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United Country Real Estate Announces Strategic Partnership with Auction Flex *Complete Suite of Auction Software Solutions Provides Innovative Technology to Auctioneers*

October 9, 2015 – (KANSAS CITY, Mo.) – United Country Real Estate announces a new strategic partnership with Auction Flex and Bidopia– a full suite of auction software solutions with a full online auction platform.

The new partnership allows all United Country offices the ability to implement state of the art auction software technologies as well as utilize a proven online auction bidding platform. United Country offices now have a complete bundle of tactical and operational auction software technology solutions to tackle the most complex auction events.

“We’ve strengthened our auction software technology by 10-fold through aligning with Auction Flex,” said Shawn Terrel, executive vice president of United Country Auction Services. “The auction technology services which Auction Flex has built will provide our United Country offices a wide variety of software solutions for many years to come. In addition, incorporating Bidopia as the online bidding platform will allow our offices to facilitate dynamic online auction events at a price point consistent with the client’s needs in mind. We are extremely excited and proud to partner with Auction Flex and Bidopia and being able to deliver top-shelf auction solutions to our affiliates.”

The new Auction Flex platform provides the following Auction Management Software solutions:

- Registration
- Clerking and cashiering
- Mobile catalog building
- Inventory and mailing list management
- Bidder self-check-in kiosk
- Driver license scanners
- Offline and online/cloud-based software solutions
- Multi-parcel auction software program

Auction Flex also has a widely used internet auction bidding platform called “Bidopia.” United Country affiliates will have access to a private label (United Country branded) online auction platform, which can be seamlessly integrated into their United Country office websites.

“Auction Flex/Bidopia is proud to partner with United Country Auction Services,” said Brandon Harker, chief executive officer for Auction Flex. “With our industry-leading software solutions and United Country’s leadership in auction franchise development, we are excited about what we can accomplish together.”

As part of this partnership, Auction Flex will power a national online auction bidding portal which will house all of United Country’s online auctions – www.UCBidder.com. All auctions hosted through a

United Country affiliate with an Auction Flex account will be visible at both the office level website as well as at UCBidder.com

For more information about the new United Country – Auction Flex partnership program, visit UCAuctionServices.com or call 800-999-1020.

About United Country Real Estate

[United Country Real Estate](#) – a division of the United Real Estate Group – is the leading, fully integrated network of conventional and auction real estate professionals. The company has been an innovator in lifestyle and country real estate marketing since 1925. United Country supports nearly 500 offices and 5,000 real estate professionals across four continents, with a unique, comprehensive marketing program. The exclusive program includes the highest ranked and largest portfolios of specialty property marketing websites, unequaled national print advertising, the largest internal real estate advertising agency, an extensive buyer database of more than 550,000 opt-in buyers and additional proprietary programs to advertise properties more broadly.

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