



## **NAA Headquarters Sale: Member Summary** *A Transparent, Market-Driven Outcome*

December 22, 2025

**Purpose:** To provide members with a transparent summary of the sale of the NAA Headquarters building and the auction process used.

**Governance:** Conducted under the oversight of the NAA Board of Directors and executed by the NAA Real Estate Task Force.

### **The Decision to Sell**

The headquarters building, constructed in 1983, represented the only real estate asset owned by the Association at the time of sale. As the way the Association operates has evolved, through changes in staffing structure and technology, the Board evaluated the ongoing operational overhead and long-term costs associated with owning and maintaining a standalone headquarters facility.

The decision to sell was made with the goal of:

- Reducing fixed operational overhead
- Responsibly stewarding member resources
- Converting a fixed asset into flexible capital to support reserves and long-term financial stability

### **The Auction Outcome**

- **Auction Date:** December 17, 2025
- **Final Hammer Price:** \$725,000
- **Total Contract Price (including buyer's premium):** \$797,500
- **Sale Method:** Online auction with soft-close format
- **Closing Timeline:** Within 35 days of Auction Date

### **Marketing & Outreach Efforts**

The sale was supported by a **deliberate, multi-channel marketing campaign** designed to maximize exposure and attract qualified buyers. Marketing efforts included:

- Paid digital advertising across search and social platforms
- Listing on national commercial real estate platforms, including LoopNet
- Targeted email campaigns to commercial real estate professionals



- Direct mail outreach within the Kansas City metro area
- Earned and sponsored media coverage through regional business publications

In total, the campaign generated **over 7,600 website sessions** and attracted **26 registered bidders from 11 states**, demonstrating the reach and effectiveness of the auction marketing strategy.

### **Bidder Participation and Competition**

- 26 registered bidders from 11 states
- 13 active bidders during the live auction
- 3 out-of-state bidders actively participated
- 6 unique bidders competed during the 34-minute extension period
- The final bid was placed four seconds after the preceding bid

From the start of the soft close to the final bid, the high bid increased by approximately **88%**, illustrating strong competitive tension and authentic price discovery.

### **Professional Execution**

Although the property was offered For Sale by Owner, the auction was designed, governed, and executed by experienced real estate auction professionals, led by the NAA Real Estate Task Force under Board oversight. This was not a passive sale, but a professionally structured auction reflecting best practices within our industry.

### **A Reflection of Our Profession**

This transaction serves as a real-world example of the value auction professionals bring to the marketplace. The outcome reflects intentional planning, disciplined execution, and confidence in the auction method as a transparent and competitive way to establish real market value.

### **Looking Ahead**

Proceeds from the sale strengthen the Association's financial flexibility and position NAA to continue investing in member programs, education, advocacy, and long-term sustainability.

Thank you for your continued trust as we steward the Association on behalf of the profession.