate marketing.

Proven Ability for a Range of Clients

THE AUCTION WAY COMPANY has assembled a staff of skilled specialists in every phase of auction management to form a full-service auction company with an established reputation for success. Clients include Federal Bankruptcy Courts, Small Business Administration, attorneys, brokers, corporations, trusts, banks, and private individuals.

Full Service Versatility

THE AUCTION WAY COMPANY is versatile and experienced in conducting auctions, from conception to completion.



NAA
Award
Winning
Auction
Brochure



National
ADDY
Award
and
NAA
Award
Winning
Company
Brochure

Custom Advertising and Marketing

Custom Designed Sales

The success of any auction depends on a well-planned and effective advertising program. Advertising for every AUCTION WAY auction is custom designed to reach the right buyers and to convince them that they can profit from attending the auction.

A Professional Partnership

Omni Advertising and Graphics, Inc. is AUCTION WAY'S affiliate agency. The close working relationship of the two companies allow exacting quality control, assures proper timing and media selection, and guarantees cost-effective promotion and publicity programs for every auction.

Effective Advertising and Placement

After an in-depth study of the properties being offered, the company's skilled staff develops a targeted marketing program—from initial photography and ad layouts to full-color brochures, catalogs, and newspaper and trade magazines, from signs to web designs, to internet marketing. Video and audio presentations are developed. Special mail and email lists are researched. Radio and television are used when appropriate.

National Award Winner Quality

Omni Advertising and Graphics, Inc. is an established, experienced advertising agency. The company is headed by the creative and talented Penny J. Bowie. Since 1981, Omni has specialized in promoting successful auction sales nationwide. Omni is always advancing its operations, as is AUCTION WAY, to serve a broader range of clients and businesses. Omni has won many national awards for the quality and creativity of its presentations.

Padre Island Opportunity

ABSOLUTE AUCTION

Saturday, March 10th
at 1:00 p.m.

Padre Island
Golf Course, 225 B. of Golf Fringe (Hond or Condo Site)
Commercial Lots on Padre Island Drive
Multi Family Lots on Lake Padre (Condo or Apartment Sites)
Single Family Lots (with 5 to 6 acre lots to build)

SELLING GOLF FRONT • WATER FRONT • COMMERCIAL • SINGLE FAMILY

Offering at Absolute Auction
Call Brents, 225 B. of Golf Fringe (Hond or Condo Site)
Commercial Lots on Padre Island Drive
Multi Family Lots on Lake Padre (Condo or Apartment Sites)
Single Family Lots (with 5 to 6 acre lots to build)

QUALITY BUILDING LOTS AT YOUR PRICE AT ABSOLUTE AUCTION!

Property Showing:
February 24th until 5:00 p.m.
March 1st until 5:00 p.m.

Information Calling: theauctionway.com 800.482.0775

ABSOLUTE AUCTION

Leon Rossers Little R Ranch
Monday, October 8th - 10:00 AM
McCale (Birmingham), Alabama
LAND - CATTLE - EQUIPMENT

AUCTIONEERS NOTE

SELLING

- 155 Head Santa Gertrudis Cattle
- 310 Acres Subdivided
- Complete Line of Farm Equipment

COME RAIN OR SHINE

LR

ABSOLUTE AUCTION

Two Auctions In One Day
Monday, November 19th in Common Urban County Texas
Oakway Farm 10:00 AM
Selling 227 of Acre Divided, Home, Barns, Equipment, Ranch Home Furnishings
The Magnolia House 1:00 PM
Selling 227 of Acre Divided, Home, Office Building
One Half City Block and Antique Furniture

Please arrive at least 30 minutes in advance, and prepare to bid on one of Milan County's finest properties, Oakway Farm and The Magnolia House.

STEEL SALES
November 20, 2008
9:00 AM - 1:00 PM
1901 Main Street, Dallas, TX 75201
Tel: 972.251.9900 Fax: 972.251.9901

THE AUCTION WAY COMPANY
1901 Main Street, Dallas, TX 75201
Tel: 972.251.9900 Fax: 972.251.9901

LAND AUCTION

Sunday, June 28th at 1:00 p.m.

