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Tranzon Auction Properties recognized by the National Auctioneers Association 2019 Marketing Competition

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Portland, ME Tranzon Auction Properties was recognized among top real estate marketing companies by the National Auctioneers Association 2019 Marketing Competition.

“The top-level contest again produced some of the best marketing materials seen in the entire auction industry,” according to the National Auctioneer Association release announcing the award recipients. Founded in 1949, the National Auctioneers Association is a membership-based organization and represents auction professionals from throughout the world. With a vision focused on ensuring their members are the preferred auction professionals in the marketplace that NAA represents the best and brightest.

Samantha Kelley’s listing in Nyack, N.Y. took runner-up in the Residential Real Estate: Luxury category. “It was such a fun project to work on and the team took great care in ensuring everything about this remarkable property was highlighted in this marketing piece,” said Kelley, vice president based in Westport, Conn.

Sophia Rosendo’s work on a property in Belgrade Lakes took runner-up in the Residential Real Estate: Traditional category. “It’s great to be recognized by the NAA. This particular sale was very gratifying. The property had been on the market for nearly three years and with some creative new ideas, we were able to bring some finality to the deal and help the sellers move on. They were tremendously happy with the results and at the end of the day – that’s what we really care about.” said Rosendo.

The team at Tranzon Auction Properties work to ensure they’re up-to-date in the current trends in marketing. “We’ve become hyper focused on making sure our client’s marketing money is producing the best ROI – namely, bidders,” said Mike Carey, SVP – sales. “It’s an incredible challenge and we spend enormous amounts of time educating ourselves. Many of our team are graduates of the NAA’s Certified Auctioneer Institute and of the Auction Marketing Management program.”

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