

SCHRADER REAL ESTATE AND AUCTION COMPANY



PHOTO BY LUKE SCHRADER

Schrader Real Estate & Auction Company expands at their location in Columbia City adding more than 8,000 sq. ft.

For more than 75 years Schrader Real Estate and Auction Company (Schrader's) has benefitted agriculture throughout Whitley County and the country.

Schrader's began in 1944 when Denzil Schrader started selling farmland, farm equipment and livestock in Indiana and Michigan. The family operation had their initial building in downtown Columbia City and moved to their current headquarter building off Indiana State Road 9 in 1998.

In 1967, Schrader's started adding representatives throughout the Midwest. The strategic plan has since allowed Schrader's Real Estate to serve sellers from 40 states.

"While the upper Midwest is our bread and butter, we're glad to have been able to serve landowners all over. It's a testament to our business model," said R.D. Schrader, President of Schrader Real Estate.

The use of the Maximum Marketing Method allows sellers to maximize the sale price of large land tracts at auctions. Schrader's offer multiple tracts at auction and allows people to spend money how they wish.

"We know the free-market economy helps drive decisions, which is why we have such success with large tracts of land. It allows others to enter the market and still allow those interested to buy

multiple pieces," R.D. said.

With premier marketing services and an in-house marketing staff, properties are marketed through effective pre-auction advertising and promotional exposure in the targeted marketplace throughout the whole nation.

"Our in-house marketing team allows us to work closely with sellers and make changes to marketing material the same day and offer live updates throughout the whole process. The expansion project at our office now will allow us to move additional marketing in our office and expand services even more," R.D. said.

The real estate business has started an expansion project to add 8,750 sq. ft. under roof with additional parking. The expansion will allow office space to move and allow climate-controlled parking for Schrader's Auction Day vehicles, which now house computers and technology that needs protection.

The pandemic allowed Schrader's to meet sellers with premier virtual auctions and allowed great success. The use of technology wasn't new to Schrader's though. They conducted the first online multi-tract auction on the internet simultaneously with the live auction in March 2000. The use of virtual auctions helped leverage sales throughout the pandemic.

Schrader's Real Estate works on behalf of agriculturists to sell farms, timberland, recreational land, equipment, and residential and commercial property either through a traditional model or virtually.

Additionally, the Schrader family is involved and provides servant leadership for the community both in and out of agriculture.

Schrader's Real Estate is now on the fourth-generation with R.D.'s son, Luke, as a local agent. Learn more about Schrader's and view their current auctions at schraderauction.com.

Whitley County continues to support the agriculture and is proud of the heritage companies like Schrader Real Estate continue to supply the community. If you have questions about Whitley County agribusiness, call the Whitley EDC office.