5,480 Acres
as 71 Ranches

Tres Valles Ranch East
LaVeta (Huerfano County), Colorado

Southern Colorado Land Co.

RANCH AUCTION

October 24th
11:00 a.m. at the
Ranch in Jonesboro, TX
West of Waco

Complete Liquidation of HUDSON LONGHORNS RANCH in Jonesboro, Texas

Selling 1,300 Acres in 5 Parcels or as a Whole, Farm Equipment, 24 Hudson B, 50 Loeffler Texas Longhorns, 8 Top Ranch Horses, and Furniture

PARCEL 1: 500+ acres (18.5) Acres
PARCEL 2: 300+ acres (11) Acres
PARCEL 3: 175+ Acres
PARCEL 4: 100 City Acres
PARCEL 5: 200+ Acres

HUDSON LONGHORNS
1100 E. 2nd, Amarillo, TX 79109
Phone: 806.423.4200
Fax: 806.423.4200
www.hudsonlonghorns.com

ABSOLUTE AUCTION

18 PROPERTIES on the GULF COAST OF FLORIDA
in St. George Island, West Palm, Coral Gables, Lemont Village
at 1:00 PM on St. George Island, West Palm and Lemont Village
Saturday, June 27th at 1 PM

LAND AUCTION

Gentry Farms

Newnan, Georgia
(Coweta County)

Selling 366 acres as 25 parcels
Ten (10) acres and up.
SUNDAY, AUGUST 20 AT 3:30 PM.
Only Minutes from Everything.

The Auction Way Company
Gerald A. Bowie & G. Mark Bowie
1971 West Point Road LaGrange, GA 30240
706-864-3062 Office 706-864-3064 Fax
www.theauctionway.com

ABSOLUTE AUCTION

Saturday, October 21st at 1:00 p.m.
Cookeville Community Center
Cookeville, Tennessee
All properties sell here.

2446+- Acres of Tennessee Mountain Land
For Hunting, Recreation, Timber, Investment
Offering Subdivided and/or as a Whole
in Overton, Fentress and Bledsoe Counties

Owner/Seller:
Mr. Herschel Payne, a native Tennessean, has spent his adult life in the timber and cattle business. Familiar with auctions, he has chosen The Auction Way Company to liquidate his land holdings. Maps, Maps, and other information available on request.
Phone: (706) 894-3062

ABSOLUTE AUCTION

Selling 179.25 Acres
Subdivided & as a Whole
LAND HOME - EQUIPMENT
Sunday, October 27th @ 1:00 P.M.
Dechord (Franklin County), Tennessee

OWNER FINANCING

How We Conduct An Auction

Selective Marketing, Specific Advertising

AUCTION WAY will concentrate on bringing buyers to your auction... buyers with the desire to purchase your specific auction properties.

New and Innovative Technology

AUCTION WAY is always in the forefront of technological advances... good examples are our real-time online auctions and Bid Now features.

Shortened Sales Period


AUCTION WAY conducts auctions over a brief period - selling when you need to sell.

All Necessary Amenities

AUCTION WAY coordinates all necessary auction amenities—security, auction facilities, public address systems, video and audio systems, entertainment and food services.

ABSOLUTE AUCTION

WOLF CREEK GENERATING STATION
 Completion Sale
 SELLING EQUIPMENT, TOOLS & SUPPLIES INVENTORY
 Wednesday, September 25 at 9:30 A.M.
 in Ogden, Utah
 10000 Riverway, Ste. 111 Lafayette, CA 94501




The Auction Way Company
 Gerald A. Bowls & Associates
 494-984-3062
 P.O. Box 1863 • Lafayette, CA 94501

ABSOLUTE AUCTION

CATERPILLAR

The Caterpillar Dealer Co. Plant in Monroeville, AL
WEDNESDAY — JULY 10 — 10:00 AM
 Selling Surplus Construction Equipment
 Caterpillar has owned construction of a 1,200,000 sq. ft. generator




