

# 2024 IAA Marketing Award Winners

## Category 1 – Postcards

- Personal Property/General Household
- Business Liquidation
- Farm & Acreage Real Estate
- Machinery, Equipment: Auto/Trucks
- 

## Andrew Wilson, William Wilson Auction Realty

Stephanie Swinehart, Schrader Real Estate & Auction Company  
Chad Metzger, Metzger Property Services  
Andrew Wilson, William Wilson Auction Realty (**category winner**)  
Arden Schrader, Schrader Real Estate & Auction Company

## Category 2 – Brochures & Catalogs

- Personal Property / General Household
- Business Liquidation
- Farm & Acreage Real Estate
- Machinery/Equipment: Auto/Trucks
- Residential Real Estate
- Recreational Real Estate
- Development Land Real Estate
- Commercial/Industrial/Multi-Par Real Estate

## Chad Metzger, Metzger Property Services

Chad Metzger, Metzger Property Services (**category winner**)  
Arden Schrader, Schrader Real Estate & Auction Company  
RD Schrader, Schrader Real Estate & Auction Company  
Eugene Klingaman, Schrader Real Estate & Auction Company  
RD Schrader, Schrader Real Estate & Auction Company  
RD Schrader, Schrader Real Estate & Auction Company  
RD Schrader, Schrader Real Estate & Auction Company  
Stephanie Swinehart, Schrader Real Estate & Auction Company

## Category 3 – Newspaper/Magazine Print Advertising

- One Color
- Full Color

## Chad Metzger - Metzger Property Services

Chad Metzger, Metzger Property Services  
Chad Metzger, Metzger Property Services (**category winner**)

## Category 4 – Company/Auction Promotion

- Auction Promotion (Non-Traditional, Give Away Signage, Brochures, etc.)

## Chad Metzger, Metzger Property Services

Chad Metzger, Metzger Property Services (**category winner**)

## Category 5 – Digital & Social Media

- Audio Visual – Auction Promotion (Chandler Auction)
- Audio Visual – Auctioneering Promotion (Wilson Way)
- Digital Campaign (Auction Promo)

## Andrew Wilson, William Wilson Auction Realty

Andrew Wilson, William Wilson Auction Realty  
Andrew Wilson, William Wilson Auction Realty (**category winner**)  
Chad Metzger, Metzger Property Services

## Category 6 – Photography

- Auction Team
- Auction Crowd
- Auctioneer In Action
- Buyer Excited About Purchase
- Personal Property- Farm, Real Estate
- Creative Photography

## Chad Metzger, Metzger Property Services

Chad Metzger, Metzger Property Services  
Chad Metzger, Metzger Property Services  
Chad Metzger, Metzger Property Services  
Chad Metzger, Metzger Property Services  
Chad Metzger, Metzger Property Services  
Chad Metzger, Metzger Property Services (**category winner**)  
Chad Metzger, Metzger Property Services

## Auction Campaign of the Year (The Ernestine Raclin Trust)

## Chad Metzger, Metzger Property Services

## Best of Show- Print

## Chad Metzger, Metzger Property Services (Brochure- Personal Property)

## Best of Show – Digital

## Andrew Wilson, William Wilson Auction Realty (Audio Visual- Company Promo- Wilson Way)

**Please note:** Overall Category winners, Auction Campaign of the Year, and Best of Show will receive their award at the annual IAA Convention Awards lunch on Friday, November 1, 2024, at the Embassy Suites, Noblesville.

\*The IAA had three (3) companies submit entries in 2024. The IAA will be re-evaluating the marketing awards for 2025.