

**Westchester Auctions, LLC and Ranch Marketing Associates Announce  
Strategic Marketing Alliance**

DENVER, Colo. (July 15, 2009)—Today Westchester Auctions, LLC , a wholly owned subsidiary of Westchester Group, Inc., and Ranch Marketing Associates (RMA), Denver, Colorado, announce a strategic partnership to work together in the marketing of properties in the Western U.S.

“The joining of two distinguished leaders of the real estate business will make for a promising partnership,” says Scott Shuman, Marketing Director of Westchester Auctions’ Colorado office, who oversees all of the company’s land marketing in the Western region. “We have been searching for the ideal ranch marketing partner for quite some time and are very excited to begin this inaugural joint venture with Ranch Marketing Associates.”

“This strategic partnership will bring great value to our real estate business through Westchester Auctions’ experience in and knowledge of land auctions,” states Ron Morris and Billy Long, Founding Partners of RMA. “Land markets are really a buyers’ market right now. Buyers are price motivated; so it’s great for us to have auction expertise with a high-quality company in Westchester Auctions as another way to market ranch properties.”

Westchester Auctions offers various land auction options for clients interested in buying or selling land. To suit each client’s unique situation, several land sale options are offered including multi-parcel land auctions, private treaty sales and investment offerings. Westchester Auctions is best known for their state-of-the-art, multi-parcel land auction system and for their customized marketing campaigns. Experienced employees and seasoned land marketers are what make Westchester Auctions successful.

Ranch Marketing Associates brings the most knowledgeable Western ranch brokers together, delivering extraordinary client service, distinguished knowledge of the marketplace and global reach. RMA is able to build strong relationships through proven knowledge of Western real estate combined with their own personal ranching experience. They excel by having an inside perspective and knowledge of the land and ranching business.

“The current global economic state is keeping land values volatile and it takes strong marketing skills and strategies to maximize property values for landowners and purchasing opportunities for buyers,” says Murray Wise, CEO and founder of Westchester Group, Inc. “Western real estate is value-added, sought-after land. The talents and knowledge within this partnership will allow us to carefully examine and evaluate each property to ensure we are marketing and selling each to its full potential.”

The combined partnership of Westchester Auctions and Ranch Marketing Associates will be able to increase national exposure and property marketing while also finding the highest value for properties through strategic marketing programs.

Through this joint venture the companies hope to establish a strong partnership in land marketing and selling across the Western region of the United States. Ranch Marketing Associates' long-standing, strong reputation of ranch marketing in the West, combined with Westchester Auctions' knowledge of production agriculture and state-of-the-art land auctioning system, will allow the duo to excel as a land marketing team.

#### **About Westchester Auctions**

Westchester Auctions is a leading agricultural real estate marketing company in the United States that has sold over \$1.2 billion in real estate and held auctions in 38 states. Utilizing their marketing expertise and the multi-parcel auction system they pioneered, Westchester Auctions allows bidders the most flexibility to compete continuously throughout an auction. For more information on Westchester Auctions and its parent company Westchester Group, Inc., a nationwide agricultural asset management firm, visit [www.westchester-auctions.com](http://www.westchester-auctions.com) or [www.westchester-group.com](http://www.westchester-group.com)

#### **About Ranch Marketing Associates**

Ranch Marketing Associates bring over 40 years experience representing high-end recreational and agricultural ranch properties. Ranch Marketing Associates has sales of over 2 million acres and over \$500 million; together they've assembled the most knowledgeable ranch real estate brokers throughout the West. For more information, visit [www.RMABrokers.com](http://www.RMABrokers.com).

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