The Auction Way Company
 Gerald A. Bowls & Associates
 494-984-3062
 P.O. Box 1863 • Lafayette, GA 30241

ABSOLUTE AUCTION

**TUESDAY
 JUNE — 4
 10:30 A.M.**

KIMBERLY CLARK DIAPER PLANT
 (Completion Sale)
SELLING SURPLUS TOOLS & SUPPLIES
 OGDEN, UTAH



The Auction Way Company
 Gerald A. Bowls & Associates
 494-984-3062
 P.O. Box 1863 • Lafayette, CA 94501

ABSOLUTE AUCTION

Alabama Power

TWO-DAY AUCTION!

CHICAGO BRIDGE & IRON COMPANY

Wednesday, February 8th
 Thursday, February 9th
 10:00 AM

HEAVY STEEL FABRICATORS
 BIRMINGHAM, ALABAMA

168 Vehicles
 Light Trucks & Automobiles
 Tuesday, July 21
 10:00 AM CST
 Alabaster (Birmingham),
 Alabama

REAL ESTATE
 21.2 acres subdivided
 EQUIPMENT

The Auction Way Company
 Gerald A. Bowls & Associates
 706-984-3062
 111 Wood Parkway, Lot 1 Lafayette, GA 30241

The Auction Way Company
 Gerald A. Bowls & Associates
 494-984-3062
 111 Wood Parkway, Lot 1 Lafayette, GA 30241

ABSOLUTE AUCTION

Amcels-Celanese Plant
 Wednesday, August 15 — 9:00 a.m.
 (Continued, Regular)



ABSOLUTE AUCTION

Alabama Power

CONSTRUCTION EQUIPMENT
 Tuesday - August 12 - 10:00 AM CST
 J.H. Miller Steam Plant
 Birmingham, Alabama

Absolute AUCTION

Georgia Power

VIRGINIA POWER

Thursday
 November 14th
 10:00 AM
 Georgia Power Surplus Yard
 Lake Mirror Rd.
 Forest Park (Atlanta), GA

TUESDAY, JUNE 7TH, 9:30 A.M.
 Chester, Virginia

— ABSOLUTE AUCTION —


The Auction Way Company
 Gerald A. Bowls & Associates
 494-984-3062
 111 Wood Parkway, Lot 1 Lafayette, GA 30241

The Auction Way Company
 Gerald A. Bowls & Associates
 494-984-3062
 111 Wood Parkway, Lot 1 Lafayette, GA 30241

ABSOLUTE AUCTION

DANIEL INTERNATIONAL CONSTRUCTION COMPANY
 A.E. Staley Project
 London, Tennessee
 December 15th & 16th — 10:00 a.m.

\$25+ Million of Civil Surplus Inventory
 of Heavy and Light Equipment, Materials, Pile, Tubes etc.
 Used in the 1200 Million A.E. Staley Project



The Auction Way Company
 Gerald A. Bowls & Associates
 706-984-3062
 P.O. Box 1863 • Lafayette, Georgia 30241


ABSOLUTE AUCTION

ABSOLUTE AUCTION

KIMBERLY CLARK CORPORATION EXPANSION
 By New Construction Company

Wednesday, March 21 — 10:00 a.m.
 Coosa Pines, Alabama (Clatsburg)

SELLING
 Surplus Equipment — Tools — Materials



The Auction Way Company
 Gerald A. Bowls & Associates
 494-984-3062
 P.O. Box 1863 • Lafayette, Georgia 30241

Absolute AUCTION

BROWN

TWO BIG SALES

SALES 1
 Tuesday, April 25 — 10:00 AM
 Shreveport, Louisiana

SALES 2
 Thursday, April 28 — 10:00 AM
 Newnan, Georgia

COMPLETE PLANT LIQUIDATION
 Loss Analysis in Real Time

SURPLUS EQUIPMENT LIQUIDATION
 Page 8/2



Most Working Equipment
 Special Heavy Equip. Mfg.
 Numerous Off-Highway
 Air Compressors

Welding
 Grapes, Grinders
 Drill, Drums
 Tractors

Parts
 Cars
 Office, Janitor
 Miscellaneous

The Auction Way Company
 Gerald A. Bowls & Associates
 494-984-3062
 P.O. Box 1863 • Lafayette, Georgia 30241

Example of Auction Day

Registration

Auction attendees register either in advance or at arrival. The buyer's registration information is entered immediately into AUCTION WAY data files.

