



AUCTION SERVICES LLC

## **JOEL K. LEMLEY**

Owner and President

*Mr. Lemley CES serves as owner and President of Lemley Auction Services LLC located in the West Texas community of Blackwell. He and his wife Shirley live and Ranch raising registered Limousin and Champion Texas Longhorn Cattle. Mr. Lemley served on the TLBAA Board of Directors from 2001 to 2007 as well as serving as Chairman of the Board in 2006. In 2004 he started Lemley Auction Services LLC and began working not only as a Professional Auctioneer but also offering a first class Auction Management Co. while working with the livestock registries, opportunities came to serve as Principle Auctioneer for many major livestock sales throughout the United States. Today Lemley Auction Services not only sells registered livestock, but works with various business on asset solutions, legal services for estate settlements, and industry equipment liquidations on fixed and capital assets using the Auction method. Mr. Lemley attended the Certified Appraisal Guild of America appraisal school and received his C.A.G.A. designation. Mr. Lemley currently serves on the Texas Auctioneer Association Board of Directors and was appointed to The Texas Department of Licensing and Regulation Auctioneer Advisory Board.*

### **Firms**

Lemley Auction Services  
Logical Asset Solutions

### **License Registration**

15204-Auctioneer TX  
3169-Auctioneer KY  
Federal Firearms License  
5-75-353-01-5H-07584

### **Professional Designation**

CES-NAA  
C.A.G.A.  
Xerox-PSS

### **Membership**

National Auctioneers Association  
Texas Auctioneers Association  
North American Limousin Foundation  
Texas Longhorn Breeders Association  
Texas Southwest Cattle Raisers Assoc.  
Texas Landowners Association

## **Work Experience**

### **Fort Worth Stock Show-Fort Worth, TX**

Mr. Lemley has served as the Principle Auctioneer for the Premier Heifer Sale, which is part of the Fort Worth Stock Show since 2008. This Sale represents the Texas Longhorn Breeders Association of America and its members from across the United States and held in conjunction with one of the largest livestock exhibitions in the USA.

### **Butler Breeders Invitational Sale-Lockhart, TX**

Mr. Lemley has served as Principle Auctioneer for the Butler Breeders Group Invitational Sale since 2008 and prior worked as ringman since 2002. This group represents breeders that have stayed true to original bloodline genetics of the famed and historic Milby Butler since the turn of the century. The Butler Museum in League City, TX was named after the famed breeder and rancher.

### **Midwest Sale-Winfield, KS**

Mr. Lemley has served as Principle Auctioneer for the Midwest Sale since 2009. One of the highest grossing sales in the registered Texas Longhorn Cattle Industry. Mike and Debbie Bowman of Bentonville, KS and owner of "End of Trails Ranch" has served as sale host since 1996.

### **Rocky Mountain Select Sale-Colorado Springs, CO**

Mr. Lemley has served as Principle Auctioneer for the Rocky Mountain Select Sale since 2010. This sale represents breeders from all over the Mountain States. Stan Searle and the "Searle Ranch" of Monument, CO has served as sale host since its beginning

### **RR Ranch Angus Bull Sale-Nolan, TX**

Mr. Lemley served as Principle Auctioneer for the RR Ranch Angus Bull Sale. The RR Ranch and its owner Robert Petty and family of Nolan, TX have been hosting this sale since 1969. The sale has been representing outstanding registered genetics for Top Angus Bulls in America.

## **TLBAA Horn Showcase Sale-Fort Worth, TX**

Mr. Lemley has served as Principle Auctioneer for “Horn Showcase Sale” since 2007. He also served as the original Sale Chairman for the inaugural Sale in 2002. The Sale is held in conjunction with one of the largest exposition of Texas Longhorn Cattle gathered in Texas. Sponsored by the Texas Longhorn Breeders Association of America this sale host cattle from top programs from Breeders all over the United States. This sale has become one of the top attended Cattle Sales in the Nation.

## **TLBGCA Cattle Barons Sale-Navasota, TX**

Mr. Lemley has served as Principle Auctioneer for the “Cattle Baron’s Sale” since 2007. Formally known as the “Best of Texas Sale” this event is sponsored By the Texas Longhorn Breeders Gulf Coast Association. Cattle breeders from all over the Texas Gulf Coast Area are represented by this association and it support of youth scholarships and benefits for children of all ages. Top cattle are represented by outstanding programs from all over the United States.

## **Hill Country Heritage Sale**

Mr. Lemley has served as Principle Auctioneer and Partner for the “Hill Country Heritage Sale” since 2013. Held on the Historic “River Ranch” owned by Rick and Tracey Friedrich, and highlighting their championship breeding program. In addition many top breeding programs in the Texas Hill Country are represented and included in the two day sale. This sale has become a “Go To” event in the Fall of each year.

## **Red River Sale**

Mr. Lemley has served as Principle Auctioneer and Partner for the “Red River Sale” since 2015. Held each year in Overbrook, Oklahoma. This sale represents not only the featured breeding programs of Bob and Pam Loomis, Rick and Tracey Friedrich, Frank and Michelle Hevrdejs, but many outstanding breeding programs from Oklahoma and Texas as well. This auction has become also a provider to many donations and sponsorships represented by the Red River Sale Partners.

## **Additional Sales**

Dixie Classic-Gulfport, MS 2008-2010  
NWLBA Sale-Aurora, OR 2009-2010  
Southwind Farms Sale-Danville, KY 2009  
Cowntown Classic Sale-Fort Worth, TX 2008-2010  
Select Breeders Sale-Fort Worth, TX 2009-2010  
MA Ranch Angus Sale-Rochester, TX 2010  
South Texas Summer Sale-Bastrop, TX 2009  
Lost Pines Sale-Bastrop, TX 2009  
Yuppie Sunrise Dispersal Sale-Butler, MO 2008  
Dunn-Rite Restaurant Dispersal-Dunn, TX 2011  
Tom's Marine Dispersal-Snyder, TX 2012

## **Contact Information**

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## Personal Thoughts

*I always felt that developing a marketing strategy should follow the basic tactics and principles that have been proven successful to those ideas that stand out. You have to work under what resources are available and be aware that what you see may not always be what you get. Successful results are what satisfy both the seller and the buyer and that comes with being creative, unconventional, honest and willing to spend time putting that extra effort forward. Principles such as the four “Ps” always have worked for me; Product, Promotion, Price, and Place.*

*Product represents putting out there what potential buyers want, not just what you need to get rid of.*

*Promotion is utilizing the resources that allow you to be noticed and inform potential buyers of what you do, and how you do it.*

*Price must be understood between seller and buyer as the result of what represents satisfaction for both.*

*Place does not necessarily mean location rather the availability of your product and yourself.*

*Proper marketing is getting potential buyers to know, like and trust you. It is not a part time job, but a conviction of putting yourself in the shoes of those potential buyers which make up the market place and its future. It is not something that can be manipulated, misrepresented or controlled by only a few. It needs to be nurtured and treated with respect so that everyone who participates in it can enjoy success as the end result.*

*Successful marketing also can create long lasting relationships that go way beyond selling and buying. Marketing yourself is as important as marketing your business.*

*An Auctioneer works for the Seller but earns respect from the Buyer*

*Joel Lemley*