



FOR IMMEDIATE RELEASE – March 31, 2014

Clift Land Auctions Gets \$2.67 M for Land near Groom

On Tuesday, March 25th, Clift Land Auctions held a land auction in Groom, Texas. Up for sale was 2,082 acres of grassland and land enrolled in the USDA Conservation Reserve Program. With seven heirs to this land, results were particularly important and once again Clift Land Auctions delivered those results with their multi-parcel land auction process. “Breaking this land into five individual tracts resulted in more potential buyers and raised the total sale price well over the sellers’ expectations,” commented George Clift, owner of Clift Land Auctions and Clift Land Brokers in Amarillo, Texas.

Forty bidders registered to take part in the auction, which drew a crowd of over 140 to the Legion Hall in Groom. The State National Bank of Groom fed around 90 people prior to the auction. To kick off the bidding, Auctioneer Tom Benton solicited a donation to the Groom Good Neighbor Meals. Rodney Bohr of Rod’s Farm, Groom, TX donated \$500.00 to help support his community and Clift Land Auctions matched his donation with another \$500.00.

In addition to this land auction, CLA recently sold 177 acres of cultivated farmland in Lamb County, once again exceeding the seller’s expectations. Clift Land Auctions has been in the land auction business for over 12 years and has sold over 180,000 acres of farms and ranches during that time. “In the last couple of years, we have seen an increase in sellers choosing land auctions to market their agriculture land,” Clift said. “The value of land auctions is clear. Having more potential buyers increases the competition which typically increases the value of the land, making land auctions a good business decision.”

For more information about Clift Land Auctions, the multi-parcel land auction process, and how you can benefit from this marketing option, visit CliftLandAuctions.com or call 800-299-LAND (5263).

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