Live Auction Online

Buyers can actively participate in two locations: at the live auction location or by the Internet. Many AUCTION WAY auctions are live on www.theauctionway.com, where preregistered buyers can bid online.

Efficient Process - From Bid to Closing

As the auction progresses, a bid acknowledgement is prepared for every parcel, signed by the buyer, and then delivered immediately to the title company representative for contract completion. Title company representatives and closing attorneys are on-site to promptly complete the contracts.

Immediate Sales Statements

A preliminary auction report is available immediately after the auction. A final report is furnished after all closings are complete.

Efficient Collection

All monies collected will be deposited in a designated escrow account and paid out according to the contract terms.

Security

Professional security personnel may be on-site to protect properties, monies, and attendees.

Auctions conducted only online will not include some of these functions.

LAND AUCTION

FIVE FARMS, 3,270 ACRES

AGRICULTURE FARMS
WORTH \$ARMS COUNTY TEXAS
AND
CLARENCEVILLE (RED RIVER COUNTRY) TEXAS

JOINT VENTURE

1-800-424-2187 ext. 2000

Cucharas

Located at foot of the Sangre De Cristo Mountains
 Selling 17 Estates from 35 to 163 acres

Walsenburg, Colorado

Located in Northern Colorado, 88 miles south of Colorado Springs, and 20 miles north of Trinidad, Colorado on I-70.

Walsenburg Country Club at Walsenburg is a charming blend of Colorado's past and history and the absolute best of today's living. An excellent place to live.

Population: City, 1700; County, 6000.
 Climate: Annual mean temperature in Summer of 80° day & 70° night/Winter of 50° day & 20° night.
 Precipitation: 17 inches/Annual of 45.70".

LaVeta, Colorado

Located about 25 miles West of Walsenburg on Hwy. 12 and on Hwy. 12 and the Highway of Legends.

LaVeta Airport is within 8 miles of Cucharas River Estates by paved highway, with a light & parcel 1700 foot runway, suitable for Lear Jet 550.

Cucharas Ski Resort or Village

Cucharas River Estates is located 10 miles on scenic Highway 12 from Cucharas Ski Valley, located only 20 minutes away from Cucharas River Estates by way of paved and all weather roads, after its guests vacation along the mountains in the family and to recreation in one of the nation's best areas to learn to ski. Scenic views from Peak to Valley are divine.

Best Viewpoint	5,200 ft.
Peak	12,400 ft.
Annual Snowfall	1,200 ft.
Monthly Average	20+ inches
Annual Snowfall	200 inches
Summer Day	80 degrees
Sea Level	4,500 ft.
Yearly Rainfall	1,500 inches
Capacity for Ski Buses	100
with skiers only	25

Special Rate: Snowbound that Pays

Cucharas Ski Valley & Cucharas River Estates are closed to Snow, Children, and Skiers from any other Colorado Ski area. Daily Rights to Park, and Colorado Springs you pay less than 1 hour drive.

ABSOLUTE AUCTION

B. E. & Clair M. Wilson Ranch—A Texas Steerplace
 Redford, Texas, 30000 Acres and 10000 Horses

Friday, May 23—1:00 p.m.
SELLING LAND—160+ acres
(Some subject to a lease)

ABSOLUTE AUCTION **ABSOLUTE AUCTION**

The Auction Way Company

Clair M. Wilson is President
 804-984-2200
 P.O. Box 1002 • LaGrange, GA 30241

The Point

Sunday July 2 at 1 PM
 Spracoway (Burrmet Co) TX
 20 Miles West of Austin
 SELLING 85+/- Lots on or Overlooking Lake Travis

JOINT VENTURE

1-800-424-2187 ext. 2000

AUCTION

D.C. Rivers RANCHES and GROVES
58424/- acres Subdivided or as a Whole
Aracataca and Immokalee, Florida
Saturday, November 22nd at 1:00 PM
at the ranch in Aracataca

PRINCE CREEK RANCH
 Aracataca (Hillsborough & Dunedin Co.) Florida
 4,800 +/- acres
 Includes 432 +/- Citrus Groves

SR 82 GROVE & VEGETABLE FARM
 Immokalee (Collier Co.) Florida
 23,148 +/- total acres

The Auction Way Company
 1-888-802-4416

Bankruptcy AUCTION

Florida Real Estate
 1,494 ± Acres

Each of the different tracts offered in parcels and as a whole.

MAY 27, 28, 29

In Response Chapter 11 Reorganization by Rural Liquidator for the Northern District of the Florida Bankruptcy Court. See web for information on each lot.

The Auction Way Company

Gerald A. Bowle & Associates

LAND AUCTION

Saturday, November 21 at 1:00 p.m. in
 Corpus Christi, Texas
 on Beautiful Upper Padre Isles at a
 4,000-Acre Master Plan Community

SELLING AT AUCTION 76 LOTS TO INCLUDE
Gulf-Front, Marina Site,
Waterfront, Commercial
& Multi-Family

1-800-424-2187 ext. 2000

Coweta County's Largest Land Auction

AUCTION

Sat., May 26th • 1:00 p.m.
 Selling 971 +/- Acres as 22 Parcels
 (parcel sizes range from 11 to 127 +/- acres)

Auction Catalog

PRIVATE HOMEOWNERS: These are parcels that offer private building sites that are located among the mature woodlands, hiking, fishing, and often great mountain views to see your lot of things to do.

DEVELOPER'S PARCELS: This property could be your next subdivision or building site. The one-parcel property offers over 4.7 miles of road frontage, country access and great home sites. It has excellent views with natural beauty. Best of all the environment is complete. This property was grandfathered in before current subdivision was in place. This property may be developed using the standard 1.4 acres for lots or a 1.1 acre for nearby lots.

INTEREST: Some of the large water offers ponds or spring-fed features. There is an abundance of wildlife.

Property located on
Quailwood
Highway School,
Quailwood
and Road

ADDITIONAL PROPERTY

800.482.0775
 Information Catalog: theauctionway.com

The Auction Way Company

Bankruptcy AUCTION

Turkey Creek Golf and Racquet Club
 • Sunday, December 15th, 1991, 2:00 P.M. EST •
 Alachua (Gainesville), Florida

SELLING
Golf Course and Facilities,
All the Equipment to Operate
and 40+/- Lots Zoned
Single and Multi-Residential

• AUCTION •
A TURNKEY
OPERATION
• AUCTION •

ADDITIONAL

804-984-3062

The Auction Way Co.
 111 Airport Pkwy.
 LaGrange, GA 30240
 (804) 984-3062

What Our Clients Say

Mike Levi
Owner
Paleface Ranch
Alto, New Mexico

Just a note to let you know that all of the dozens of auctions that you conducted for me, of cattle and land, in good times and bad, everything was professionally handled and met or exceeded expectations.

A. Daniel Wolff, III
President
Riverside Group, Inc.
Jacksonville, Florida

I wish to express my appreciation for the professional and expeditious manner which you and your firm exhibited in preparing for and executing the auction sale....
The job was certainly well done; your people were extremely professional; and the spirit was nothing short of the finest cooperation imaginable.

B.L. Brown
Senior Vice-President
First Alabama Bank
Birmingham, Alabama

I would like to express my appreciation to you and the entire staff of THE AUCTION WAY COMPANY for a very professional sale of Blackwater Farms property.

Calvin L. Canter
President
Contractors' Rental Supply
Skyland, North Carolina

I want to express my appreciation for the thorough and professional manner in which your firm conducted our auction in Chesapeake, Virginia... I do not think we could have made a better choice in auctioneering firms.

James L. Holloway
Executive Vice President
Metrobank
Birmingham, Alabama

All of you are to be complimented for your excellent professional handling... Many hours and days of planning and work led up to this sale.

B.K. Burkhalter
Owner's Representative
Caterpillar Tractor Company
Facilities Engineering
Corporate Properties Division
Morton, Illinois

We at Caterpillar would like to take this opportunity to compliment THE AUCTION WAY COMPANY for the aggressive and excellent way the auction of our surplus material and equipment was conducted. Credit for the success of the sale must be attributed to the following: hard work and long hours setting up the auction inventory, top-notch advertising brochures and catalogs, knowledgeable and aggressive auctioneers and ringmen along with a computerized accounting program, second to none, giving instant printout of all buyers' transactions. I would certainly recommend THE AUCTION WAY COMPANY to anyone faced with disposal of surplus material and equipment.

*Typical Auction Timeline Example

11 Weeks From Conception To Closing


Week 1	<ul style="list-style-type: none"> ✓ Enter Into Auction Agreement And Contract With Seller ✓ Receive An Inventory Of **Properties From Seller ✓ Locate And Identify Each Property ✓ Assign Properties To Auction Manager ✓ Quote For Survey, Title Opinion
Week 2	<ul style="list-style-type: none"> ✓ Auction Manager Secures Properties ✓ Plan Targeted Marketing Program ✓ Take Photos, Gather Information For Marketing ✓ Order Survey And Title Opinion
Week 3	<ul style="list-style-type: none"> ✓ Take Photos, Gather Information For Marketing ✓ Schedule Inspection Days ✓ Property Information Completed And Given To Web Master ✓ Begin Marketing And Advertising Production ✓ Order Signs
Week 4	<ul style="list-style-type: none"> ✓ Title Company Prepares Title Opinion ✓ Place Advertising ✓ Produce Catalog ✓ Properties Are Loaded On Website For Viewing ✓ Erect Signage
Week 5	<ul style="list-style-type: none"> ✓ Advertising Begins To Run ✓ Literature Mailed To Prospective Buyers ✓ Catalog Available ✓ Open House: Properties Are Open For Inspection
Week 6	<ul style="list-style-type: none"> ✓ Contractual Documents Prepared By Title Company ✓ Open House: Properties Are Open For Inspection ✓ Survey Completed
Week 7	<ul style="list-style-type: none"> ✓ On-Site Setup For Auction ✓ Registration Begins ✓ Auction Is Conducted ✓ Preliminary Auction Report To Seller
Weeks 8-11	<ul style="list-style-type: none"> ✓ Work With Seller And Title Company To Facilitate Closings ✓ Personal Property Titles And Bill Of Sales Transferred To Buyers ✓ Complete Real Estate Closings ✓ Final Report To Seller ✓ Auction Is Complete

*Timelines For Some Auctions May Be Shorter Or Longer Than This Example
 **Properties: Real Estate, Equipment, Tangible Properties

The Auction Way Company

believes in the auction method as a positive,
practical approach to investment recovery.

An auction is the most effective and proven marketing process
for selling all types of properties
where the sellers want to limit their holding period, risk and cost.
The auction method of marketing accelerates the selling process,
in both a buyer's and seller's market.

We believe that professionally managed auctions
should be a strategic element of an asset disposition strategy
for today's asset managers. 

Successful auctions start with a professional auction team.

The AUCTION WAY COMPANY is that team.

*The Auction Way Company is a member of the National Auctioneers Association
and the Georgia Auctioneers Association. Gerald Bowie is a charter member and past president of the
Georgia Auctioneers Association and is in the Georgia Auctioneers Hall of Fame.*



 We Welcome Your Contact 



The Auction Way Company

P.O. Box 1663
LaGrange, Georgia 30240
706.884.3062
theauctionway.com